



## Approved Hass Avocado Nutrition Copy Points as of 10/23/15 (Content updated with revised and newly approved nutrition copy points)

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### **Avocado Nutrition Structure/Function Statements**

1. The Produce for Better Health Foundation's Foundation's -- More Matters® health initiative, which promotes increased consumption of fruits and vegetables for good health, identifies avocados as part of the green fruit category.
2. Avocados contribute nearly 20 vitamins, minerals and beneficial plant compounds that can enhance the nutrient quality of your diet.
3. One-fifth of a medium avocado (1 oz.) has 50 calories and contributes nearly 20 vitamins and minerals, making it a nutrient-dense choice.
4. One-fifth of a medium avocado (1 oz.) has 50 calories and contributes nearly 20 vitamins, minerals and phytonutrients, making it a good choice to help meet nutrient needs. Although Phytonutrients are not essential, research suggests they may promote human health.
5. Over 75% of the fat in avocados is unsaturated (monounsaturated and polyunsaturated fats), making them a great substitute for foods high in saturated fat.
  - a. Avocados contribute phytosterols to the diet. Avocados contain 23 milligrams of beta-sitosterol per 1-oz. serving. Beta-sitosterol is one of the three predominant phytosterols found in plants. These compounds may help maintain healthy cholesterol levels. Phytosterols are plant sterols naturally found in plants that are molecularly similar to animal cholesterol. In the intestine, research has shown that they can act to lower the absorption of cholesterol. According to the FDA, 2 grams of phytosterols per day may help maintain healthy cholesterol levels.
6. Avocados contain 81 micrograms of the carotenoids lutein + zeaxanthin per 1-oz. serving (30 g). Lutein and zeaxanthin are carotenoids which some research suggests may help maintain eye health as we age.

### **Avocados and Good Fats**

1. Avocados contribute good fats to one's diet.
2. Avocados contribute good fats (monounsaturated and polyunsaturated fats) to one's diet.
3. Avocados contribute good fats to one's diet, providing 3 grams of monounsaturated fat and 0.5 grams of polyunsaturated fat per 1-oz. serving.
4. Avocados contain 4.5 g of fat per 1-oz. serving, over 75% of which are good fats (monounsaturated and polyunsaturated fats).
5. Avocados are virtually the only fruit with monounsaturated fat and polyunsaturated fat or good fats. In fact, over 75% of the fat in avocados is "good fat". The body needs some dietary fat to help with absorption of nutrients, but not all fats are the same and keeping a healthy balance of your fat intake is key. The Dietary Guidelines for 2010 recommend replacing bad fats for good and monitoring your intake of overall fats, because good fats can help your intake of dietary fat and do not raise LDL ("bad") cholesterol levels.
6. Dietary fat is a type of nutrient that can help the body absorb Vitamins A, D, K and E. The Dietary Guidelines for 2010 recommend a diet plan that substitutes good fats in place of bad, within moderation of course, to receive the nutrient benefits of dietary fat and do not raise LDL ("bad") cholesterol. Over 75% of the fat in avocados is naturally good fat, 3g of monounsaturated fat per 1 oz. serving.

7. A unique fruit because they contain unsaturated fat - Avocados can act as a “nutrient booster” by helping increase the absorption of fat-soluble nutrients like Vitamins A, D, K and E. They contain 3.5g of naturally good fat per 1 oz. serving. Good fats help the body absorb fat-soluble nutrients without raising LDL (“bad”) cholesterol levels<sup>1</sup> when eaten as part of a healthy diet.
8. Why naturally good fats? Because the body needs some dietary fat in moderation to help with absorption of nutrients. Good fats, monounsaturated and polyunsaturated fats, do not raise LDL (“bad”) cholesterol levels. In fact, good fats are recommended as a replacement for bad fats. Avocados contain 3.5g of naturally good fat per 1 oz. serving.
9. Why naturally good fats? Because the body needs some dietary fat in moderation to help with absorption of nutrients. Good fats do not raise LDL “bad” cholesterol levels. Avocados contain 3.5g of naturally good fat per 1 oz. serving.
10. When it comes to talking about fat –
  1. You need some fat to help with some nutrient absorption,
  2. Not all fats are the same – there are good and bad fats,
  3. Think quality and moderation

