THE SURPRISING PROBLEM WITH CALORIE COUNTING

PART 1: 'CALORIES IN'

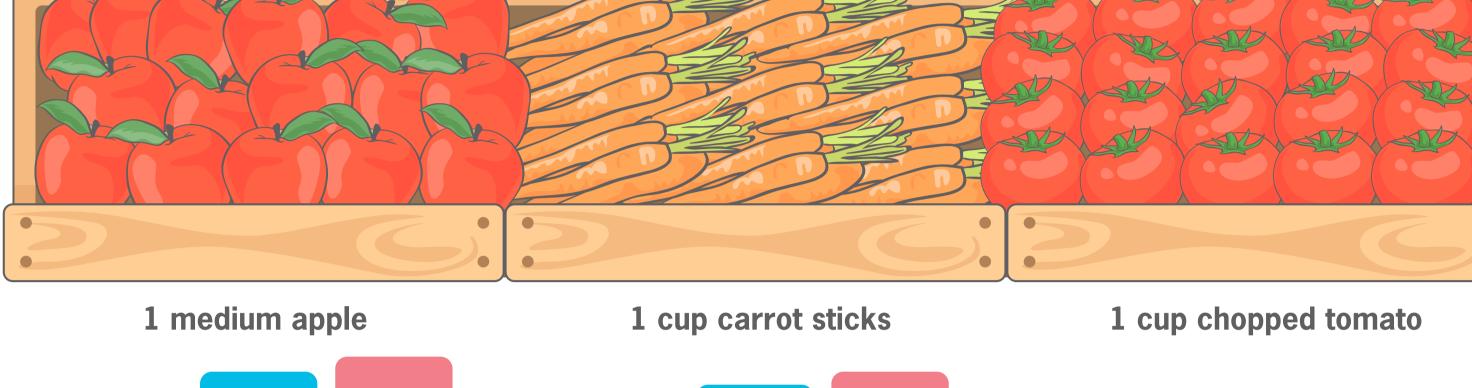
Most people who count calories for weight management assume it's an exact science. Here, 5 reasons why tracking the calories in your food is a flawed approach.

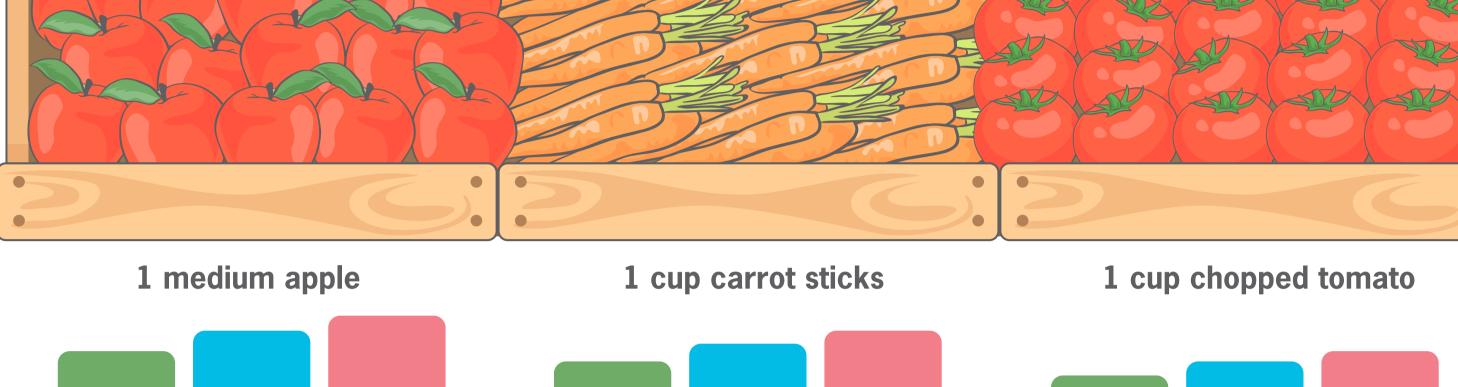
The calorie counts on food labels and in databases are averages. Research shows that

