

What's the difference?

# SERVING SIZE VS PORTION SIZE

Understanding the difference between portion size and serving size can help you make more informed choices about your diet and nutrition. Let's break it down.

## RESEARCH:

According to the IFIC consumer survey,  
Understanding Portion and Serving Sizes

**9 in 10** say they have at least some understanding of serving and portion size

While nearly half

**48%** of Americans can correctly define serving size, the same percentage incorrectly associates the definition for portion size with that of serving size

## DEFINITIONS:

### SERVING SIZE

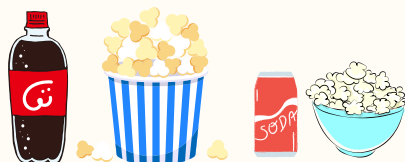
- **NOT** advice on how much to eat
- The amount that is used to calculate information on the Nutrition Facts label
- Serving sizes displayed on the Nutrition Facts label are required by law to be based on the amount of a food or beverage that people typically consume during one eating or drinking occasion
- Heads up: It's possible there might be multiple servings in a packaged food or beverage



Nutrition Facts	
10 servings per container	
<b>Serving size</b>	<b>1 oz (28g)</b>
Amount Per Serving	
<b>Calories</b>	<b>150</b>
	% Daily Value*
Total Fat 12g	15%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 8g	3%
Dietary Fiber 1g	4%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 5g	10%
<small>Not a significant source of vitamin D, calcium, iron, and potassium</small>	
<small>*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.</small>	

### PORTION SIZE

- The amount of food or beverage that you choose to consume
- Can be larger or smaller than the serving size, affecting overall calorie and nutrient consumption
- **NOT** established and regulated by government, but advice can come from nutrition professionals
- Consistently choosing appropriate portion sizes is central to following a healthy eating pattern and managing weight



## TIPS TO GET WISE ON PORTION SIZE: ON THE GO

Smaller, single-serve packages can help reduce the calories consumed and lead to less food wasted

## DINING OUT

If portions are generous, choose items in smaller portions like tapas or small plates; share an entree; package up leftovers to bring home

## COOKING IN

Use a food scale or measuring cups; practice mindful eating

## DYK?

The first Nutrition Facts label appeared on packages in **May 1994**, a few years after the **Nutrition Labeling and Education Act** was signed into law