



Three Day No UPF Meal Challenge

At EatLove, we believe real, nutrient-dense whole foods, not additives or industrial fillers, are the foundation of lasting health.

We've partnered with the [FED UP! Movement](#) to bring you the **FED UP! Challenge**, a 3-day challenge designed to help you rediscover how simple, minimally processed ingredients can fuel your body and your family.

We're giving you everything you need to get started, including a 3-day meal plan, grocery list, recipes, and a UPF Educational Guide. Each meal is thoughtfully designed with nutritionally-balanced combinations of foods to support sustained energy, nourishment, and overall wellbeing.

Plus, you'll receive a **free 2-week trial of the EatLove platform**, where you can create your own personalized meal plan after the challenge based on your health goals, preferences, and dietary needs. Every plan is optimized to help reduce food waste.

Visit www.eatlove.is to start your free personalized trial.

Explore more meal options.
visit eatlove.is

Nutrition Plan



DAY 1



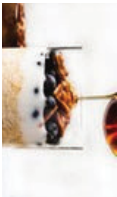
Strawberry Maple Overnight Oats

DAY 2



Fried Egg English Muffin with Blueberries & Milk

DAY 3



Blueberry Pecan Overnight Oats

For meal swaps



MORNING SNACK 10:00 AM - 11:00 AM



Kiwi, Sunflower Seeds, Greek Yogurt



Peanut Butter Bites



Egg and Apple

LUNCH 12:00 PM - 2:30 PM



Egg Sandwich, Banana, Greek Yogurt



Leftover: Egg Sandwich, Banana, Greek Yogurt



Leftover: Chicken, Mushrooms, and Sweet Potato

DINNER 5:00 PM - 7:00 PM



Spaghetti & Salad



Chicken, Mushrooms, and Sweet Potato



Lemon Salmon, Asparagus, and Rice

✓ = approved non-UPF brand



Sync the grocery list
directly to your phone
or delivery apps

Grocery List

BAKERY

1 loaf (24 oz) of Whole Wheat Bread

✓ Ezekiel 4:9 Sprouted Grain Bread

1 package (6 ct) of Whole Wheat English Muffins

✓ Ezekiel 4:9 Flax Sprouted English Muffin

CANNED / JAR GOODS

1 can (2-3 oz) of Black Olives

✓ Early California Medium Pitted Black Ripe Olives

1 jar (18 oz) of Peanut Butter

✓ Crazy Richard's 100% Peanuts / Smucker's Natural Peanut Butter

CEREALS

$\frac{3}{8}$ pounds of Rolled Oats

✓ Bob's Red Mill Rolled Oats / Quaker Old Fashioned Rolled Oats

DAIRY

1 dozen Eggs

✓ Any whole shelled egg brand - no label concern

1 package (8 oz) of Fresh Mozzarella Cheese

✓ BelGioioso Fresh Mozzarella

5 containers (8 oz) of Greek Yogurt, Plain, Lowfat

✓ Fage Total Plain / Chobani Plain

1 quart Low Fat 1% Milk

✓ Great Value 1% Milk / Horizon Organic 1% Milk

1 block (8 oz) of Mozzarella Cheese

✓ Great Value Low-Moisture Part-Skim Mozzarella Block Cheese

1 package (8 oz) of Unsalted Butter

✓ Kerrygold Grass-Fed Pure Irish Unsalted Butter

DESSERTS

1 bottle (12 oz) of Maple Syrup

✓ Maple Grove Farms® Organic 100% Pure Maple Syrup

MEATS / SEAFOOD

$\frac{3}{8}$ pounds of Boneless Skinless Chicken Breast, raw

✓ Nature Raised Farms Fresh Boneless Skinless Chicken Breasts

$\frac{1}{2}$ pounds of Salmon

✓ Fresh salmon from the seafood counter - no label concern

PASTA / RICE / BEANS

$\frac{1}{2}$ pound of Brown Rice (dry/uncooked)

✓ Great Value Natural Brown Long Grain Rice

✓ Check the bulk bins - no label concern

1 package (16 oz) of Whole Wheat Spaghetti

✓ Barilla Whole Grain Spaghetti / Great Value Whole Wheat Spaghetti

*Formulations change over time and vary by store/region — always check the ingredient list on the package you're buying.



