Attachment 3k

Hand Card Booklet



Fast-food or pizza places

Restaurants with waiter or waitress service

All-you-can-eat buffets

Places that sell mostly beverages such as a coffee shop or juice bar

Movie theaters, sports arenas, or other places of recreation

Grocery stores

Convenience stores

- A. Less than 500 Calories
- B. 500-1000 Calories
- C. 1001-1500 Calories
- D. 1501-2000 Calories
- E. 2001-2500 Calories
- F. 2501-3000 Calories
- G. More than 3000 Calories

Always

Most of the time

Sometimes

Rarely

Sample health claim in food labels



Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutrition Facts Serving Size 1 cup (255g) Servings Per Container About 2 **Amount Per Serving** Calories from Fat 40 Calories 220 % Daily Value* **Total Fat 5g** Saturated Fat 2g 10% Trans Fat 0g **Cholesterol** 15mg 5% 10% Sodium 240mg **Total Carbohydrate 35g** 12% Dietary Fiber 6g 24% Sugars 7g **Protein** 9g Vitamin A 5% Vitamin C 20% Calcium 20% * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs Calories: 2,000 Total Fat Less than 65g 80g Sat Fat Less than 20g 25g Cholesterol Less than 300mg 300mg 2,400mg 2,400mg Sodium Less than Total Carbohydrate 375g 300g Dietary Fiber 30g Calories per gram: Fat 9 Carbohydrate 4 Protein 4

Nutrition Facts Panel

INGREDIENTS: WATER, POTATOES,

Hand Card 6

Always

Most of the time

Sometimes

Rarely

Hand Card 8 Hand Card 7

Sample Food Label

Nutrition Facts Serving Size 1 cup (255g) Servings Per Container About 2 **Amount Per Serving** Calories 220 Calories from Fat 40 % Daily Value* Total Fat 5g Saturated Fat 2g 10% Trans Fat 0g Cholesterol 15mg 5% Sodium 240mg 10% **Total Carbohydrate 35g** 12% Dietary Fiber 6g 24% Sugars 7g **Protein** 9g Vitamin A 5% Vitamin C 20% Calcium 20% Iron 8% * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs Calories: 2,000 2,500 Total Fat Less than 65g 80g Sat Fat Less than 20g 25g Cholesterol Less than 300mg 300mg Sodium Less than 2,400mg 2,400mg Total Carbohydrate 300g 375g Dietary Fiber 25g 30g Calories per gram:

INGREDIENTS: WATER, POTATOES, COOKED BEANS, CORN STARCH, WHEAT FLOUR, SOYBEAN OIL, PARMESAN CHEESE, ONION POWDER, NATURAL FLAVOR, SODIUM PHOSPHATES.

Carbohydrate 4 • Protein 4



Always

Most of the time

Sometimes

Rarely

Sample Food Label

Serving Size ←

Nutrit Serving Size 1 c Servings Per Co	up (255g)		cts
Amount Per Servi	ng		
Calories 220	Ca	lories fron	r Fat 40
-		% Daily	y Value*
Total Fat 5g			7 %
Saturated Fat	2g		10%
Trans Fat 0g			
Cholesterol 1	5mg		5%
Sodium 240mg)		10%
Total Carbohy	drate 35	g	12%
Dietary Fiber	6g		24%
Sugars 7g			
Protein 9g			
\(\tau_1 \)			50/
Vitamin A			5%
Vitamin C			20%
Calcium			20%
Iron			8%
* Percent Daily Value Your Daily Values m your calorie needs			
-	Calories:	2,000	2,500
Total Fat Sat Fat Cholesterol Sodium Total Carbohydrate Dietary Fiber	Less than Less than Less than Less than	65g 20g 300mg 2,400mg 300g 25g	80g 25g 300mg 2,400mg 375g 30g
Calories per gra Fat 9 • Ca	m: rbohydrate	4 • P	rotein 4

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Number of servings per package