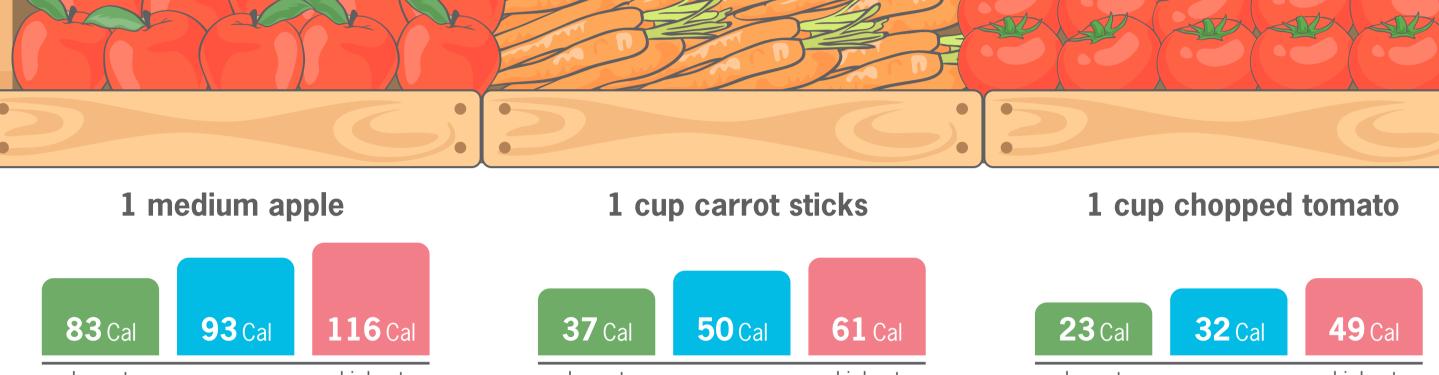
CALORIE COUNTS ARE IMPRECISE.

the true calorie content of what you're eating is often significantly higher or lower. CARROTS **TOMATOES**



