



SERVING SIZE VS PORTION SIZE

The serving size is based on one serving of food that is reflected by the amount people typically eat or drink, rather than the recommended amount of one serving.¹

DAILY AMOUNT OF FOOD FROM EACH FOOD GROUP*

Vegetables	2 ½ cups
Fruits	2 cups
Grains	6 oz
Protein	5 ½ oz

WHAT IS ONE SERVING?²

Vegetables:

1 cup raw leafy vegetable, ½ cup cooked leafy vegetable, 5-8 broccoli florets and 6 baby carrots or 1 medium carrot



Fruits:

1 medium apple, 1 small banana, 16 grapes or 4 large strawberries



Grains:

½ cup cooked rice or pasta, ½ cup cooked oatmeal, 1 slice bread or 1 cup cereal



Protein:

½ cup tofu, ½ cup quinoa, 1 egg, ¼ cup cooked beans or 3 oz cooked lean meat



PORTION SIZE

Portion size is the amount of a food you choose to eat. This can vary from meal to meal, which may be more or less than a serving.³

ESTIMATING PORTION SIZES

1 cup:
Average-sized fist



½ a cup:
A scooped handful



3 oz:
Palm of the hand



*Based on a 2,000-calorie eating pattern. The amount from each food group varies by age.

Sources:

1. [U.S. Food & Drug Administration, How to Understand and Use the Nutrition Facts Label](#)
2. [American Heart Association, Fruits and Vegetables: What's a Serving?](#)
3. [The Academy of Nutrition and Dietetics, Serving Size vs Portion Size Is There a Difference](#)