

What it Really Means

(This handout is for use with the activity [Persuasion: It's All in the Packaging](#))

Package Word	What it Really Means (or Not!)
Pure	Doesn't this sound like the food is good for you? It really tells you nothing about what's in the package or how nutritious it is! There's no legal definition.
Natural	Same as above.
Made from _____	It only tells you that the food started with an item (e.g., 100% corn oil). But along the way, it could have been diluted or processed, making it quite different (and often, less healthful) than the original.
Made with real fruit	It means that there's some real fruit in the product, but it legally doesn't tell you how much. Perhaps it's just one blueberry! ("Made with oat bran" can also be sneaky.)
Whole grain	The product might have some whole grain, but the package doesn't have to tell you how much. (It could be a tiny amount.)
Light or lite	This means that the food has half the fat, one-third the calories, or half the salt of its regular counterpart. (But that can still mean a lot! Also, a food might contain less fat, but contain lots of sugar or a "bad" type of fat, such as hydrogenated fat.)
Enriched	This probably means that something good, such as vitamins, was stripped out of the food and then put back in artificially.
Free (e.g., sugar-free, fat-free)	These phrases can be very misleading. You would think that when "free" is used, it means that the food has NONE of that ingredient. Not true. According to the FDA, fat-free or sugar-free means less than 0.5 grams per serving; sodium-free and calorie-free mean less than 5 grams. If the "serving size" on the box is small, the fat, sugar, or salt in what you actually eat can add up fast! Also, "fat-free" foods often contain high amounts of sugar!
Fresh	This means an ingredient must be raw and not frozen, processed, or preserved in any way. (This doesn't apply to phrases such as "fresh milk" or "freshly baked bread.")
Fruit drink	This tells you that it is not 100% juice. In fact, it might not have any real juice, despite that juicy orange photo on the label! I could just be sugar and water with some added vitamin C.