

FOR IMMEDIATE RELEASE

For more information, contact Katherine Pinto  
EFNEP and SNAP-Ed Agent, Wildcat Extension District  
[kdpinto@ksu.edu](mailto:kdpinto@ksu.edu), 620-232-1930

## Misleading Marketing

The grocery store is filled with all sorts of brands claiming they have the next healthiest items on the market. With package labeling being so misleading these days, it is more important now than ever to read the nutrition label!

Here are seven misleading phrases to watch for:

1. **All Natural** - Food that has the “All Natural” wording on the label cannot contain added colors, artificial flavors, or synthetic substances. These foods **CAN** however contain preservatives, high fructose corn syrup, or have high numbers of sodium.
2. **No Sugar Added** - Just because no sugar was added, does not mean that there is no sugar in the product. Most foods, including fruits, vegetables, milk, and grains have naturally occurring sugar. This is important to note for those that have to watch their sugar intake.
3. **Sugar-Free** - These items often contain more fat to compensate for the taste and texture that is lost when the sugar content is reduced.
4. **Fat-Free** - These products likely contain extra sugar to compensate for the reduced fat content.
5. **Light** - Although “light” may make you think that the food is lower in calories, it can actually be referring to the flavor rather than the nutrition content.
6. **Gluten-Free** - Gluten-Free foods are great for people who have problems digesting gluten, but gluten-free does not mean the products have whole grains, contain fiber, or have fewer carbohydrates. Gluten-free donuts are still donuts.
7. **Made with Real Fruit** - Products that claim to be made from real fruit may not contain very much fruit at all. Food manufacturers do not need to list the percentage of fruit, so a product claiming, “made with real fruit” can contain 100 percent fruit or 1 percent fruit.

For more information, please contact, Katherine Pinto, EFNEP and SNAP-Ed Agent,  
[kdpinto@ksu.edu](mailto:kdpinto@ksu.edu) or 620-232-1930.

###

Kansas State University Agricultural Experiment Station and Cooperative Extension Service

K-State Research and Extension is an equal opportunity provider and employer. Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Director of K-State Research and Extension, Kansas State University, County Extension Councils, Extension Districts.