

Nutrition Criteria for the Smart Choices Program

Product Categories	Notes Regarding Qualification	Calories	Nutrients to Limit						Nutrients to Encourage						Food Groups to Encourage				
			Total Fat	Saturated Fat	Trans Fat	Cholesterol	Added Sugars	Sodium	Calcium	Potassium	Fiber	Magnesium	Vitamin A	Vitamin C	Vitamin E	Fruits	Vegetables	Whole Grains	Fat-free/low-fat Milk Products
Generic Benchmarks	Food meets criteria for nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. <i>*See exceptions in criteria for specific product categories, below.</i>	NA	≤ 35% cal	< 10% cal	0g (labeled)	≤ 60mg	≤ 25% cal	≤ 480mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Fresh/frozen/canned fruits and vegetables with no additives	Products qualify automatically.	NA	NA	NA	NA	NA	NA	NA	N	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Processed fruits and vegetables, 100% juices	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage.	NA	≤ 3g	≤ 1g	0g (labeled)	NA	≤ 8 cal (or 0 g for 100% juice)	≤ 240 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Bread, grains, pasta, and flours	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage.	NA	≤ 35% cal	< 10% cal	0g (labeled)	NA	≤ 25% cal	≤ 240mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	8 grams per serving; half of the grains must be whole	1/2 serving (1/2 cup)
Cereals (breakfast)	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The added sugar threshold of ≤12 grams is an interim level to be revisited when the 2010 Dietary Guidelines for Americans are issued.	NA	≤ 35% cal	< 10% cal	0g (labeled)	NA	≤12 grams	≤ 240 mg (<43 g per serving), ≤290 mg (≥43 g per serving)	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	8 grams per serving; half of the grains must be whole	1/2 serving (1/2 cup)
Meat, fish and poultry	To qualify, food must meet criteria for nutrients to limit only.	NA	≤ 5 g per RACC (and per 100 g); fatty fish containing 500mg /3ounces of DHA/EPA will not be limited by total fat	≤ 2 g per RACC (and per 100 g)	0g (labeled) (naturally occurring trans fats excluded)	≤ 95mg per RACC (and per 100 g)	≤ 25% cal	≤ 140 mg if single ingredient raw; otherwise ≤ 480mg	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Meat alternatives (including soy burgers, vegetable proteins, beans, eggs and egg substitutes)	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage.	NA	≤ 35% cal	< 10% cal	0g (labeled)	≤ 60mg	≤ 25% cal	≤ 480 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Seeds, nuts and nut butters	To qualify, food must meet criteria for nutrients to limit only.	NA	NA	≤ 28% fat cal	0g (labeled)	NA	≤ 25% cal	≤ 240 mg	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cheeses and cheese substitutes	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage.	NA	≤ 3g	≤ 2g	0g (labeled) (naturally occurring trans fats excluded)	≤ 60mg	≤ 25% cal	≤ 240 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Milk, dairy products, and dairy substitutes (including soy beverages)	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The added sugar threshold of ≤12 grams is an interim level to be revisited when the 2010 Dietary Guidelines for Americans are issued.	NA	≤ 3g	≤ 2g	0g (labeled) (naturally occurring trans fats excluded)	≤ 60mg	≤12 grams per cup	≤ 240 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Fats, oils and spreads (including butter)	To qualify, food must meet criteria for nutrients to limit only.	NA	NA	≤ 28% fat cal	0g (labeled)	≤ 60mg	≤ 25% cal	≤ 140mg	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Soups, meal sauces, and mixed side dishes	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The alternative thresholds in parentheses can be used for products with ≤100 cal.	NA	≤ 35% cal (or ≤3g)	< 10% cal	0g (labeled)	≤ 60mg	≤ 25% cal, (or ≤6g)	≤ 480 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Entrees, sandwiches, main dishes, and meal replacements	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. Can be equivalent of 1 serving from multiple food groups, in increments of 1/4 serving.	≤ 450	≤ 35% cal	< 10% cal	0g (labeled)	≤ 60mg	≤ 25% cal	≤ 600 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1 serving (1/2 cup)	1 serving (1/2 cup)	16 grams per serving; half of the grains must be whole	1 serving (1 cup)
Meals <i>Definition: ≥ 40g of ≥ 3 food groups</i>	To qualify, food must meet criteria for nutrients to limit and ≥ 1 nutrient to encourage, as well as contain the equivalent of 1.5 servings from key food groups. (No more than half a serving should come from juice.)	≤ 600	≤ 35% cal	< 10% cal	0g (labeled)	≤ 90mg	≤ 25% cal	≤ 600 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1.5 servings (3/4 cup)	1.5 servings (3/4 cup)	1.5 servings (3/4 cup)	1.5 servings (1.5 cups)
Sauces, dressings and condiments	To qualify, product must meet criteria for all nutrients to limit only. The alternative thresholds in parentheses can be used for products with ≤100 cal.	≤ 100	NA	≤ 28% fat cal	0g (labeled)	≤ 30mg	≤ 25% cal, (or ≤6g)	≤ 240 mg	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Snack Foods and Sweets	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The alternative thresholds in parentheses can be used for products with ≤100 cal.	≤ 160	≤ 35% cal (or ≤3g)	< 10% cal (or ≤1g)	0g (labeled)	≤ 60mg	≤ 25% cal, (or ≤6g)	≤ 240 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)

(over)

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Desserts	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The alternative thresholds in parentheses can be used for products with ≤ 100 cal. Products w/ ≤ 20 cal qualify by meeting criteria for nutrients to limit only. (Frozen, dairy-based desserts have distinct thresholds of ≤ 150 calories and ≤ 12 g added sugar. All other criteria for this subcategory are the same as for other dessert products.)	≤ 200	$\leq 35\%$ cal (or ≤ 3 g)	$\leq 10\%$ cal (or ≤ 1 g)	0g (labeled)	≤ 60 mg	$\leq 25\%$ cal (or ≤ 6 g)	≤ 240 mg	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)	
Chewing gum	To qualify, a serving of chewing gum must meet criteria for nutrients to limit, and qualify for a "sugar-free" claim	≤ 20	0g	0g	0g (labeled)	NA	0g	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Beverages	Beverages w/ ≤ 20 cal qualify by meeting criteria for nutrients to limit only. Beverages w/ ≤ 40 cal qualify by meeting criteria for nutrients to limit only plus one positive element. Fruit/vegetable beverages w/ ≤ 60 cal must meet criteria for ≥ 1 nutrient to encourage and 1 food group.	≤ 20 ≤ 40 ≤ 60	≤ 3 g	≤ 1 g	0g (labeled)	≤ 60 mg	NA	≤ 140 mg	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	$\geq 10\%$ DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)	
Water (plain and carbonated)	Products qualify automatically.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

NOTE 1: Reference value is per labeled serving unless otherwise

NOTE 2: Added juice must have a nutrient profile characteristic of the nutrients found in that particular fruit in order to help a product meet the threshold for a food group amount. USDA composition tables are the basis for determining the expected nutrient profile.