



Nature's Healthiest® Certification

NHC 3.0
Original 0115
Revision 0217

Certification Criteria – Nutrition Guidelines

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The following health standards have been established for evaluation of products seeking certification as *Nature's Healthiest®*. Along with the *Ingredients Not Allowed* and *General Guidelines* categories, the *Nutrition Guidelines* criteria emphasize the importance of nutrient balance as well as quality in the foods and beverages that contribute to a healthy lifestyle. The *Nutrition Guidelines* category is subject to revision as new nutrition science emerges and is verified by research and clinical studies. A product that meets these criteria will not be guaranteed certification as criteria in all areas of certification must be met.

Nutrition Guidelines

Nutrient Parameters	Criteria	Established Dietary Standards †
Calories	Based on an average recommended intake of 2000 calories per day, the calorie content of the food and its intended use in the diet should allow an adult to incorporate the food without sacrificing nutrient density for a calorie dense food.	USDA/FDA: 2000 calories per day WHO: average: not more than 2000 calories per day for women; 2500 calories per day for men
Total Fat	Evaluating total fat will comprise the assessment of not only total fat but saturated (including the type of saturated fat), monounsaturated, polyunsaturated, omega-3 fatty acids, omega-6 fatty acids and trans fats, depending on the food type and its use in the diet. For fat-based ingredients, the quality of that fat will be the primary assessment parameter.	USDA: <10% of total calories from saturated fats, limit trans fats FAO/WHO: <30% of total calories from fat, choose unsaturated fats over saturated fats, limit trans fats AHA: 5-6% of total calories from saturated fats, limit trans fats NIH/AMDR: 20-35% of total calories from fats
Sodium	With consideration for the varying sodium recommendations depending on age, genetics, and medical status which apply to so many adults, foods and their intended use in the diet will be evaluated based on an average daily intake of 1800 milligrams of sodium.	WHO: <2000 mg per day USDA/FDA: <2300 mg/<1500 mg per day AHA: <1500 mg per day ADA:<2300 mg per day HSPH: <1500 mg per day
Carbohydrates	Total carbohydrate intake requirements vary widely in the adult population. Of most concern in diet of the average healthy adult is less a focus on total carbohydrate intake, but more importantly the overconsumption of sugars, particularly added sugars, and under-consumption of dietary fiber.	USDA/RDA: 130 grams per day WHO/FAO: 50–75% total energy or 250-375 grams per day NIH/AMDR: 45-65% of total calories



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<p>Fiber</p>	<p>The soluble and insoluble fiber found naturally in whole foods is most beneficial for human health. Approval for carbohydrate evaluation of foods for Nature's Healthiest will focus on naturally occurring fiber sources from intact whole grains, legumes, fruits and vegetables rather than added fiber enhancement and supplementation. The average daily intake recommendation from established guidelines for a healthy adult is a minimum of 29 grams per day.</p>	<p>HSPH: 20 grams per day USDA/DRI: men: 38 grams/day; women 25 grams/day – 14 grams per every 1000 calories consumed CDC/IOM: men: 31-34 grams/day; women 25-28 grams/day</p>
<p>Sugar</p>	<p>In assessing foods and beverages, approval will be judged primarily by the use of no added sugars and the use of the inherent natural sweetness of fruit, juices, and other whole foods to enhance sweetness and favor. Only natural sweeteners will only be allowed in minimal amounts in Nature's Healthiest Certified foods and beverages. Allowed sweeteners are fruit juice or fruit puree, honey (if organic, small harvest window, not artificially stimulated), maple syrup, raw sugar, blackstrap molasses, and stevia. Allowed sweeteners will be permitted only in minimal amounts. Based on a maximum intake of 28 grams of added sugars per day, products will be judged on an individual basis depending on product type, intended use in the diet, and the sweetener's functional use in the product.</p>	<p>AHA: men: <36gms/d; women: <24gms/d; juices: 4oz/d women, 8oz/d men WHO: 5% of daily calorie intake or 25 grams per day for a 2000 calorie diet</p>
<p>Protein</p>	<p>Recommended protein intake is contingent on the balance of many dietary factors, including total calorie intake, protein source (animal and vegetable protein); carbohydrate intake, and how protein intake affects total fat intake. Averaging various recommendations from the USDA, CDC, IOM, HSPH, ADA, and the established RDA, Nature's Healthiest will assess the protein content on a total intake of 68 grams of protein per day depending on total calorie intake along with fat and type of carbohydrate intake and level of physical activity. The food, and its intended use in the diet, should allow the consumer to comply with this intake standard.</p>	<p>USDA: 13-18% of calorie intake – average of 77 grams per day CDC/RDA: average 50 grams per day (46 grams for women; 56 grams for men) IOM: 0.8 grams/kg of body weight; 58 grams for a 160 lb adult WHO : 10-15% of calorie intake; approx. 62.5 grams per day ADA: 0.8-1.0 grams/kg of body weight; approx. 65 grams per day for a 160 lb adult NIH/AMDR: 10-35% of calories per day; 50-175 grams per day</p>



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		HSPH: up to 20-25% of total calories when including vegetable protein and if this increased protein replaces refined carbohydrates and sugar; approx. 100 grams per day
Nutrient Balance	For some food products, particularly those intended to be incorporated in the diet as a complete meal, nutrient balance will also be assessed. With consideration from the many established food guides, the servings and portion sizes of vegetables, fruit, grains, protein, and fat type and content as well as the balance of macronutrients and micronutrient content will be reviewed.	

Notes:

‡ Established Dietary Standards:

USDA – United States Department of Agriculture

RDA – Recommended Daily Allowance

DRI – Dietary Reference Intake

WHO – World Health Organization

FAO – Food and Agriculture Organization of the United Nations

FDA – United States Food and Drug Administration

NIH – National Institutes of Health

AMDR – United States Food and Nutrition Board's Acceptable Macronutrient Distribution Ranges

HSPH – Harvard School of Public Health

AHA – American Heart Association

ADA – American Diabetes Association

CDC – Centers for Disease Control and Prevention

RDA – Recommended Daily Allowance

IOM – Institute of Medicine