Sync the grocery list
directly to your phone
or delivery apps

Grocery List

PRODUCE ✓ *Fresh Produce - no label concern*

7/8 pounds of Green Beans

PRODUCE - FRUIT ✓ *Fresh Produce - no label concern*

1 Banana

3 Gala Apples

1 Lemon

1 quart of Blueberries

3 Kiwi

1 quart of Strawberries

PRODUCE - VEGETABLES ✓ *Fresh Produce - no label concern*

1 package (4 oz) of Alfalfa Sprouts

1 bunch of Celery Stalks

1 head of Green Leaf Lettuce

2 Sweet Potatoes

5/8 pounds of Asparagus

1 package (1 oz) of Fresh Chives

1 bunch of Radishes

2 packages (8 oz) of White Mushrooms

SNACKS

1/8 pounds of Pecans

✓ *Fisher Chef's Naturals Pecans*

1/8 pounds of Sunflower Seeds

✓ *Food to Live, Raw Sunflower Seeds*

1/4 pounds of Pumpkin Seeds

✓ *Great Value Roasted & Salted Pumpkin Seeds*

SAUCES / CONDIMENTS / HERBS / SPICES

1 jar, 25 oz Low Sodium Marinara

✓ *Rao's Homemade Marinara Sauce*

1 jar (8 oz) of Dijon Mustard

✓ *Great Value Organic Dijon Mustard*

1 bottle (16 fl oz) of Olive Oil

✓ *Bertolli Extra Virgin Olive Oil,*

1 jar (1 oz) of Ground Cinnamon

1 jar (1-2 oz) of Red Pepper Flakes

1 grinder (1-2 oz) of Ground Black Pepper

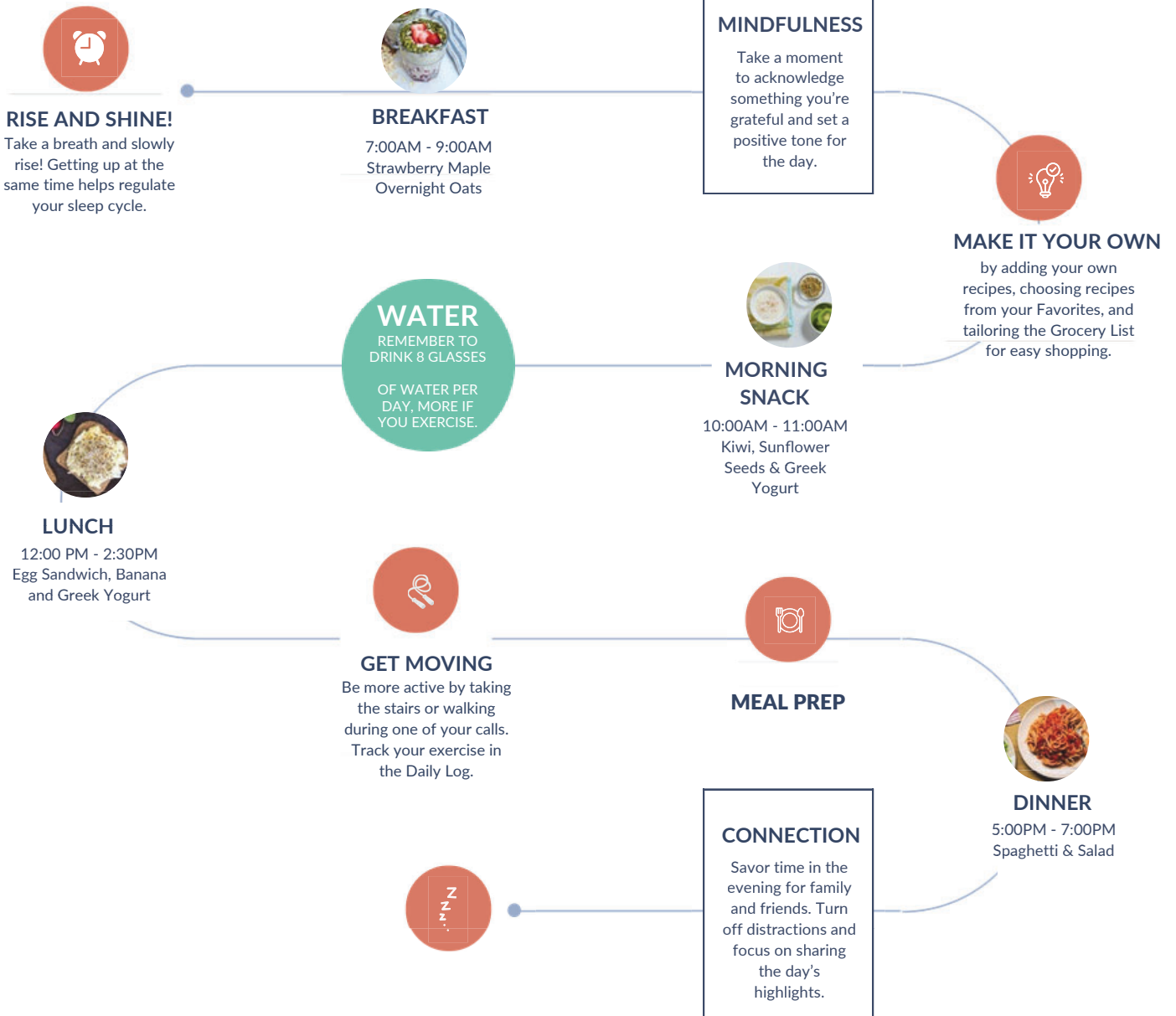
1 canister (26 oz) of Salt

✓ *Herbs / Spices - no label concern*

**Formulations change over time and vary by store/region — always check the ingredient list on the package you're buying.*



A DAY IN THE LIFE OF YOU!





