

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

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

Snack Bar

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

Chips

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