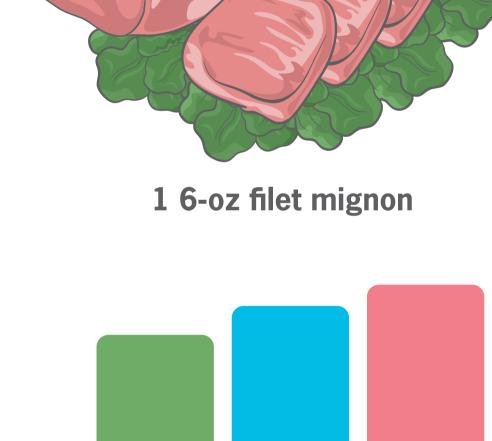








LEAN BEEF LOIN



323 Cal **446** Cal **506** Cal highest lowest average

WHITE BREAD

1 slice of bread

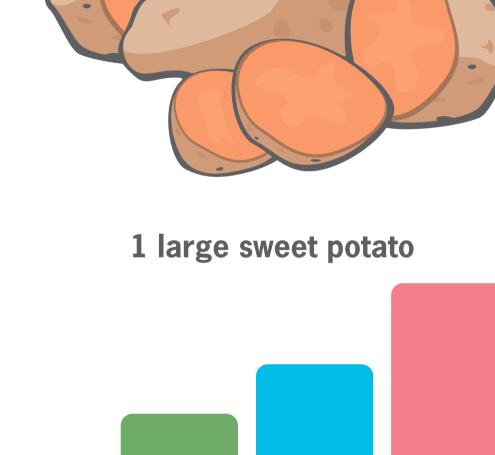
66 Cal

average

78 Cal

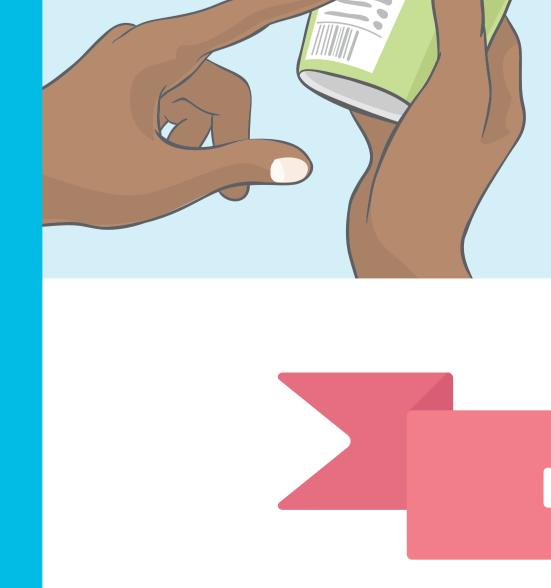
highest

of up to 20%.









51 Cal

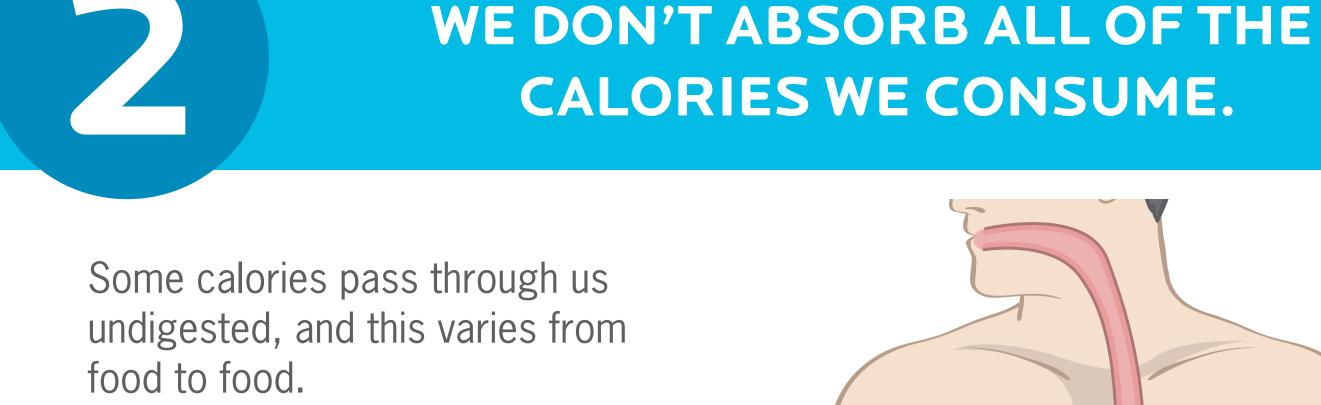
lowest

ERROR: UP TO 50%*

Food companies may use any of 5 different methods

to estimate calories, so the FDA permits inaccuracies

So "150 calories" actually means 130-180 calories.



For decades, scientists have used this

formula to come up with calorie counts

that reflect only what we'll absorb:

TOTAL CALORIES PER 1 GRAM

CALORIES NOT ABSORBED 9.45 Cal

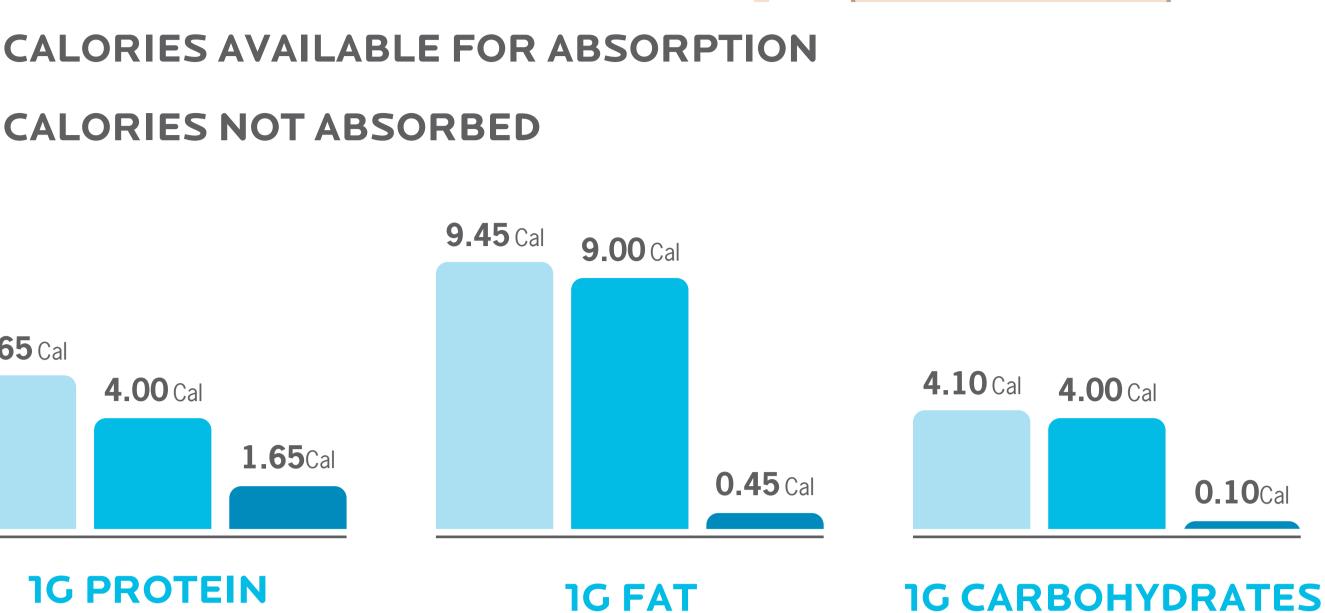
4.00 Cal

1G PROTEIN

5.65 Cal

TOMATOES

OF MACRONUTRIENT



Only

95%

absorbed

BLACK BEANS

(COOKED)

101 Cal

193 Cal

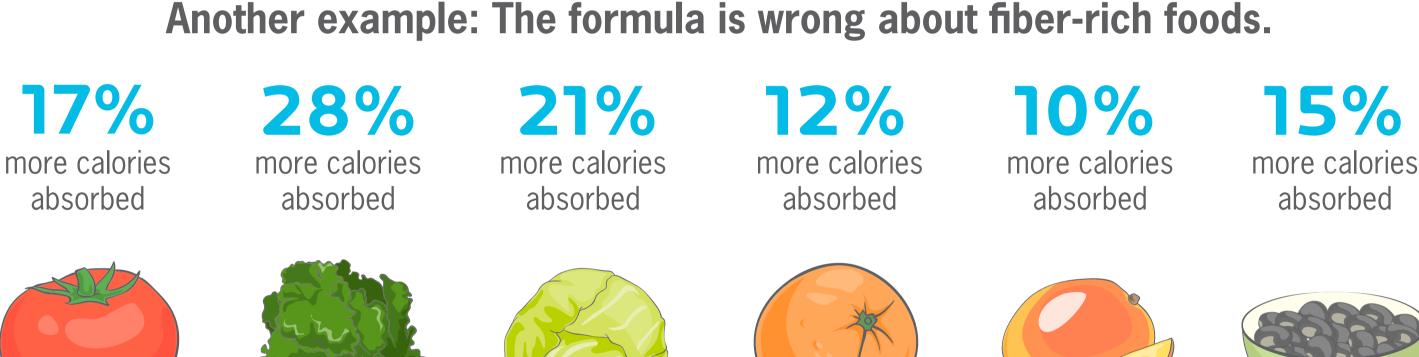
BUT THIS FORMULA DOESN'T TELL THE WHOLE STORY, EITHER.

Only

68%

absorbed

1.65Cal



CABBAGE

For example, the formula doesn't work for nuts and seeds,

because we absorb fewer calories from them than calculated.