Good fats over bad to get the dietary fat you need without raising LDL cholesterol levels

### **Avocados and Babies**

1. The avocado’s smooth, creamy consistency makes it an appropriate first food a baby can enjoy.\*  
Talk to your pediatrician about what’s right for your baby.  
*\*based on recommendations from the [Academy of Nutrition and Dietetics](#).*
2. Avocados are sodium and cholesterol free, and contribute nearly 20 nutrients, including vitamins, minerals, dietary fiber and phytonutrients.
3. Avocados have 3.5 grams of unsaturated fats per 1-oz. serving. Unsaturated fats are known to be important for normal growth and development.
4. Per 1-oz. serving, avocados have 3.5 grams of unsaturated fats, which are known to be important for normal growth and development of the central nervous system and brain.

### **Avocados Nutrient Profile**

1. One-fifth of a medium avocado (1 oz.) has 50 calories and contributes nearly 20 vitamins, minerals and phytonutrients
    - Avocados contribute nearly 20 vitamins, minerals and phytonutrients, including 8% of the Daily Value (DV) for dietary fiber, 6% of the DV for folate, 4% of the DV for potassium and vitamins E and C; and 2% of the DV for iron per 1-oz. serving, along with 81 micrograms of the carotenoids lutein + zeaxanthin.
  2. Avocados can act as a “nutrient booster” by helping the body to better absorb fat-soluble nutrients from foods that are eaten with the fruit.
  3. Avocados contain less than 1 g of sugar per 1-oz. serving (one- fifth of a medium avocado).
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4. Avocados have less than 1 gram of sugar per serving; moreover, they have the least amount of sugar per serving than any other fresh fruit.
5. Avocados contain 4% of your daily value of Vitamin E. Vitamin E is an antioxidant that protects body tissue from damage and helps keep the immune system strong against viruses and bacteria.
6. Avocados are not included in the *International table of glycemic index and glycemic load values: 2002*<sup>i</sup> because these foods when eaten alone are not likely to induce a significant rise in blood glucose.”
7. Diets rich in foods containing fiber, such as some vegetables and fruits, may reduce the risk of heart disease, obesity, and type 2 diabetes. Avocados contain 8% of your DV of fiber and as a fresh fruit are a great way to help boost fiber intake.
8. Dietary fiber from fruits, as part of an overall healthy diet, helps reduce blood cholesterol levels and may lower risk of heart disease. Avocados as a fresh fruit are a great way to add variety to your diet and contain 8% of your DV of fiber per serving.
9. Eating a diet rich in vegetables and fruits as part of an overall healthy diet may reduce risk for heart disease, including heart attack and stroke. As a fresh fruit, avocados can add variety to your diet.
10. Eating a diet rich in some vegetables and fruits as part of an overall healthy diet may protect against certain types of cancers. As a fresh fruit, avocados can add variety to your diet.
11. Vitamin C is an antioxidant that may contribute to healthy immune function and is essential for the growth and repair of tissue all over the body. Avocados contain 4% of the DV for Vitamin C.
12. Vitamin C is an antioxidant that promotes healing, and helps the body absorb iron; it's recommended to get antioxidants through foods, like avocados, and not supplements. Avocados contain 4% of the DV for Vitamin C.

### **Avocados and Heart Disease**

1. Avocados can help consumers meet the healthy diet goals<sup>2</sup> of the 2010 Dietary Guidelines for Americans and the American Heart Association, which include:
  - a. Eat a variety of nutritious foods from all the food groups. Eating a variety of fruits and vegetables may help you control your weight, cholesterol and your blood pressure. Avocados can help boost fruit intake and are considered nutrient-dense
  - b. Eat less of the nutrient-poor foods. Limit the amount of saturated fat, trans fat and sodium you eat
    - i. The fats in the foods you eat should not total more than 25–35 percent of the calories you eat in a given day...and, for good health, the majority of those fats should be monounsaturated or polyunsaturated.<sup>3</sup> Over 75% of the fat in avocados is unsaturated (good fats).
    - ii. Consuming less than 2,300 mg of sodium/day. For those who can benefit from a reduction in blood pressure, aim for 1,500 mg per day.