Strawberry Maple Overnight Oats

BY EVERYDAY EATLOVE

🕒 5 MINS PREP | 🍴 2 SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

Method

overnight prep

1. Add oats, milk, yogurt, and maple syrup into a reusable container.
2. Stir with a spoon until well mixed.
3. Wash and slice strawberries and add them, along with pumpkin seeds, to overnight oat mixture.
4. Put mixture into refrigerator and leave overnight.

to serve

1. Serve with strawberries the following morning.

INGREDIENTS

overnight oats

1/2 cup oats

1/2 cup 1% low fat milk

* Optional substitute (pending allergies): whole milk, 2% milk, skim milk or plant-based milk alternative

1 cup greek yogurt

* Optional substitute (pending allergies): almond, soy, coconut or other non-dairy yogurt

1 1/2 cups strawberries

* Optional substitute (pending allergies): blueberries, raspberries, blackberries

4 teaspoons maple syrup

1/2 cup pumpkin seeds

garnish

1/2 cup strawberries

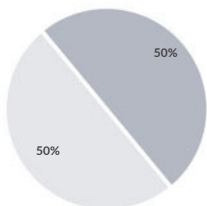
* Optional substitute (pending allergies): blueberries, raspberries, blackberries

NUTRITION INFORMATION PER SERVING

Fruits 2 servings	Calories 423kcal
Vegetables 0 servings	Fiber 7g
Protein 20g	Sodium 92mg
Total Fat 18g	Saturated Fat 3.43g
Carbs 50g	Added Sugar 8.1g

PORTION SIZES (Total yield: 28oz)

1 Serving = 14oz



YOU • 1/2 of total (14oz)

Portion size: 1 serving

Guest #1 • 1/2 of total (14oz)

Portion size: 1 serving



Kiwi, Sunflower Seeds & Greek Yogurt

BY EVERYDAY EATLOVE

🕒 2 MINS PREP | 🍴 2 SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

Method

1. Wash, peel and slice kiwi.
2. Serve with sunflower seeds and Greek yogurt.
3. Sprinkle with cinnamon if desired.

INGREDIENTS

2 kiwi peeled, sliced

1 $\frac{3}{8}$ cups plain Greek yogurt

* Optional substitute (pending allergies): almond, soy, coconut or other non-dairy yogurt

2 sprinkles cinnamon

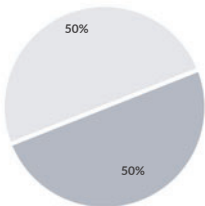
$\frac{1}{4}$ cup sunflower seeds

NUTRITION INFORMATION PER SERVING

Fruits 0.77 servings	Calories 220kcal
Vegetables 0 servings	Fiber 3.61g
Protein 11g	Sodium 82mg
Total Fat 9.5g	Saturated Fat 0.78g
Carbs 26g	Added Sugar 0g

PORTION SIZES (Total yield: 17oz)

1 Serving = 8.4oz



YOU • $\frac{1}{2}$ of total (8.4oz)
Portion size: 1 serving

Guest #1 • $\frac{1}{2}$ of total (8.4oz)
Portion size: 1 serving



Egg Sandwich

BY EVERYDAY EATLOVE

🕒 5 MINS PREP | 🕒 10 MINS COOK | 🍴 2 SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

Method

To Hard Boil Eggs

1. Place eggs in a pot and cover with cold water by 1 inch. Bring to a boil over medium-high heat, then cover, remove from the heat and set aside 8 to 10 minutes. Drain, cool in ice water and peel. Set aside.

To Assemble Sandwich

1. In a bowl, gently mash the eggs. Add radishes, chives, Greek yogurt, Dijon mustard and salt.
2. Spoon egg salad on one bread slice, top with sprouts, then top with bread slice.