Nutrit Serving Size 1 c	up (255g)		cts	
Servings Per Co	ntainer Ab	out 2		
Amount Per Servi	ng			
Calories 220		lories fron	n Fat 40	
Calonics 220		X700 X700 1200	y Value*	
Total Fat 5g		70 Daii	7%	
Saturated Fat	2n		10%	
Trans Fat 0g				
Cholesterol 1	5ma		5%	
Sodium 240mg			10%	
Total Carbohy	<u> </u>		12%	
Dietary Fiber		79	24%	
Sugars 7g	og			
Protein 9g				
Protein 9g				
Vitamin A			5%	
Vitamin C			20%	
Calcium			20%	
Iron			8%	
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs				
	Calories:	2,000	2,500	
Total Fat Sat Fat Cholesterol Sodium Total Carbohydrate Dietary Fiber	Less than Less than Less than Less than	65g 20g 300mg 2,400mg 300g 25g	80g 25g 300mg 2,400mg 375g 30g	
Calories per grai Fat 9 • Cal	m: rbohydrate	e4 • F	rotein 4	

INGREDIENTS: WATER, POTATOES,

Hand Card 13

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutrition Facts Serving Size 1 cup (255g) Servings Per Container About 2 **Amount Per Serving** Calories 220 Calories from Fat 40 % Daily Value* Total Fat 5g Saturated Fat 2g 10% Trans Fat 0g Cholesterol 15mg 5% Sodium 240mg 10% **Total Carbohydrate 35g** 12% Dietary Fiber 6g 24% Sugars 7g **Protein** 9g Vitamin A 5% Vitamin C 20% Calcium 20% 8% Iron Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs Calories: 2,000 Total Fat Less than 65g 80g Sat Fat Less than 25g Cholesterol Less than 300mg 300mg Sodium Less than 2,400mg 2,400mg 375g Total Carbohydrate 300g Dietary Fiber 25g 30g Calories per gram: Carbohydrate 4 • Protein 4

Footnote

Always

Most of the time

Sometimes

Rarely

Hand Card 16 Hand Card 15

Sample Food Label

Nutrition Facts Serving Size 1 cup (255g) Servings Per Container About 2				
Amount Per Servin	= 0			
Calories 220	Cal	ories fro	m Fat 40	
		% Dai	ily Value*	
Total Fat 5g			7 %	
Saturated Fat 2g			10%	
Trans Fat 0g				
Cholesterol 15	mg		5%	
Sodium 240mg			10%	
Total Carbohydrate 35g		g	12%	
Dietary Fiber 6g			24%	
Sugars 7g				
Protein 9g				
Vitamin A			5%	
Vitamin C			20%	
Calcium			20%	
Iron			8%	
 Percent Daily Values Your Daily Values ma your calorie needs 				
	Calories:	2,000	2,500	
Total Fat Sat Fat Cholesterol Sodium Total Carbohydrate Dietary Fiber	Less than Less than Less than Less than	65g 20g 300mg 2,400mg 300g 25g	80g 25g 300mg 2,400mg 375g 30g	
Calories per gram Fat 9 • Carl	n: bohydrate	4 •	Protein 4	

INGREDIENTS: WATER, POTATOES, COOKED BEANS, CORN STARCH, WHEAT FLOUR, SOYBEAN OIL, PARMESAN CHEESE, ONION POWDER, NATURAL FLAVOR, SODIUM PHOSPHATES.