- c. Use up at least as many calories as you take in. Aim for 30 minutes of physical activity a day. If you would benefit from [lowering your blood pressure](#) or [cholesterol](#), the American Heart Association recommends 40 minutes of aerobic exercise of moderate to vigorous intensity three to four times a week.
2. Avocados contain 3 g of monounsaturated fat and 0.5 g polyunsaturated fat per 1-oz. serving (4.5 g total fat). Over 75% of the fat in an avocado is unsaturated, making it a great substitute for foods high in saturated fats. According to the *Dietary Guidelines 2010*, replacing saturated fats or trans fats with unsaturated fats can reduce bad cholesterol levels in your blood.
3. Eating avocados in place of foods containing saturated fat can help consumers achieve a major dietary goal of reducing the amount of saturated fat in their diet. Avocados are cholesterol and sodium free, and more than 50% of the fruit's fat content is monounsaturated.
4. Avocados are virtually the only fruit that contains monounsaturated fat, and they are sodium, cholesterol and trans-fat free.

### **Avocados and Blood Pressure**

1. When used in place of other fats, avocados can be a part of the DASH eating plan, which may help you control your blood pressure. Discover more at <http://www.nhlbi.nih.gov/health/health-topics/topics/dash/>.
2. The DASH eating plan – which can include avocados - may help you control your blood pressure. Discover more at <http://www.nhlbi.nih.gov/health/health-topics/topics/dash/>.
3. A diet rich in potassium helps to offset some of the harmful effects of sodium on blood pressure. Avocados contain 150 mg of potassium per 1 oz. serving.

### **Avocados and Exercise**

1. Working out? Potassium can help. Potassium is an electrolyte. Your body loses electrolytes as you sweat that need to be replaced. You also need potassium to help build muscle, break down and use carbohydrates. Avocados contain 150 mg of potassium per 1 oz. serving.
2. Avocados contain 8% of your daily value of fiber. Dietary fiber adds bulk to the diet, can help you feel full faster which can increase satiety and can help you manage your weight.

### **Avocados and Nutrient Density**

1. Nutrient-dense foods are those that provide substantial amounts of vitamins, minerals and other nutrients with relatively few calories. One-fifth of a medium avocado (1 oz.) has 50 calories and contributes nearly 20 vitamins and minerals, making it a nutrient-dense food choice.

### **Avocados and the Carotenoids Lutein + Zeaxanthin**

1. One 1-oz. serving of avocado contains 81 micrograms of the carotenoids lutein + zeaxanthin. Lutein and zeaxanthin are plant pigments found in the macula of the eye, and some research suggests that they may help maintain eye health as we age.
2. Studies have shown that a dietary intake of the carotenoids lutein and zeaxanthin may help maintain eye health as we age. A 1-oz. serving of avocado contains 81 micrograms of the carotenoids lutein + zeaxanthin.