Only

79%

absorbed

ORANGE

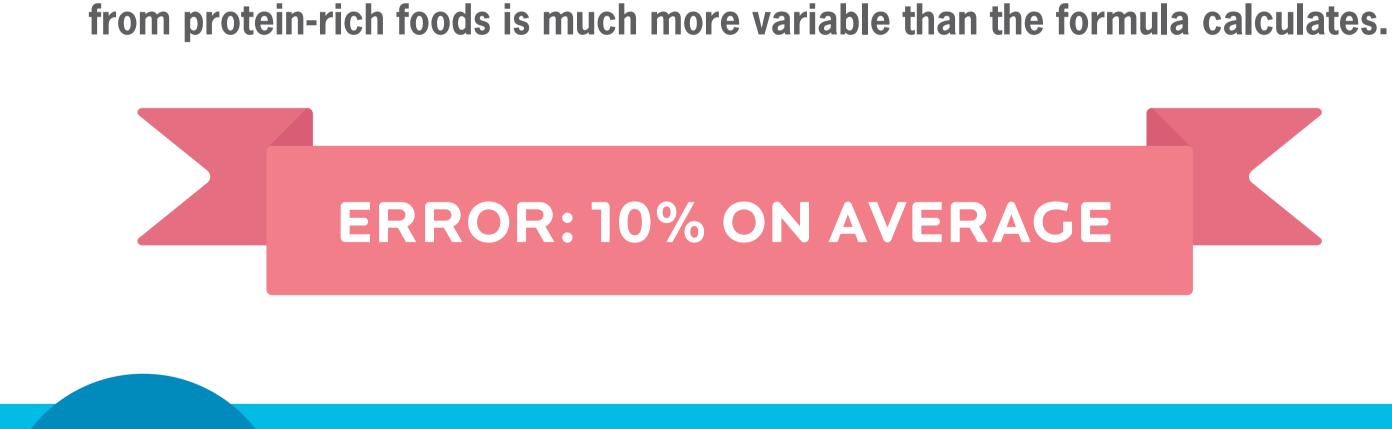
HOW YOU PREPARE FOOD

CHANGES ITS CALORIE LOAD.

MANGO



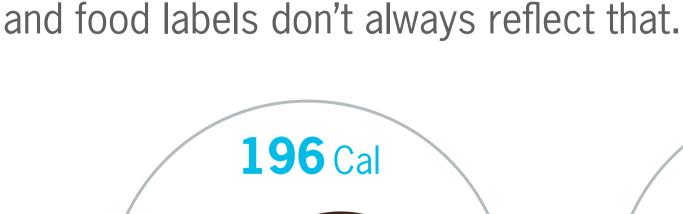
And another example: It turns out that the number of calories available for absorption



47 Cal

74 Cal

KALE



240 Cal

CHOPPING OR BLENDING YOUR FOOD ALSO INCREASES CALORIES ABSORBED.

Cooking your food generally makes more of the calories available for absorption,





Studies show that people mis-measure portions about two thirds of the time,

so it's easy to accidentally consume a lot more calories than you intend to.

EYEBALLING PORTION SIZES.

+111

CALORIES

CALORIES

ADDITIONAL 1/2

CUP SPAGHETTI

ADDITIONAL 1 TBSP +120

OLIVE OIL

ADDITIONAL 1 TBSP **PEANUT BUTTER** CALORIES

ADDITIONAL 1 OZ

CALORIES

CHEESE

ADDITIONAL 1/4 **ADDITIONAL 1/2 CUPICE CREAM CUP BEANS** CALORIES **CALORIES**

How you prepare food changes its calorie load; Individuals absorb calories uniquely and variably; and People aren't great at eyeballing portion sizes...

TOTAL ERROR WHEN COUNTING 'CALORIES IN': UP TO 25%

SO, WHAT'S

For a much easier portion measurement system, visit www.precisionnutrition.com/calorie-control-guide

Precision Nutrition

PUTTING IT ALL TOGETHER Because...

 Calorie counts are imprecise; We don't absorb all of the calories we consume; ...calorie counting may not be worth the work.

*For comprehensive research notes and references, visit

www.precisionnutrition.com/problem-with-calorie-counting-calories-in