

BEST IF USED BY
gluten free
Sustainable
ORGANIC ANTIBIOTIC-FREE
All-natural
LOCALLY GROWN
free-range **GMO**
Conventional

Making sense of food labels.

We all want to purchase the safest and most nutritious food for our families. Packaging labels, with their many marketing claims, have left some consumers **OVERWHELMED** and **CONFUSED**. How can you make the best choice?

The nutrition label on the back provides more information than the labeling claims on the front. Watch for simple ingredients and other contents that fall within your family's food guidelines.

MAKE BETTER INFORMED CHOICES.

MODIFY
YOURthinking



www.watchusgrow.org/topic/label-lingo

LABELING AND FOOD TERMS

BEST IF USED BY: date recommended for best flavor or quality; not a food safety indicator.

CAGE-FREE: birds who don't live in a cage, but may not have access to the outdoors.

CONVENTIONALLY GROWN: a method of farming where using synthetic fertilizers and pesticides is allowed.

FARM-RAISED: fish raised in tanks, irrigation ditches, and ponds.

FREE-RANGE: chickens who spend at least part of their time outdoors, but without a unifying standard for the label. Designation has no relevance to a chicken's diet.

GRASS-FED: refers to meat from cattle that eat mainly grass throughout their life.

GENETICALLY MODIFIED ORGANISM (GMO): covers any living form whose genetic material has been altered through genetic engineering. In the food world, the term applies mostly to crops that have been grown with the objective of adding or eliminating certain characteristics.

LOCALLY GROWN: food grown on nearby farms – no standardized distinction in the actual distance.

NATURAL: existing in or caused by nature.

NUTRITION FACTS: panel found on food packages and containing a variety of information about the nutritional value of the food item.

ORGANIC: a method of farming where food is raised without synthetic pesticides or chemical fertilizers, but does allow inputs of plant or animal origin.

SELL BY DATE: tells the store how long to display the product for sale.

USE BY DATE: the last manufacturer-recommended date to use the product while at peak quality.

WILD-CAUGHT: fish that come from seas, rivers, and other natural bodies of water.