INGREDIENTS

4 eggs hard boiled

- Optional substitute (pending allergies): egg whites, plant-based egg alternative

1 cup radishes minitsticks

2 tablespoons chives chopped

¼ cup Greek yogurt

- Optional substitute (pending allergies): almond, soy, coconut or other non-dairy yogurt

1 tablespoon dijon mustard

2 dashes salt

1 cup sprouts

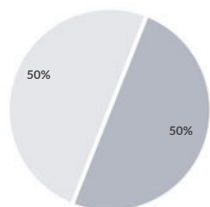
4 slices whole wheat bread

NUTRITION INFORMATION PER SERVING

Fruits 0 servings	Calories 338kcal
Vegetables 3.14 servings	Fiber 5.6g
Protein 23g	Sodium 710mg
Total Fat 12g	Saturated Fat 3.69g
Carbs 33g	Added Sugar 0.07g

PORTION SIZES (Total yield: 20oz)

1 Serving = 9.8oz



- YOU • 1/2 of total (9.8oz)
Portion size: 1 serving
- Guest #1 • 1/2 of total (9.8oz)
Portion size: 1 serving



Banana and Greek Yogurt

BY EVERYDAY EATLOVE

🕒 5MINS PREP | 🍴 2SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

Method

1. Serve banana with Greek yogurt. Sprinkle with cinnamon if desired.

INGREDIENTS

2 bananas peeled, sliced

1 ½ cups plain Greek yogurt

• Optional substitute (pending allergies): almond, soy, coconut or other non-dairy yogurt

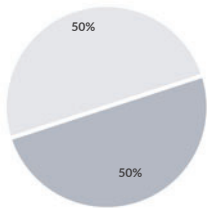
2 sprinkles cinnamon

NUTRITION INFORMATION PER SERVING

Fruits 1 servings	Calories 179kcal
Vegetables 0 servings	Fiber 3.02g
Protein 7.7g	Sodium 79mg
Total Fat 0.52g	Saturated Fat 0.13g
Carbs 39g	Added Sugar 0g

PORTION SIZES (Total yield: 19oz)

1 Serving = 9.4oz



YOU • 1/2 of total (9.4oz)
Portion size: 1 serving
Guest #1 • 1/2 of total (9.4oz)
Portion size: 1 serving



Spaghetti & Salad

BY EVERYDAY EATLOVE

🕒 5 MINS PREP | 🕒 10 MINS COOK | 🍴 2 SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

Method

1. Cook pasta according to instructions. Toss with 2/3 of olive oil, then mix in marinara sauce and olives.
2. Toss lettuce with mozzarella and remaining olive oil. Serve with spaghetti.

INGREDIENTS

- 6 ounces whole wheat spaghetti
- 6 teaspoons olive oil, divided
- 1 cup Low sodium Marinara
- 1 teaspoon red pepper flakes
- 8 black olives, pitted and chopped
- 4 cups green lettuce, chopped
- ½ cup mozzarella, finely chopped

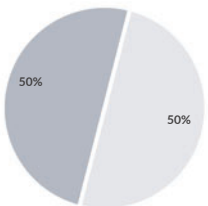
* Optional substitute (pending allergies): provolone, feta, etc..

NUTRITION INFORMATION PER SERVING

Fruits 0 servings	Calories 627kcal
Vegetables 1.9 servings	Fiber 12g
Protein 25g	Sodium 445mg
Total Fat 26g	Saturated Fat 7.3g
Carbs 76g	Added Sugar 0g

PORTION SIZES (Total yield: 26oz)

1 Serving = 13oz



- YOU • 1/2 of total (13oz)
Portion size: 1 serving
- Guest #1 • 1/2 of total (13oz)
Portion size: 1 serving



Fried Egg English Muffin with Blueberries & Milk

BY EVERYDAY EATLOVE

🕒 1 MINS PREP | 🕒 4 MINS COOK | 🍴 2 SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

INGREDIENTS

2 Whole Wheat English Muffins
toasted

1 teaspoon olive oil

2 eggs fried

- Optional substitute (pending allergies): egg whites, plant-based egg alternative

1/4 cup mozzarella, shredded

- Optional substitute (pending allergies): shredded Italian cheese blend, cheddar cheese, plant-based cheese alternative, etc..

2 cups blueberries

3 cups 1% low fat milk

- Optional substitute (pending allergies): whole milk, 2% milk, skim milk or plant-based milk alternative

Method

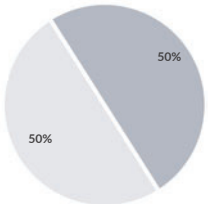
1. Toast the english muffin.
2. Heat olive oil in a pan. Once hot, crack an egg into the pan and cook until set, about 3-4 minutes. Remove from heat.
3. Top the toasted muffin with the egg. Sprinkle shredded mozzarella on top and serve with blueberries and milk.

