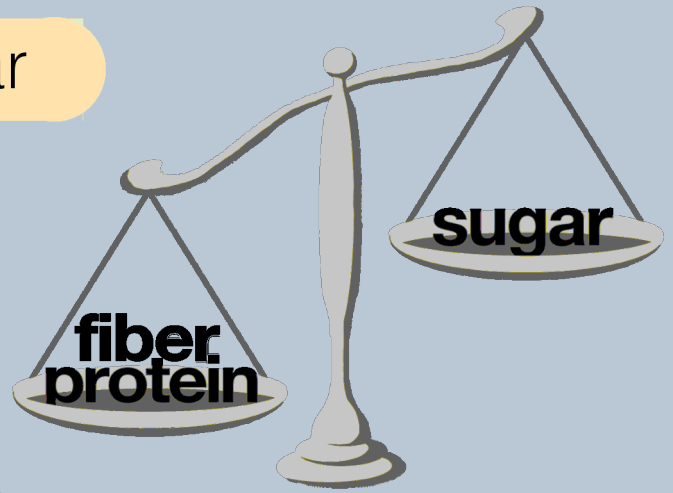


The Altman Rule

g protein + g fiber > g sugar

3 g fiber minimum

Check the nutrition facts
Check serving size
Apply the rule!



Kellogg's[®]
Raisin Bran Crunch[®]

Nutrition Facts		
Serving Size		1 Cup (53g)
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Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	190	230
Calories from Fat	10	10
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% Daily Value**		
Total Fat 1g*	2%	2%
Saturated Fat 0g	0%	0%
Trans Fat 0g		
Polyunsaturated Fat 0g		
Monounsaturated Fat 0g		
Cholesterol 0mg	0%	0%
Sodium 200mg	8%	11%
Potassium 210mg	6%	12%
Total Carbohydrate 45g	15%	17%
Dietary Fiber 4g	17%	17%
Sugars 19g		
Protein 4g		
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Vitamin A	10%	15%
Vitamin C	2%	4%
Calcium	2%	15%

To use the Altman Rule:

1. Locate the grams of sugar, protein, and fiber on the food label. Be sure to check the serving size.
2. Make sure there are at least 3 grams of fiber.
3. Add the grams of protein and fiber:
4 g protein + 4 g fiber = 8 g
4. Compare the grams of protein and fiber to the total grams of sugar.
8 g protein & fiber < 19 g sugar
5. If the grams of protein + fiber total is greater than (>) total grams of sugar, the product is a **good** choice, if it is less than (<) it is **not** the best choice.