Percent

Daily Value

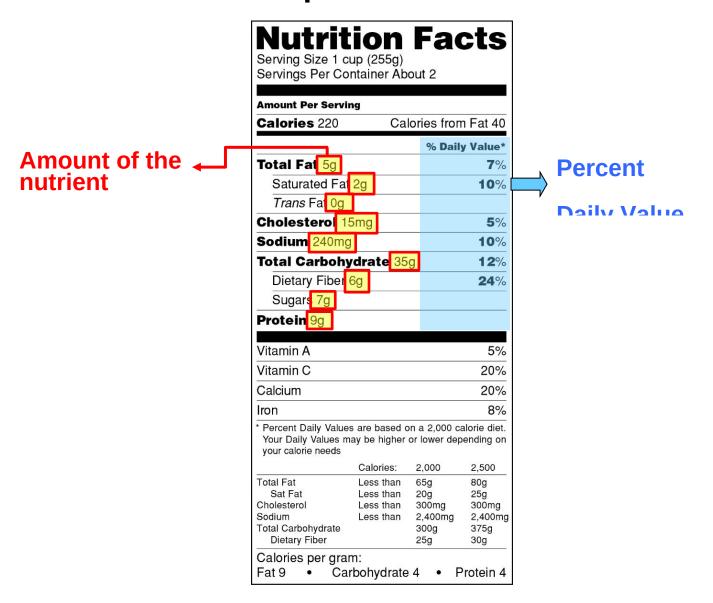
Always

Most of the time

Sometimes

Rarely

Sample Food Label



When deciding to buy a food product, between the **percent daily value** and the **amount of nutrients** on a food label

l use....

- Only percent daily value
- Percent daily value more often
- Both percent daily value and the amount of nutrients about the same
- The amount of nutrients more often
- Only the amount of nutrients

Sample Food Label

	Nutrit Serving Size 1 co Servings Per Co	up (255g)		cts
	Amount Per Servin	<u> </u>	ories from	n Fat 40
Amount of the	Total Fat 5g		% Daily	y Value*
nutrient	Saturated Fat	2g		7% 10%
	Trans Fat 0g Cholesterol 19			5%
	Sodium 240mg Total Carbohy		a	10% 12%
	Dietary Fiber Sugars 7g			24%
	Protein 9g			
	Vitamin A			5%
	Vitamin C			20%
	Calcium			20%
	Iron			8%
	* Percent Daily Values Your Daily Values m your calorie needs			
		Calories:	2,000	2,500
	Total Fat Sat Fat Cholesterol Sodium Total Carbohydrate Dietary Fiber	Less than Less than Less than Less than	65g 20g 300mg 2,400mg 300g 25g	80g 25g 300mg 2,400mg 375g 30g
	Calories per gran Fat 9 • Can	m: rbohydrate	4 • P	rotein 4

Percent
Daily Value

When deciding to buy a food product, between the **percent daily value** and the **amount of nutrients** on a food label

l use....

- Only the amount of nutrients
- The amount of nutrients more often
- Both the amount of nutrients and percent daily value about the same
- Percent daily value more often

• Only paraont daily value Hand Card 22

Sample Food Label

Serving Size 1 c Servings Per Co	up (255g)		cts	
Servings r er oo	mamer Ab	out 2		
Amount Per Servi	ng			
Calories 220	Ca	lories fron	n Fat 40	
		% Dail	y Value*	
Total Fat 5g			7 %	
Saturated Fat 2g			10%	
Trans Fat 0g				
Cholesterol 1	5mg		5%	
Sodium 240mg 10 %				
Total Carbohydrate 35g 12%				
Dietary Fiber 6g 24%				
Sugars 7g	- 3			
Protein 9g				
T Totelli sg				
			F0/	
Vitamin A			5%	
Vitamin A Vitamin C			20%	
7110.1111177				
Vitamin C			20%	
Calcium	ay be higher	or lower dep	20% 20% 8% alorie diet. ending on	
Vitamin C Calcium Iron * Percent Daily Value Your Daily Values m your calorie needs	ay be higher Calories:	or lower dep	20% 20% 8% alorie diet. ending on 2,500	
Vitamin C Calcium Iron * Percent Daily Value Your Daily Values m your calorie needs Total Fat	Calories:	2,000 65g	20% 20% 8% alorie diet. ending on 2,500 80g	
Vitamin C Calcium Iron * Percent Daily Value Your Daily Values m your calorie needs	ay be higher Calories:	2,000 65g 20g	20% 20% 8% alorie diet. ending on 2,500 80g 25g	
Vitamin C Calcium Iron * Percent Daily Value Your Daily Values m your calorie needs Total Fat Sat Fat	Calories: Less than Less than	2,000 65g 20g 300mg	20% 20% 8% alorie diet. ending on 2,500 80g 25g 300mg	
Vitamin C Calcium Iron * Percent Daily Value Your Daily Values m your calorie needs Total Fat Sat Fat Cholesterol	Calories: Less than Less than Less than	2,000 65g 20g	20% 20% 8% alorie diet. ending on 2,500 80g 25g	

