

# Sugar Label Claims



Sugar is found in many products, either naturally occurring or added

**Natural Occurring Sugar** occurs in the product naturally  
 Examples of foods high in naturally occurring sugar:

- Fruits (fructose & glucose)
- Milk (lactose)

**Added Sugar** is not naturally found in the product  
 Examples of foods high in added sugars:

- Baked goods
- Soda
- Candy



Nutrition Facts	
8 servings per container	
Serving size 8 fl oz (240mL)	
Amount per serving	
<b>Calories</b>	<b>110</b>
% Daily Value*	
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 5mg	<b>0%</b>
<b>Total Carbohydrate</b> 27g	<b>10%</b>
Dietary Fiber 0g	<b>0%</b>
Total Sugars 25g	
Includes 23g Added Sugars	<b>46%</b>
<b>Protein</b> 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 40mg	0%

## Understanding the Nutrition Facts

**RECOMMENDED LIMIT-** The *Dietary Guidelines for Americans* recommend no more than 10% of the diet be added sugar

- Approximately 12 teaspoons of added sugar based on a 2,000 calorie a day diet

**LOW VS. HIGH-** The best way to determine if a product is low in added sugar is by referencing the Percent Daily Value

- Low added sugar is less than 5% of the Daily Value
- High added sugar is greater than 20% Daily Value

**TOTAL SUGARS** and **ADDED SUGARS** are separated on the label

- *Want to know how much naturally occurring sugar is in a food?* Subtract Added Sugars from Total Sugars to find naturally occurring sugar

$$\begin{array}{r}
 25 \text{ grams Total Sugars} \\
 - 23 \text{ grams Added Sugars} \\
 \hline
 2 \text{ grams of naturally occurring sugar}
 \end{array}$$

## Food and Drug Administration (FDA) Defined Sugar Claims

**“Sugar free” or “zero sugar”**

- Contain less than 0.5 grams of sugar per serving
- If sugar is in the ingredient list, the label requires a statement such as “adds a trivial amount of sugar”

**“No added sugar” or “without added sugar”**

- No amount of sugar or any ingredient containing sugar was added during processing

**“Reduced sugar” or “less sugar”**

- Contains at least 25% less sugar compared to 100 grams of the referenced food



## Artificial Sweeteners

- Manufactured sugar substitutes that contribute little to no calories
- Range from 200 to 20,000 times sweeter than table sugar (sucrose)
- The FDA approves artificial sweeteners safe for consumption
- Examples: saccharin (Sweet'N Low®), aspartame (Equal®), and sucralose (Splenda®)

For more information, visit [MSU Extension's Food Label Claims page](https://www.canr.msu.edu/tag/food-label-claims)

<https://www.canr.msu.edu/tag/food-label-claims>