NUTRITION INFORMATION PER SERVING

Fruits 2 servings	Calories 483kcal
Vegetables 0 servings	Fiber 7.4g
Protein 28g	Sodium 547mg
Total Fat 14g	Saturated Fat 5.7g
Carbs 64g	Added Sugar 5.3g

PORTION SIZES (Total yield: 44oz)

1 Serving = 22oz



- YOU • 1/2 of total (22oz)
Portion size: 1 serving
- Guest #1 • 1/2 of total (22oz)
Portion size: 1 serving



Peanut Butter Bites

BY EVERYDAY EATLOVE

🕒 10 MINS PREP | 🍴 2 SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

Method

1. In a small bowl, mix peanut butter. If it's too thick to stir, you can add water to thin it out, adding drop by drop.
2. Assembly: on each celery, spread peanut butter leaving enough room to top with apple. Add optional minced celery leaves on top if desired.

INGREDIENTS

¼ cup peanut butter

• Optional substitute (pending allergies): almond butter, cashew butter, sunbutter, etc..

½ apple diced

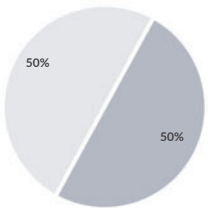
2 stalks celery cut into 4-inch logs

NUTRITION INFORMATION PER SERVING

Fruits 0.3 servings	Calories 222kcal
Vegetables 0.4 servings	Fiber 3.2g
Protein 7.5g	Sodium 169mg
Total Fat 17g	Saturated Fat 3.3g
Carbs 14g	Added Sugar 3.34g

PORTION SIZES (Total yield: 8.1oz)

1 Serving = 4.06oz



- YOU • 1/2 of total (4.06oz)
Portion size: 1 serving
- Guest #1 • 1/2 of total (4.06oz)
Portion size: 1 serving



Chicken, Mushrooms, and Sweet Potato

BY EVERYDAY EATLOVE

🕒 5 MINS PREP | 🕒 20 MINS COOK | 🍴 2 SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

INGREDIENTS

2 sweet potatoes

* Optional substitute (pending allergies): butternut squash, pumpkin, white potato or other root vegetable

3 cups green beans trimmed

* If out of season in your area, use frozen or canned, no salt added

2 teaspoons olive oil

6 ounces chicken breast

2 teaspoons butter

Mushroom Sauce

1 pound mushrooms sliced

* Optional substitute (pending allergies): other variety of mushroom, zucchini, eggplant, onions

4 teaspoons olive oil

2 teaspoons butter

1/2 cup water

Method

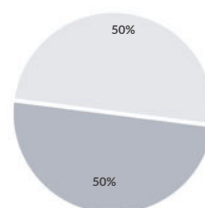
1. Pierce sweet potato with a fork 4 times. Place on a microwave-safe plate and microwave for 5 minutes, turning halfway through. The sweet potato is done when you can easily pierce the center with a fork. Continue microwaving in 30 second intervals if needed.
2. Steam green beans: Fill a pot with one inch of water and place a steamer basket inside. Add green beans to the steamer basket and bring the water to a boil. Once boiling, cook for about 5 minutes or to desired tenderness.
3. Meanwhile, heat olive oil in a pan over medium heat. Add chicken and cook 4-5 minutes until browned on the bottom. Flip and continue cooking the other side until chicken is cooked through. Transfer to a plate.
4. Make the mushroom sauce: Add olive oil and butter to the pan over medium heat. Add mushrooms and sauté until browned and tender.
5. Add water and simmer a few minutes until reduced.
6. Split sweet potato in half and top with butter.
7. Spoon mushroom sauce on top of chicken and serve with sweet potato and green beans.

NUTRITION INFORMATION PER SERVING

Fruits 0 servings	Calories 534kcal
Vegetables 4.9 servings	Fiber 12g
Protein 32g	Sodium 149mg
Total Fat 24g	Saturated Fat 7.4g
Carbs 52g	Added Sugar 0g

PORTION SIZES (Total yield: 48oz)

1 Serving = 24oz



YOU • 1/2 of total (24oz)

Portion size: 1 serving

Guest #1 • 1/2 of total (24oz)

Portion size: 1 serving



Blueberry Pecan Overnight Oats

BY EVERYDAY EATLOVE

🕒 5 MINS PREP | 🕒 8 HRS REST | 🍴 2 SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

INGREDIENTS

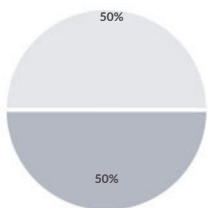
- 1 cup rolled oats
- 1 cup water
- 2 dashes salt
- ½ cups blueberries
- 1 cup low fat Greek yogurt
- 1 cup low fat Greek yogurt
 - Optional substitute (pending allergies): almond, soy, coconut or other non-dairy yogurt
- 3 tablespoons pecans toasted and chopped
- 4 teaspoons maple syrup

NUTRITION INFORMATION PER SERVING

Fruits 1.5 servings	Calories 362kcal
Vegetables 0 servings	Fiber 7.2g
Protein 12g	Sodium 218mg
Total Fat 9.7g	Saturated Fat 1.05g
Carbs 60g	Added Sugar 8.1g

PORTION SIZES (Total yield: 28oz)

1 Serving = 14oz



- YOU • 1/2 of total (14oz)
Portion size: 1 serving
- Guest #1 • 1/2 of total (14oz)
Portion size: 1 serving

Method

1. Combine oats, water, and salt in a jar. Cover and refrigerate overnight.
2. When ready to eat, heat if desired, and top with blueberries, yogurt, pecans, and maple syrup.



