
DAILY VALUE

What is its role in good health?

What Did the Old Label Say?

Recently, the FDA approved a new Nutrition Facts label, and the % DV description is going to be updated for clarity.

The old label said "Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower based on your calorie needs."

That information was followed by a chart of nutrients and their % DV for different calorie needs.

What Will the New Label Say?

The new label will get rid of the chart and instead say "The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice."

What is Percent Daily Value?

According to the FDA, "Daily values are reference amounts of nutrients to consume or not to exceed and are used to calculate the percent Daily Value (% DV) that manufacturers include on the label." Listing a % DV on a Nutrition Facts label makes it easier for people to put the item that they're eating or drinking in a larger daily perspective. For example, the fact that a food has 10 g added sugars may not illustrate how much that serving will count towards a recommended daily total limit, but a % DV says that that serving is the same as 20% of the total daily allowance for added sugars.

Amount Per Serving	
Calories 15	
Value*	
% Daily	
Total Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carb. 11g	4%
Sugars 0g	
Dietary Fiber 7g	28%
Maltitol 4g	
Protein 0g	

Not a significant source of calories from fat, saturated fat, trans fat, Vitamin A, Vitamin C, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet.