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## Clif Bar v. Nature Valley Granola Bar

**Q: What’s the difference between the Nature Valley Granola Bars that I buy at Costco and Clif Bars?** ~ R.A., San Ramon, CA

**A:** When you need some quick fuel and you don’t have anything on hand, an “energy bar” can help satisfy your appetite and energy needs. However, energy bars on the market vary greatly. Some bars are just slightly more nutritious than a candy bar while some are actual meal supplements that contain part of your daily requirement of vitamins and minerals.



***Note:** Food labels list percentages of nutrients based on the amount you should consume each day — your Recommended Dietary Allowance (RDA). The term Percent Daily Value (DV) is used to declare what one serving of the food provides in relation to the established daily standards.*

## Candy Bar v. Granola Bar

The Nature Valley® granola bar contains three times as much fiber and over twice as much protein as the popular Hershey’s® milk chocolate bar. However, the granola bar is still not much better than the candy bar in nutrition. It has close to the same amount of total fat, over one and a half times more calories, over eight times more sodium, and only slightly less sugar. Other than iron and the calcium in the milk chocolate, these bars contain no other vitamins and minerals.



## Clif Bar v. Granola Bar

The data comparison above shows that Nature Valley contains over double the calories, four times the fat, four times the sodium, one and one half times the sugar, and less iron than Clif Bar®. Both are high in protein. Other than iron, Nature Valley contains no other vitamins and minerals while Clif Bar contains 9 vitamins and 14 minerals and 70% organic ingredients including organic soy in the form of roasted soybeans, soy flour, and soy butter.



**THR Tip:** Choose Clif Bar over the Nature Valley granola bar for a more nutrient dense, lower fat energy source. Be aware that the nutritional facts for the energy bars are based on a **1 oz. serving (28g)**. Energy bars are also calorie dense, so watch your portion sizes. To put this in perspective, a medium size banana (118g) yields 105 calories which is near equal to that of a 1 oz. Clif Bar, but the banana is almost four times the size.



<b>Nutritional Facts</b>	<b>Clif Bar Oatmeal Walnut Raisin 28 g</b>	<b>Nature Valley Granola Bar Honey 'N Oats 28g</b>	<b>Hershey Milk Chocoloate Candy Bar 28g</b>
Calories	100	225	143
Calories from fat	20	62.5	75
Total Fat	2g (4% DV)	8g (11% DV)	9g (14%)
Sat. Fat	.5g (2% DV)	.6g (4% DV)	6g (27%)
Trans Fat	0g	0g	0g
Cholesterol	0mg (0% DV)	0mg (0% DV)	7mg (2%)
Sodium	50mg (2% DV)	200mg (9% DV)	24mg (1%)
Potassium	110mg (4% DV)	0mg (0% DV)	0mg (0% DV)
Total Carb.	18g (6% DV)	36g (13% DV)	18g (6%)
Dietary Fiber	2g (8% DV)	3g (10% DV)	<1g (3%)
Insoluble Fiber	1 g	0g	0g
Sugars	9g	14g	16g
Other Carb.	7g	0g	0g
Protein	4g	5g	2g
Vitamin A	10% DV	0% DV	0% DV
Vitamin C	40% DV	0% DV	0% DV
Calcium	10% DV	0% DV	6% DV
Iron	10% DV	8% DV	1% DV
Vitamin E	40% DV	0% DV	0% DV
Vitamin K	10% DV	0% DV	0% DV
Thiamin (B1)	10% DV	0% DV	0% DV
Riboflavin (B2)	6% DV	0% DV	0% DV
Niacin (B3)	6% DV	0% DV	0% DV
Vitamin B6	8% DV	0% DV	0% DV
Folate	8% DV	0% DV	0% DV
Vitamin B12	6% DV	0% DV	0% DV
Biotin	4% DV	0% DV	0% DV
Pantothenic Acid	8% DV	0% DV	0% DV

Phosphorus	8% DV	0% DV	0% DV
Iodine	6% DV	0% DV	0% DV
Magnesium	10% DV	0% DV	0% DV
Zinc	8% DV	0% DV	0% DV
Selenium	8% DV	0% DV	0% DV
Copper	6% DV	0% DV	0% DV
Manganese	15% DV	0% DV	0% DV
Chromium	4% DV	0% DV	0% DV
Molybdenum	4% DV	0% DV	0% DV

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