



## “Healthy” trade logos

### Nutrition Facts and Healthy Snacks

This handout highlights a few “healthy” trade logos found on food products. It is not an exhaustive list of all “healthy” trade logos in the marketplace. This is also not an endorsement of these companies or products, but is meant strictly for educational purposes. Please email the Hawaii Child Care Nutrition Program ([hccnp@hawaii.edu](mailto:hccnp@hawaii.edu)) if you have any questions.

### Whole Grains Council (WGC) – [www.wholegrainscouncil.org](http://www.wholegrainscouncil.org)

The WGC created a few symbols for its member food companies to display on their food products to help consumers identify whole grain foods. All products must meet the council’s guidelines for whole grains. There are two different stamps companies can choose to use:

The Basic Stamp	The 100% Stamp
<p>Each serving has <math>\geq 8</math> grams of whole grains.</p> 	<p>All grain is whole grain and each serving contains <math>\geq 16</math> grams of whole grains.</p> 

For an extensive list of companies that utilize this stamp on some of their products, please visit their website listed above.

### Sensible Solutions -

[www.kraftfoodscompany.com/DeliciousWorld/healthandwellbeing/communications.aspx](http://www.kraftfoodscompany.com/DeliciousWorld/healthandwellbeing/communications.aspx)



This logo, which sometimes resembles a green flag appears on some Kraft package labels highlighting specific nutrient information about that product. Different foods have different nutrient criteria to meet, but may encompass some of the following traits:

- “Reduced”, “low”, or “free” in calories, fat, sodium or sugar
- “Good Source” of certain nutrients such as calcium, fiber or protein
- Contain whole grains

Refer to the Nutrition Facts Panel and Ingredients list to get a more detailed description of each product’s nutrient information.

The following Kraft products may exhibit this logo:

Beverages, Cereals, Cookies, Crackers & Snacks, Cheese & Dairy, Meals, Meat & Meat Alternates, Desserts, Mayonnaise, and Salad Dressings

### 3-Every-Day – [www.nationaldairycouncil.org/Pages/Home.aspx](http://www.nationaldairycouncil.org/Pages/Home.aspx)

This campaign is managed by the Dairy Advisory Panel, which is comprised of medical nutrition experts. It was formally recognized as “3-A-Day.”



- Products with this logo serve as a reminder to enjoy three servings of lowfat or fat free milk, cheese or yogurt daily for strong bones and healthy bodies.



### American Heart Association –

[www.heart.org/HEARTORG/GettingHealthy/NutritionCenter/HeartSmartShopping/Heart-Check-Mark\\_UCM\\_300133\\_Article.jsp#.T2fL8MUgebE](http://www.heart.org/HEARTORG/GettingHealthy/NutritionCenter/HeartSmartShopping/Heart-Check-Mark_UCM_300133_Article.jsp#.T2fL8MUgebE)

The Heart Check Food Certification Program has guided consumers on heart-healthy choices since 1995. Use of this logo implies compliance with the American Heart Association’s guidelines for heart-healthy foods in addition to a health claim regarding coronary heart disease. Here are two of their certifications based on one serving of the product:

	Standard Certification	Whole-Grains Certification
Total fat	≤ 6.5 grams	< 6.5 grams
Saturated fat	≤ 1 gram, ≤15% calories from saturated fat	≤ 1 gram, ≤15% calories from saturated fat
Trans fat	< 0.5 grams	< 0.5 grams
Cholesterol	≤ 20 milligrams	≤ 20 milligrams
Sodium	≤ 480 milligrams	≤ 480 milligrams
Vitamin A, Vitamin C, Iron, Calcium, Protein or Dietary Fiber	≥ 10% of the daily value of 1 of these 6 nutrients.	≥ 10% of the daily value of 1 of these 6 nutrients.
Whole grain	-	51% by weight per serving
Minimum Dietary Fiber	-	1.7 grams per serving of 30 grams 2.5 grams per serving of 45 grams 2.8 grams per serving of 50 grams 3.0 grams per serving of 55 grams

There are other certifications including Standard Extra Lean Meat & Seafood, Main Dish & Meal Products, Nuts, Fish. For an extensive list of companies that utilize this stamp on some of their products, please visit their website listed above.