

The Lows and Highs of Percent Daily Value

Percent Daily Value Explained

The percent Daily Value (%DV) shows how much a nutrient in a serving of food contributes to a total daily diet. **The %DV can help you determine if a serving of food is high or low in a nutrient.**

The Daily Values are reference amounts (in grams, milligrams, or micrograms) of nutrients to consume or not to exceed each day. **The Daily Values have been updated, which may make the percent Daily Value higher or lower on the new Nutrition Facts label.**

Nutrition Facts	
4 servings per container	
Serving size	1 cup (227g)
Amount per serving	
Calories	280
	% Daily Value*
Total Fat 9g	12%
Saturated Fat 4.5g	23%
Trans Fat 0g	
Cholesterol 35mg	12%
Sodium 850mg	37%
Total Carbohydrate 34g	12%
Dietary Fiber 4g	14%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 15g	
Vitamin D 0mcg	0%
Calcium 320mg	25%
Iron 1.6mg	8%
Potassium 510mg	10%

* 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.

% Daily Value

Use Percent Daily Value to Make Informed Choices

%DV can help you make informed choices about what you eat and drink.

- **Compare Foods:** %DV makes it easy for you to make comparisons. Just make sure the serving sizes of each product are the same. Look at the %DV of the different nutrients and more often choose foods that contain more of the nutrients you want to get more of and less of nutrients you may want to limit.
- **Manage Dietary Trade-Offs:** You don't have to give up a favorite food to have a healthy diet. Use %DV to make dietary trade-offs with other foods throughout the day. When a food you like is high in a nutrient you want to get less of—or low in a nutrient you want to get more of—you can balance it with foods that are low (or high) in that nutrient at other times of the day.





TIP

Use %DV to determine if a serving of the food is high or low in an individual nutrient. As a general guide:

- 5% DV or less of a nutrient per serving is considered low.
- 20% DV or more of a nutrient per serving is considered high.

More often, choose foods that are:

- Higher in dietary fiber, vitamin D, calcium, iron, and potassium.
- Lower in saturated fat, sodium, and added sugars.

What About *Trans* Fat, Protein, and Total Sugars?

Some nutrients do not have a %DV

- Protein generally has no percent Daily Value (%DV) listed on the label, so use the number of grams (g) as a guide.
- *Trans* fat and total sugars have no percent Daily Value (%DV), so use the number of grams (g) to compare and choose foods.

What's That Footnote at the Bottom?

The footnote explains how much a nutrient in a serving of food contributes to a daily diet and that 2,000 calories a day is used for general nutrition advice.

Daily Values in Action

Take a look at the sample label for frozen lasagna below. Is this product **HIGH** in any nutrients (over 20% DV) or **LOW** in any nutrients (under 5% DV)? Be sure to check labels when you shop to see which nutrients are **HIGH** or **LOW** in the products you buy.

Sample Label for Frozen Lasagna

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— HIGH

— HIGH

— LOW

— LOW

— HIGH

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Learn more about the new Nutrition Facts label at: www.FDA.gov/NewNutritionFactsLabel