### **Avocado and Weight Loss/Maintenance**

1. Avocados can be a satisfying addition to a reduced-calorie diet when eaten in place of other fat sources.
2. Avocados are a nutrient-dense food that can be enjoyed while following a calorie- controlled diet as a replacement for other fats.
3. Avocados are a nutrient-dense, versatile fruit that can be eaten alone or used in a variety of tasty recipes – from soups to salads to smoothies – all of which can fit into a sensible eating plan.
4. Not only do avocados make a great nutrient boosting breakfast item, when combined with eggs they also make a great post-workout snack. Avocados add 8% of your daily value of fiber & 3g monounsaturated fat, while the eggs provide high-quality protein that encourages muscle tissue repair & growth.
5. Satisfying snack - 8% of your daily recommended value (DV) fiber from 1 serving of avocado. Fiber adds bulk to your diet and can help keep you feeling full faster and longer<sup>4</sup>.
6. Great snack on the go - just grab a spoon. Easy to transport with naturally good fats, 50 calories and 8% of your daily value of fiber per 1 oz. serving to help keep you satiated and on the move.
7. Avocados can be incorporated into a variety of healthy eating plans.
8. Dietary patterns: Avocados can be incorporated into a variety of healthy eating plan, such as the DASH diet and USDA Food Pattern Recommendations.
9. Avocados can fit into popular eating plans.
10. The Dietary Guidelines for Americans 2010 encourage you to *enjoy your food, but **eat less*** and to **avoid oversized portions**.  
Moreover, fiber-containing foods such as fruits help provide a feeling of fullness with fewer calories. A 1 ounce serving of avocado contains 8% of your daily recommended value of fiber and avocados are a nutrient-dense fruit that can contribute to the nutrient quality of your diet

### **Spread and Dip Nutritional Comparison for Fresh Avocados**

1. Substituting Fresh avocado in sandwiches, on toast or as a spread in place of many other popular foods may help reduce your intake of calories, fat, saturated fat, sodium and cholesterol.
2. Want to reduce your intake of saturated fat and cholesterol? Try substituting fresh avocado in sandwiches, on toast or as a spread in place of many other popular foods to reduce your intake of saturated fat, cholesterol, sodium and calories.
3. Looking for a twist on spreads and dips? One 1-oz. serving of fresh avocados contains no cholesterol, no sodium and 0.5 g saturated fat. See the chart below for examples of how fresh avocados are great in sandwiches, on toast or substituted as a spread in place of many other popular foods.



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**NOTE: Chart below must always be in close proximity to the above nutrition copy points. Also, saturated fat for avocados should be listed as "0.5" grams instead of ".5" grams.**

<b>Spread and Dip Nutritional Comparison</b>						
	<b>Fresh Avocado</b>	<b>Butter</b>	<b>Sour Cream</b>	<b>Margarine</b>	<b>Cheddar Cheese</b>	<b>Mayonnaise</b>
<b>Serving Size</b>	2 Tbsp./1 oz. (2-3 thin slices)	1 Tbsp.	2 Tbsp.	1 Tbsp.	1 oz. (1 slice)	1 Tbsp.
<b>Calories</b>	50	100	45	100	110	90
<b>Total Fat (g)</b>	4.5	12	4.5	11	9	10
<b>Sat Fat (g)</b>	0.5	7	3	2	5	1.5
<b>Cholesterol (mg)</b>	0	30	10	0	30	5
<b>Sodium (mg)</b>	0	90	10	95	180	90

Reference: USDA National Nutrient Database for Standard Reference, Release 26 (2013)

\* nutrition data given for butter, salted; sour cream, cultured; margarine, regular, 80% fat, composite, tub, with salt; cheddar cheese; and salad dressing, mayonnaise, regular.

<b>Baking Ingredients Nutritional Comparison</b>						
<b>Per 2 Tbsp.</b>	<b>Fresh Avocado</b>	<b>Butter, Unsalted</b>	<b>Shortening</b>	<b>Margarine</b>	<b>Cream Cheese</b>	<b>Canola Oil</b>
<b>Calories</b>	50	200	230	200	100	250
<b>Total Fat (g)</b>	4.5	23	26	23	10	28
<b>Sat Fat (g)</b>	0.5	15	6	4.5	6	2
<b>Cholesterol (mg)</b>	0	60	0	0	30	0
<b>Sodium (mg)</b>	0	0	0	210	105	0

Reference: USDA National Nutrient Database for Standard Reference, Release 26 (2013)

\* nutrition data given for butter, unsalted; Shortening, household, soybean (hydrogenated) and palm; margarine, regular, 80% fat, composite, stick, with salt; cheese, cream; and oil, canola.



