

**Appendix E**  
**Experimental Study on Consumer Responses to Labeling Statements on Food Packages**  
**Examples of Nutrition Facts Label**

Please note that the check marks would be included only in the experimental conditions that include the front-of-package nutrition rating system proposed by the Institute of Medicine. In all other experimental conditions, these Nutrition Facts labels would appear without the check marks.

Shredded Wheat

<b>Nutrition Facts</b>	
Serving Size 1 Cup (30g)	
Serving Per Container about 19	
Amount Per Serving	
<b>Calories</b> 110	Calories from Fat 10
% Daily Value	
<b>Total Fat</b> 1g	<b>2%</b>
Saturated Fat 0g	<b>0%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 23g	<b>8%</b>
Dietary Fiber 5g	<b>20%</b>
Sugars 0g	
<b>Protein</b> 3g	
Vitamin A 12%	•
Calcium 15%	•
Vitamin C 0%	
Iron 6%	

Snack Bar

<b>Nutrition Facts</b>	
Serving Size 1 Bar (40g)	
Serving Per Container about 1	
Amount Per Serving	
<b>Calories</b> 170	Calories from Fat 30
% Daily Value	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 1g	<b>5%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 180mg	<b>8%</b>
<b>Total Carbohydrate</b> 25g	<b>8%</b>
Dietary Fiber 5g	<b>20%</b>
Sugars 15g	
<b>Protein</b> 10g	
Vitamin A 2%	• Vitamin C 2%
Calcium 2%	• Iron 12%

Chips

<b>Nutrition Facts</b>	
Serving Size 1 Cup (28g)	
Serving Per Container about 3	
Amount Per Serving	
<b>Calories</b> 160	Calories from Fat 90
% Daily Value	
<b>Total Fat</b> 10g	<b>15%</b>
Saturated Fat 2g	<b>8%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 16g	<b>7%</b>
Dietary Fiber 1g	<b>4%</b>
Sugars 2g	
<b>Protein</b> 0g	
Vitamin A 10%	• Vitamin C 0%
Calcium 2%	• Iron 16%