Egg and Apple

BY EVERYDAY EATLOVE

🕒 2 MINS PREP | 🕒 10 MINS COOK | 🍴 2 SERVINGS

To modify servings, view nutrition information and more, go to eatlove.is

Method

1. Place egg in a saucepan and cover with water. Bring water to a boil. Once boiling, cover the pan with a lid and turn off the stove. Let stand for 10-12 minutes.
2. Strain water, and run egg under cool water. Peel egg and serve with apple.

INGREDIENTS

2 eggs hard boiled

• Optional substitute (pending allergies): egg whites, plant-based egg alternative

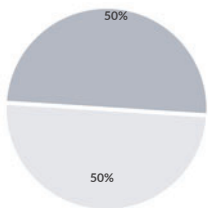
2 apples

NUTRITION INFORMATION PER SERVING

Fruits 1.2 servings	Calories 170kcal
Vegetables 0 servings	Fiber 4g
Protein 6.7g	Sodium 73mg
Total Fat 5g	Saturated Fat 1.6g
Carbs 24g	Added Sugar 0g

PORTION SIZES (Total yield: 16oz)

1 Serving = 7.8oz



YOU • 1/2 of total (7.8oz)
Portion size: 1 serving

Guest #1 • 1/2 of total (7.8oz)
Portion size: 1 serving



INGREDIENTS

8 ounces salmon

* Optional substitute (pending allergies):
tuna, halibut, cod or other fish variety

1 lemon sliced, juiced

1 cup brown rice

* Optional substitute (pending allergies):
other rice variety, quinoa, farro, millet, etc..

2 cups asparagus cut into florets

* Optional substitute (pending allergies):
broccoli, cauliflower, Brussels sprouts

2 tablespoons olive oil, divided

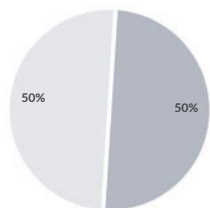
2 dashes pepper

NUTRITION INFORMATION PER SERVING

Fruits 0.5 servings	Calories 671kcal
Vegetables 1 servings	Fiber 6.9g
Protein 35g	Sodium 134mg
Total Fat 23g	Saturated Fat 3.85g
Carbs 80g	Added Sugar 0g

PORTION SIZES (Total yield: 26oz)

1 Serving = 13oz



- YOU • 1/2 of total (13oz)
Portion size: 1 serving
- Guest #1 • 1/2 of total (13oz)
Portion size: 1 serving

Lemon Salmon, Asparagus, and Rice

BY EVERYDAY EATLOVE

🕒 10 MINS PREP | 🕒 40 MINS COOK | 🍴 2 SERVINGS

To modify servings, view [nutrition information](#)
and more, go to eatlove.is

Method

1. Cook brown rice according to package directions.
2. Preheat oven to broil.
3. Toss asparagus with half of the olive oil, salt and pepper.
4. Place foil on baking sheet or roasting pan. Drizzle remaining oil and lemon juice over salmon and season with pepper.
5. Place the salmon in the roasting pan, skin-side down. Place asparagus in same pan. Broil for 10-12 minutes or until fish flakes easily with a fork and asparagus is tender, to your liking.
6. Serve with sliced lemon.

How to Spot Ultra-Processed Foods (UPFs)

A quick consumer guide to reading labels, based on the Healthy Eating Research 2026 Expert Panel Technical Report

3 EASY STEPS TO SPOT AN UPF AT THE GROCERY STORE



FLIP IT OVER

Front-of-package claims like “natural,” “made with real fruit,” or “high protein” don’t tell the full story, the ingredient list does.



LOOK AT LENGTH & FAMILIARITY

Short lists with familiar foods (flour, milk, tomatoes, salt) are a good sign. Long lists with unfamiliar ingredients may indicate more processing.



REVIEW THE 2 CATEGORIES BELOW

If any one is present, the product is classified as a UPF under this definition, regardless of the health claims on the packaging.

