

# Today's Recap

Read it With a  
**GRAIN OF SALT**



Label Component	How it can fool you
Net Weight	Different net weights for similar package sizes
Nutrition Facts Table	Arbitrary serving sizes
Ingredients	Hidden ingredients in classes and components
Claims	Nutrient Content claims - when not in the food Quantitative claims – facts out of context to look healthy Highlighted Ingredient claims - words, pictures Implied claims - made with... or contains.... vs 100%
Product Name & Brand Names	Standard products vs. Imposters Brand names that sound very enticing
Country of Origin	Purely optional (with exceptions), and non-regulated



[www.grainofsalt.ca](http://www.grainofsalt.ca)