

HEART HEALTHY FOODS

Heart-Check Mark Guides Grocery Shoppers

(NAPSA)—Shoppers are giving a check mark of approval to a program that makes finding heart-healthy foods reliable and quick.

Many consumers have come to rely on the American Heart Association's heart-check mark as a fast, and reliable way to cut through the advertising hype around food product health claims.

The national program was launched by the non-profit American Heart Association in 1995 to help consumers quickly find products that can be included in a heart healthy eating plan.

Kay VanDyke, 53, a homemaker from Austin, Texas has a family history of heart disease. Both her father and brother had heart attacks in their 50s, so she watches her own diet carefully and says that looking for the heart-check mark has made shopping easier.

"The American Heart Association's red heart with a white check mark on a food package is all I need to see to know if a food fits my heart healthy eating plan," said VanDyke.

All foods bearing the heart-check mark are:

- low in fat (3 grams or less per serving);
- low in saturated fat (1 gram or less per serving);
- low in cholesterol (20 mg or less per serving); and
- have a sodium value of 480



Heart healthy eating is made easier when shoppers look for the American Heart Association's mark on food.

mg or less per serving.

These products must also contain at least ten percent of the Daily Value of one or more of these essential nutrients: protein, vitamin A, vitamin C, calcium, iron or dietary fiber. Meats must meet the USDA standard for "extra lean."

If the product qualifies for certification, the American Heart Association authorizes the manufacturer to print its red heart with a white check mark on the package label. Currently, more than 70 companies have more than 500 certified products.

For information on diet and nutrition, visit www.americanheart.org or call toll-free (800) 242-8721 (AHA-USA1) and ask for a free copy of the *Shop Smart With Heart* brochure.

For a complete list of certified products, visit www.americanheart.org/foodcertification.