- 5 percent of the calories in one serving of the product come from Vitamin A
- One serving of the product contains
 5 percent Vitamin A by weight
 - One serving of the product supplies
 5 percent of the Vitamin A you should have in a day

Sample Food Label

Amount Per Ser	ving			
Calories 220	Ca	lories fror	n Fat 40	
		% Dail	y Value*	
Total Fat 5g			7 %	
Saturated Fat 2g			10%	
Trans Fat 0g				
Cholesterol 15mg 5%				
Sodium 240mg 10%			10%	
Total Carbohydrate 35g 12%				
Dietary Fiber 6g 24%			24%	
Sugars 7g				
Protein 9g				
Vitamin A			5%	
Vitamin C			20%	
Calcium			20%	
Iron * Percent Daily Value	ion are board	an a 2 000 a	8%	
Your Daily Values your calorie needs	may be higher			
	Calories:	2,000	2,500	
Total Fat Sat Fat	Less than Less than Less than	65g 20g 300mg	80g 25g 300mg	

- One serving of the product supplies
 5 percent of the Vitamin A you should have in a day
- One serving of the product contains
 5 percent Vitamin A by weight
- 5 percent of the calories in one serving of the product come from Vitamin A

Sample Food Label

Nutrit Serving Size 1 cu Servings Per Con	up (255g)		JLJ
Cervings i ei coi	italilei Ab	out 2	
Amount Per Servin	_		
Calories 220	Ca	lories fron	n Fat 40
		% Dail	y Value*
Total Fat 5g			7 %
Saturated Fat 2g			10%
Trans Fat 0g			-
Cholesterol 15	5mg		5%
Sodium 240mg			10%
Total Carbohy	drate 35	a	12%
Dietary Fiber 6g 24%			
Sugars 7g	3		
Protein 9g			
- Totom og			
Vitamin A			5%
Vitamin C			20%
Calcium			20%
Iron			8%
* Percent Daily Values Your Daily Values mayour calorie needs			
	Calories:	2,000	2,500
Total Fat Sat Fat	Less than Less than	65g 20g	80g 25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gran	n:		

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutriti Serving Size 1 cup Servings Per Cont	o (255g)		ets
Amount Per Serving	<u> </u>		
Calories 220	Cal	ories from	Fat 40
		% Daily	Value*
Total Fat 5g			7 %
Saturated Fat 2		10%	
Trans Fat 0g			
Cholesterol 15r	ng		5%
Sodium 240mg			10%
Total Carbohyd	lrate 35g	g	12%
Dietary Fiber 6	9		24%
Sugars 7g			
Protein 9g			
Vitamin A			5%
Vitamin C			20%
Calcium			
-			20%
Percent Daily Values a Your Daily Values may your calorie needs			ending on
Total Fat Sat Fat Cholesterol	Less than Less than Less than Less than	65g 20g 300mg 2,400mg 300g 25g	2,500 80g 25g 300mg 2,400mg 375g 30g
	ohydrate	4 • Pı	rotein 4

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutrition Fa	cts
8 servings per container Serving size 2/3 cup	(55g)
Amount per serving Calories 2	230
	y Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol Omg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

Always

Most of the time

Sometimes

Rarely

Never

Sample Food Label

Nutrition Facts Serving Size 1 cup (255g)					
Servings Per Container About 2					
Amount Per Serving					
Calories 220	Ca	lories fron	n Fat 40		
		% Dail	y Value*		
Total Fat 5g			7%		
Saturated Fat		10%			
Trans Fat 0g	100-200				
Cholesterol 15mg 5%					
Sodium 240mg]		10%		
Total Carbohydrate 35g 1					
Dietary Fiber 6g 24					
Sugars 7g					
Protein 9g					
Vitamin A			5%		
Vitamin C			20%		
Calcium			20%		
Iron			8%		
* Percent Daily Value Your Daily Values m your calorie needs					
	Calories:	2,000	2,500		
Total Fat Sat Fat Cholesterol Sodium Total Carbohydrate Dietary Fiber	Less than Less than Less than Less than	65g 20g 300mg 2,400mg 300g 25g	80g 25g 300mg 2,400mg 375g 30g		
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4					

INGREDIENTS: WATER, POTATOES, COOKED BEANS, CORN STARCH, WHEAT FLOUR, SOYBEAN OIL, PARMESAN CHEESE, ONION POWDER, NATURAL FLAVOR, SODIUM PHOSPHATES.

