Get the Nutrition Facts:

There's a New Serving Size for Avocados!

A serving of avocados = one-third of a medium avocado (50 grams)

One medium avocado (150g) = 3 servings of fruit

As of July 26, 2016, the U.S. Food and Drug Administration (FDA) updated the nutrition facts panel, serving sizes for certain foods, including avocados, and Recommended Daily Intakes (RDI)/Daily Reference Values (DRV) of certain vitamins and minerals.

Avocados From Mexico

ALWAYS FRESH

AvocadosFromMexico.com

New serving size means New nutrition panel

From A to Zinc, avocados contain nearly 20 vitamins, minerals and phytonutrients (plant nutrients). A serving of one-third of an avocado (50g) provides essential plant nutrients.

Avocados are a source of naturally good fats

What's new? Polyunsaturated Fat and Monounsaturated Fat are now listed on the label, so consumers can know all the details of the good fats they may be consuming.

Did you know? **Over 75%** of the fat in avocados is naturally good fat, with 5g of monounsaturated fat per serving.

Avocados are a GOOD source of dietary fiber

What's new? The Daily Value (DV) for fiber has increased to 28 grams per day.

Did you know? Dietary fiber from fruit, as part of an overall healthy diet, **helps reduce blood cholesterol levels** and may lower risk of heart disease. Avocados are a good source of fiber (11% of the DV) and are a great way to add variety to the diet.

Avocados are a GOOD source of folate

What's new? Avocados now qualify as a "good" source of folate. The Daily Value (DV) for folate did not change but the measuring unit changed from 400mpg to 400mcg Dietary Folate Equivalents (DFE).

Did you know? **Folate is important** for proper brain function, and is key for pregnant women; it is the best-known nutrient for helping to prevent birth defects.

What is a Nutrient Content Claim (NCC)?

It is a claim on a food product that directly or by implication characterizes the level of a nutrient in the food (e.g., "low fat," "high in oat bran," or "contains 100 calories"). 21 CFR 101.13(b), 21 CFR 101.13(a).

What is the difference between a "good source" and a "high" claim?

A "good source" claim may be made when a food contains 10-19% of the RDI or DRV both declared on the label as the % Daily Value (%DV). A "high" claim may be made when a food contains at least 20% of the DV. 21 CFR 101.54(b)-(c).

Nutrition Facts

3 servings per container

Serving Size **1/3 medium (50g)**

Amount per serving

Calories **80**

	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 5g	
Cholesterol 0mg	**0%**
Sodium 0mg	**0%**
Total Carbohydrate 4g	**1%**
Dietary Fiber 3g	**11%**
Total Sugars 0g	
Includes 0g Added Sugars	**0%**
Protein 1g	
Vitamin D 0mcg	0%
Calcium 6mg	0%
Iron 0.3mg	2%
Potassium 254mg	6%
Vitamin A 4mcg	0%
Vitamin C 4mg	4%
Vitamin E 1mg	6%
Vitamin K 11mcg	10%
Thiamin 0.04mg	4%
Riboflavin 0.1mg	8%
Niacin 1mg	6%
Vitamin B_6 0.1mg	6%
Folate 44mcg DFE (0mcg folic acid)	**10%**
Pantothenic Acid 0.7mg	14%
Phosphorus 27mg	2%
Magnesium 14mg	4%
Zinc 0.3mg	2%
Copper 0.1mg	10%
Manganese 0.1mg	4%

* 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.

Avocados are a Unique & Healthy fruit

"Good fats"

Avocados contain good fats unlike most other fruits and vegetables. The Dietary Guidelines for Americans recommend replacing good fats in place of saturated fats.

"Sugar Free"

Avocados do not contain sugar, making them the fruit with the least sugar of any other fresh fruit.

"Antioxidant"

Avocados contain 6% of the daily value for vitamin E. Vitamin E is an antioxidant that protects body tissue from damage and helps keep the immune system strong against viruses and bacteria.

Americans need to eat more fruits & vegetables

Overall produce intake has decreased 7% in the past 5 years.

Research shows that fruits and vegetables are associated with reduced risk of many chronic diseases, including cardiovascular disease, and may be protective against certain types of cancers. The 2015-2020 Dietary Guidelines for Americans reflect this evidence through its recommendations to include a variety of fruits and vegetables - dark green, red, orange, legumes (beans and peas), starchy, as well as whole fruits and 100% juice.

According to Produce for Better Health Foundation's State of the Plate Report: A 2015 Study on America's Consumption of Fruits and Vegetables.

Trivia Facts

- **Avocados are a fruit...** not a vegetable! Why? Because avocados have a seed... also known as a pit.
- **Avocados are a benefit** to a diabetic diet since they are a good source of fiber!

How much do you need each day?

Fill half of your plate with fruits & vegetables.

1 avocado = 3 servings of fruit

1/3 of an avocado (50g) = 1 serving of fruit

It's easy to add avocados to your plate!

Visit ChooseMyPlate.gov to learn more about nutrients, health benefits and recommended intake for fruits and vegetables.

Avocados offer many ways to boost fruit intake at every meal, every day

Challenge yourself to add a serving of avocados at meals to meet recommended intake each day. Visit AvocadosFromMexico.com recipe center for more ideas.

1 serving = one-third of a medium avocado (50g)

Avocado Toast

Avocado Spread & Smoked Salmon Bagels

Quesadilla w/ Bacon Tomato & Avocado

Turkey Sandwich w/ Avocado Spread

Avocado Deviled Eggs

Avocado Tortilla Soup

Steak and Avocado Kebabs

Chocolate Avocado Brownie

These recipes and more are featured on our latest Recipe Contact Sheet to help you quickly identify your favorite recipe ideas.

Avocados From Mexico is a proud sponsor

We ♥ RDs by Produce for Kids®

Avocados From Mexico is committed to supporting registered dietitians (RDs) working in supermarkets across the U.S. to help shoppers make informed nutrition choices. We are a proud sponsor of Produce for Kids in their efforts to reach this influential audience. Each month more than **300 retail RDs** receive "We Heart RDs" kits via postal mail filled with nutrition education materials, recipe cards and incentives to host in-store demos in over **45 supermarket retailers** to promote fruits and vegetable consumption.

Visit ProduceForKids.com for more information.

Avocados From Mexico ALWAYS IN SEASON

Supermarket Dietitians are invited to sign up for our e-newsletter to receive monthly inspiration, recipes and learn about seasonal promotions.

To sign up, email Barbara Ruhs, MS, RDN at: Barb@AvocadosFromMexico.com

© 2016 Avocados From Mexico