

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.



◆ **ALWAYS
FRESH** ◆

AvocadosFromMexico.com



New serving size means New nutrition panel

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 B₆ 0.1mg 6%

Folate 44mcg DFE 10%
(0mcg folic acid)

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.

How much do you need each day?



Fill half of your plate with fruits & vegetables.

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

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!



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.

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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.

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