

# KNOW YOUR FOOD WITH %DAILY INTAKE (%DI)



Have you noticed the new labels on the front of products in the supermarket? They look like thumbnails, but we call them %DI.

%DI stands for 'percentage daily intake'. Nestlé has started to place these on our packs. %DI is a guide to help you make informed choices about the food you eat. Daily Intakes are based on an average diet and can help you understand what's in your food and how it fits within your balanced diet.

## WHAT IS % DI?

Percentage Daily Intakes (%DI) are a guide to how much energy and key nutrients an average adult should eat in order to have a balanced diet. The key nutrients are the ones usually listed in the nutrition information panel on food packs - protein, fat, saturated fat, carbohydrate, sugars and sodium.

For example, we need an energy intake of around 8700kJ (for an average adult), so 8700 is our DI amount for energy. Most of the key nutrients give us energy, so the DI for nutrients is based on the average energy amount we need.

Your DI may be higher or lower depending on your energy needs. Energy and therefore nutrient needs vary from person to person depending on gender, age, weight and how much activity you do. People who are very active need more energy than inactive people. Young children also have lower energy needs.

### *This is the recommended DI for an average adult in one day*

Energy 8700kJ	Protein 50g	Fat 70g	Sat fat 24g	Carbs 310g	Sugars 90g	Sodium 2300mg
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## WHAT DO %DI LABELS TELL ME?

A %DI label on the front of a pack shows the amount (as a percentage) that one serve of food contributes to your overall DI. The %DI label can be just for energy, or it may list the %DI's for energy plus the nutrients - protein, fat, saturated fat, carbohydrates, sugars, fibre and sodium.

So if you want to check how much that afternoon snack is giving to your daily energy needs, you can just check the %DI on the front of the label. The %DI label can also be helpful when you have special dietary needs or concerns. For example, if you need to watch your saturated fat intake, you can compare different food products to see which one gives you the lowest percentage of your daily saturated fat.

It is important to note that the %DI label is for adults. Children's needs are different to adults needs and are not currently listed on %DI labels.

## Fact sheet



*Food nutrition is part of the Nestlé heritage*

*Here at Nestlé we have a dedicated team of dietitians and nutritionists helping people enjoy healthy foods and the benefits of a healthier lifestyle.*

*Visit [www.nestle.nutrition.com](http://www.nestle.nutrition.com) today.*

Be treatwise  
Get to know your %DI

*For more information on Be Treatwise go to:*  
[www.candy.net.au](http://www.candy.net.au)



AUSTRALIAN  
FOOD AND GROCERY  
COUNCIL

For information on %DI log onto:  
[www.mydailyintake.net](http://www.mydailyintake.net)

# KNOW YOUR FOOD WITH %DI LABELS (continued)

## HOW DO I READ %DI LABELS?

The %DI label will be on the front of pack, and will be for energy, or energy and other key nutrients (protein, fat, saturated fat, carbohydrate, sugars and sodium).

This number tells you the actual amount found in one serve of the food you are about to eat.

This is the percentage of your recommended total % Daily Intake\* (%DI) found in this food.

Kilojoules	Protein	Fat	Sat fat	Carbs	Sugars	Sodium
695kJ	9.8g	3.0g	2.2g	24.3g	5.5g	106mg
DI* 8%	DI* 20%	DI* 4%	DI* 9%	DI* 8%	DI* 6%	DI* 5%

**Example of % Daily Intake (%DI).**

\*Percentage daily intakes are based on an average adult diet of 8700kJ.

To help you read a %DI label on your favourite products, we have an example that shows what one 350g serve of MAGGI World Flavours Mexican Beef contains, and how this contributes to your DI.

## MAGGI World Flavours Mexican Beef

**Maggi World Flavours**

**Mexican Beef & Black Beans with Rice**

Tender lean beef in a spicy Mexican salsa with black beans, corn and chilli, served with long grain rice.

Mexico

Our Promise: Free from artificial colours, flavours and preservatives.

Per 350g serve

Energy	Sat Fat	Sugar	Sodium
1490kJ	0.4g	6.3g	610mg
%DI <sup>A</sup> 17%	%DI <sup>A</sup> 1.7%	%DI <sup>A</sup> 7%	%DI <sup>A</sup> 26%

PERMITTED BY AUSTRALIAN GOVERNMENT

NET 350g

Energy	Sat Fat	Sugar	Sodium
1490kJ	0.4g	6.3g	610mg
%DI <sup>A</sup> 17%	%DI <sup>A</sup> 1.7%	%DI <sup>A</sup> 7%	%DI <sup>A</sup> 26%

**Energy** The DI for energy is **8,700kJ**. One serve of this MAGGI World Flavours gives you 1490kJ which is **17%** of your daily energy intake.

**Saturated Fat** The DI for saturated fat is **24g**. One serve gives you 0.4g which is **1.7%** of your daily saturated fat intake.

**Sugars** The DI for sugar is **90g**. One serve gives you 6.3g which is **7%** of your daily sugar intake.

**Sodium** The DI for sodium is **2,300mg**. One serve gives you 610mg which is **26%** of your daily sodium intake.

It is important to remember that %DI's are an acceptable intake rather than a recommended target, and that they provide a benchmark suitable for most people.

## Fact sheet



Receive a FREE copy of our "Get Out! Get Active! Get Healthy!" booklet for kids. <http://www.nestle.com.au/Fun/GetOutGetActive>



The AIS 'A Winning Diet' is a FREE booklet to help you perform at your best. <http://www.nestle.com.au/SportsNutrition/Winning>



Nestlé has always maintained a commitment to advances in nutrition and is continuing this through its partnership with the Dietitians Association of Australia (DAA) and the Australian Institute of Sport (AIS)

## WHY DO WE USE %DI ON PACKS?

The labels on packs are a simple way to learn more about which nutrients are in the food or drink you are eating. They also help put the food into perspective of a daily diet; by listing the percentage (%) each nutrient contributes to your DI. To get one hundred percent of the daily intake for energy, you need to have a balance of the different essential nutrients from a variety of foods over the day.

%DI labels are also a useful way to compare different products and help you choose the product most suited to your daily intake needs. This will help you and your family to select a wide variety of foods and achieve a balanced diet.

## DO ALL PRODUCTS HAVE %DI ON PACKS?

Not all products will have %DI on pack. Coffee, food in small packs, Specialist Nutrition and Therapeutic goods are exempt and do not require %DI.



Lollies and chocolates have a slightly different message on the front of pack. These foods will have the “*Be Treatwise*” message on the front of their pack.

The *Be Treatwise* message points you to the more detailed %DI information on the back of pack and encourages you to think about the treats you are choosing and guides you on how the treat can be enjoyed as part of a well balanced diet.

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### References

1. Food Standards Australia New Zealand, *Australia New Zealand Food Standards Code*. 2006, Food Liaison Pty Ltd.