COSMETIC ADDITIVES

Added only to change a food's appearance, taste, or texture, not to provide nourishment

Colors and flavors – artificial or natural

Flavor enhancers – e.g. MSG

Sweeteners – sucralose, stevia, monk fruit

Emulsifiers – soy lecithin, mono- and diglycerides, DATEM

Thickeners and gums – carrageenan, guar gum, modified starch

Other processing aids – glazing, gelling, bulking, foaming, and carbonating agents

NON-CULINARY INGREDIENTS

Rarely found in a home kitchen, used only in industrial food-making

Sweeteners and sugar derivatives – high-fructose corn syrup, fruit juice concentrate*, dextrose, maltodextrin

Protein additives: protein isolates – soy, whey, milk isolates, hydrolyzed proteins

Modified fats – hydrogenated or interesterified oils

*when used as a sweetener

EXAMPLES OF NON-UPF PRODUCTS YOU CAN BUY TODAY

Vitamins/minerals, herbs & spices, yeast, and basic culinary staples like olive oil, sugar, and salt. Fresh produce and plain meat (no nutrition label) also aren't classified as UPFs.

REALITY CHECK

UPFs dominate many “healthy-seeming” aisles — an estimated 85% of packaged breads, 77% of ready-to-eat cereals, and 86% of yogurts sold in the U.S. are ultra-processed. But non-UPF options exist in every category. See examples below and real grocery store comparisons on the following pages.

CATEGORY	WHAT TO LOOK FOR ON THE LABEL	NON-UPF BRAND EXAMPLES
Bread	Only flour/grains, water, yeast, salt (± seeds); no dough conditioners or emulsifiers	Food for Life Ezekiel 4:9® Sprouted Grain Bread — sprouted grains/legumes, water, yeast, sea salt
Yogurt	Only milk (or milk + cream) and live active cultures; no gums, stabilizers, or sweeteners	Fage Total Plain Greek Yogurt — milk, cream, live active yogurt cultures
Tomato Sauce	Tomatoes, olive oil, herbs, garlic/onion, salt — no citric acid, added sugar, or gums	Rao’s Homemade Marinara Sauce — tomatoes, olive oil, onions, salt, garlic, basil, black pepper, oregano
Peanut Butter	Only peanuts (± salt); no added oils, sugar, or emulsifiers	Crazy Richard's 100% Peanuts — peanuts; Smucker's Natural Peanut Butter — peanuts, salt
Oatmeal	Only rolled oats or steel-cut oats; no flavors, sugars, or gums	Bob's Red Mill Old Fashioned Rolled Oats — whole grain oats
Frozen Vegetables	Vegetables only (or vegetables + herbs); no sauces or seasonings	Birds Eye Steamfresh Broccoli — broccoli; Cascadian Farm Organic Mixed Vegetables — vegetables only

**Formulations change over time and vary by store/region — always check the ingredient list on the package you’re buying.
Source: Adapted from Lott M, et al. Ultraprocessed Foods in the U.S.: Recommended Definitions and Policies. Healthy Eating Research, 2026.*

Real-Life Grocery Store Comparisons

CATEGORY	WHAT TO LOOK FOR ON THE LABEL	NON-UPF BRAND EXAMPLES
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Bread

Only flour/grains, water, yeast, salt (± seeds); no dough conditioners or emulsifiers

Food for Life Ezekiel 4:9®
Sprouted Grain Bread —
sprouted grains/legumes, water,
yeast, sea salt

Nutrition Facts	Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
	Total Fat 0.5g	1%	Total Carbohydrate 15g	3%
	Saturated Fat 0g	0%	Dietary Fiber 3g	6%
	Trans Fat 0g		Total Sugars 0g	
	Cholesterol 0mg	0%	Includes 0g of Added Sugars	
	Sodium 75mg	3%	Protein 5g	10%
20 servings per container	Vitamin D 0mcg 0% • Calcium 9mg 0% • Iron 1mg 6% • Potassium 81mg 2% • Thiamin 0.1mg 8% • Niacin 2mg 15% • Vitamin B6 0.1mg 6% • Folate 16mcg DFE 4% • Phosphorus 73mg 6% • Magnesium 26mg 6% • Zinc 1mg 10% • Selenium 13mcg 25% • Manganese 0.8mg 35%			
Serving size 1 slice (34g)				
Calories per serving	80			



INGREDIENTS: Organic Sprouted Wheat, Filtered Water, Organic Sprouted Barley, Organic Sprouted Millet, Organic Malted Barley, Organic Sprouted Lentils, Organic Sprouted Soybeans, Organic Sprouted Spelt, Organic Wheat Gluten, Yeast, Sea Salt.



INGREDIENTS: UNBLEACHED ENRICHED FLOUR (WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), WATER, SUGAR, YEAST, CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: WHEAT GLUTEN, SALT, SOYBEAN OIL, DOUGH CONDITIONERS (CONTAINS ONE OR MORE OF THE FOLLOWING: SODIUM STEAROYL LACTYLATE, CALCIUM STEAROYL LACTYLATE, MONOGLYCERIDES, MONO- AND DIGLYCERIDES, DISTILLED MONOGLYCERIDES, CALCIUM PEROXIDE, CALCIUM IODATE, DATEM, ETHOXYLATED MONO- AND DIGLYCERIDES, ENZYMES, ASCORBIC ACID), MONOCALCIUM PHOSPHATE, SOY LECITHIN, CALCIUM IODATE, CALCIUM PROPIONATE (TO RETARD SPOilage).
MANUFACTURED ON SHARED EQUIPMENT THAT ALSO PROCESSES PRODUCTS CONTAINING SESAME. MAY CONTAIN SESAME.