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**Nutrition Label – English and Spanish**

<b>Nutrition Facts</b>	
Serving Size 1/5 medium (30g/1oz)	
Servings Per Container 5	
<b>Amount Per Serving</b>	
<b>Calories</b> 50	Calories from Fat 35
<hr/>	
	<b>% Daily Value*</b>
<b>Total Fat</b> 4.5g	7%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 3g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Potassium</b> 150mg	4%
<b>Total Carbohydrate</b> 3g	1%
Dietary Fiber 2g	8%
Sugars 0g	
<b>Protein</b> 0g	
<hr/>	
Vitamin A 0%	• Vitamin C 4%
Calcium 0%	• Iron 2%
Vitamin E 4%	• Thiamin 2%
Riboflavin 4%	• Niacin 4%
Vitamin B6 4%	• Folate 6%
Pantothenic Acid 4%	• Phosphorus 2%
Magnesium 2%	• Zinc 2%
Copper 2%	• Manganese 2%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories    2,000    2,500
Total Fat	Less than 65g    80g
Sat Fat	Less than 20g    25g
Cholesterol	Less than 300mg    300mg
Sodium	Less than 2,400mg    2,400mg
Total Carbohydrate	300g    375g
Dietary Fiber	25g    30g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

<b>Nutrition Facts</b>	
<b>Datos de Nutrición</b>	
Serving Size 1/5 medium (30g/1 oz) /	
Tamaño de Ración 1/5 medio (30g/1 oz)	
Servings Per Container 5 / Raciones Por Paquete 5	
<b>Amount Per Serving / Cantidad por Ración</b>	
<b>Calories/Contenido</b> 50	energetico 90 kJ ( 90 kcal*% IDR*DV Calories from Fat/Calorías de Grasa 35
<hr/>	
	<b>% Daily Value* / % Valores Diarios*</b>
<b>Total Fat / Grasa Total</b> 4.5g	<b>7%</b>
Saturated Fat / Grasa Saturada 0.5g	<b>3%</b>
Trans Fat / Acido Graso Trans 0g	
Polyunsaturated Fat / Grasa Pollinsaturada 0.5g	
Monounsaturated Fat / Grasa Monoinsaturada 3g	
<b>Cholesterol / Colesterol</b> 0mg	<b>0%</b>
<b>Sodium / Sodio</b> 0mg	<b>0%</b>
<b>Potassium / Potasio</b> 150mg	<b>4%</b>
<b>Total Carbohydrate / Carbohidrato Total</b> 3g	<b>1%</b>
Dietary Fiber / Fibra Dietética 2g	<b>8%</b>
Sugars / Azúcares 0g	
<b>Protein / Proteínas</b> 0g	
<hr/>	
Vitamin A / Vitamina A 0%	• Vitamin C / Vitamina C 4%
Calcium / Calcio 0%	• Iron / Hierro 2%
Vitamin E / Vitamina E 4%	• Thiamin / Thiamin 2%
Riboflavin / Riboflavina 4%	• Niacin / Acido Nicotínico 4%
Vitamin B6 / Vitamina B6 4%	• Folate / Folate 6%
Pantothenic Acid / Acido Pantoténico 4%	• Phosphorus / Fósforo 2%
Magnesium / Magnesio 2%	• Zinc / Zinc 2%
Copper / Cobre 2%	• Manganese / Manganese 2%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories/Calorías    2,000    2,500
Total Fat/Grasa Fat	Less than/Menos de 65g    80g
Sat Fat/Grasa Saturada	Less than/Menos de 20g    25g
Cholesterol/Colesterol	Less than/Menos de 300mg    300mg
Sodium/Sodio	Less than/Menos de 2,400mg    2,400mg
Total Carbohydrate/Carbohidrato Total	300g    375g
Dietary Fiber/Fibra Dietética	25g    30g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	
Calorías por gramo: Grasa 9 • Carbohidrato 4 • Proteínas 4	

<sup>i</sup> i Kaye Foster-Powell, Susanna HA Holt, and Janette C Brand-Miller. [International table of glycemic index and glycemic load values: 2002](http://ajcn.nutrition.org/content/76/1/5.full). From the Human Nutrition Unit, School of Molecular and Microbial Biosciences, University of Sydney, Australia.<http://ajcn.nutrition.org/content/76/1/5.full>