Nutrition Facts	
14 servings per container	
Serving size 2 Slices (49g/1.7oz)	
Amount per serving	
Calories	130
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 280mg	12%
Total Carbohydrate 27g	10%
Dietary Fiber Less than 1g	3%
Total Sugars 3g	
Includes 3g Added Sugars	7%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 60mg	4%
Iron 1.5mg	8%
Potassium 50mg	0%
Thiamin 0.2mg	15%
Riboflavin 0.12mg	10%
Niacin 1.6mg	10%
Folate 90mcg DFE	20%
(50mcg folic acid)	
*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.	

Real-Life Grocery Store Comparisons

CATEGORY	WHAT TO LOOK FOR ON THE LABEL	NON-UPF BRAND EXAMPLES
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Yogurt

Only milk (or milk + cream) and live active cultures; no gums, stabilizers, or sweeteners

Fage Total Plain Greek Yogurt — milk, cream, live active yogurt cultures

Nutrition Facts	
About 5 servings per container	
Serving Size	3/4 cup (170g)
Amount per serving	
Calories	90
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 65mg	3%
Total Carbohydrate 5g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	
Includes 0g Added Sugars	0%
Protein 18g	35%
Vitamin D 0mcg 0%	Calcium 200mg 15%
Iron 0mg 0%	Potassium 260mg 6%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	



INGREDIENTS: GRADE A PASTEURIZED SKIMMED MILK, LIVE ACTIVE YOGURT CULTURES (L. BULGARICUS, S. THERMOPHILUS, L. ACIDOPHILUS, BIFIDUS, L. CASEI).



Ingredients: Cultured Grade A Low Fat Milk, Sugar, Strawberries, Modified Food Starch, Water. Contains 1% or less of: Kosher Gelatin, Corn Starch, Carmine (for color), Pectin, Natural Flavor, Vitamin A Acetate, Vitamin D₃.



Nutrition Facts	
Serving size	1 container
Amount per serving	
Calories	140
	% Daily Value*
Total Fat 1.5g	2%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 85mg	4%
Total Carbohydrate 26g	9%
Total Sugars 18g	
Includes 13g Added Sugars	26%
Protein 5g	10%
Vitamin D 3mcg 15%	Calcium 200mg 15%
Potassium 260mg 6%	Vitamin A 180mcg 20%
Not a significant source of dietary fiber and iron.	
*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.	

Grocery Store Comparisons

CATEGORY	WHAT TO LOOK FOR ON THE LABEL	NON-UPF BRAND EXAMPLES
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Tomato Sauce

Tomatoes, olive oil, herbs, garlic/onion, salt — no citric acid, added sugar, or gums

Rao's Homemade Marinara Sauce — tomatoes, olive oil, onions, salt, garlic, basil, black pepper, oregano

Nutrition Facts
About 7 servings per container
Serving Size 1/2 cup (125g)
Amount per serving
Calories 100
% Daily Value*
Total Fat 7g 9%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 420mg 18%
Total Carbohydrate 6g 2%
Dietary Fiber 1g 5%
Total Sugars 4g
Includes 0g Added Sugars 0%
Protein 2g
Vitamin D 0mcg 0%
Calcium 20mg 0%
Iron 0.2mg 0%
Potassium 370mg 8%
* 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.



INGREDIENTS: Italian Whole Peeled Tomatoes, Olive Oil, Onions, Salt, Garlic, Basil, Black Pepper, Oregano.



Ingredients
Tomato Puree (Water, Tomato Paste), Diced Tomatoes In Juice (Diced Tomatoes, Tomato Juice, Citric Acid, Calcium Chloride), Onions, Olive Oil, Sugar, Garlic, Salt, Parsley, Basil, Spices, Oregano.

Nutrition Facts
5 Servings Per Container
Serving Size 1/2 Cup (125g)
Amount Per Serving
Calories 70
% Daily Value*
Total Fat 2.5g 3%
Saturated Fat 0g 2%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 490mg 21%
Total Carbohydrate 11g 4%
Dietary Fiber 2g 7%
Total Sugars 7g
Protein 2g
Vitamin D 0mcg 0%
Calcium 50mg 4%
Iron 0.9mg 4%
Potassium 470mg 10%
*The % Daily Value (DV) tells you how much nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice