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 34 Hand Card 32

Sample food label with two columns

Nutriti Serving Size 1 cup Servings Per Conta	(255g)			
	% Daily Value*	% Daily Value*		
Total Fat	5g 7 %			
Saturated Fat	2g 10 %	4g 20 %		
Trans Fat	0g	0g		
Cholesterol	15mg 5 %	30mg 10 %		
Sodium	240mg 10 %	480mg 20 %		
Total Carbohydrate	35g 12 %	70g 24 %		
Dietary Fiber	6g 24 %	12g 48 %		
Sugars	7g	14g		
Protein	9g	18g		
Vitamin A	5%	10%		
Vitamin C	20%	40%		
Calcium	20%	40%		
Iron	8%	16%		
* Percent Daily Values are based on a 2,000 calorie diet.				

Always

Most of the time

Sometimes

Rarely

Never

Never seen

The reason(s) that I check the food label when deciding to buy a food product is/are...

- To watch my weight/lose weight
- A family member is trying to watch weight/lose weight
- To watch for diabetes, high triglycerides, high cholesterol, high blood pressure or other health conditions
- A family member has a health condition (for example, diabetes, high triglycerides, high cholesterol, high blood pressure, etc)
- I am allergic to certain food(s)
- A family member has food allergies
- To avoid certain ingredients (such as MSG, high fructose corn syrup, color dyes, artificial preservatives, or hydrogenated oils, etc)
- To increase certain nutrients in my/family's diet (such as fiber, calcium, etc)
- To compare which brand/food is better/healthier
- To make better/healthier choices for me/my family
- To watch for calorie content or certain nutrients (such as sodium, trans fat, sugar, carbohydrates, or protein, etc.)
- Other (please specify)

The reason(s) that I check the food label when deciding to buy a food product is/are...

- To compare which brand/food is better/healthier
- To make better/healthier choices for me/my family
- To avoid certain ingredients (such as MSG, high fructose corn syrup, color dyes, artificial preservatives, or hydrogenated oils, etc)
- A family member has a health condition (for example, diabetes, high triglycerides, high cholesterol, high blood pressure, etc)
- I am allergic to certain food(s)
- A family member has food allergies
- To watch for diabetes, high triglycerides, high cholesterol, high blood pressure or other health conditions
- To increase certain nutrients in my/family's diet (such as fiber, calcium, etc)
- To watch my weight/lose weight
- A family member is trying to watch weight/lose weight
- To watch for calorie content or certain nutrients (such as sodium, trans fat, sugar, carbohydrates, or protein, etc.)
- Other (please specify)

The reason(s) that I rarely or never check the food label when deciding to buy a food product is/are...

- I don't have the time
- The print is too small for me to read
- I'm satisfied with my health so there is no need for me to check
- I have a good diet so there is no need to check labels
- I usually buy foods that I'm used to, so I don't feel that I need to check labels
- I buy what I/my family like, I don't care about the labels
- I don't think the food labels are important to me
- I won't know what to look for even if I read the labels
- I can't read English that well
- Other (please specify)

The reason(s) that I rarely or never check the food label when deciding to buy a food product is/are...

- I don't have the time
- I won't know what to look for even if I read the labels
- I'm satisfied with my health so there is no need for me to check
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- I don't think the food labels are important to me
- The print is too small for me to read
- I usually buy foods that I'm used to, so I don't feel that I need to check labels
- Other (please specify)

Sample Food Label

Nutrition Facts Serving Size Servings Per Container About 2 **Amount Per Serving** Calories 220 Calories from Fat 40 % Daily Value* Total Fat 5g 7% Saturated Fat 2g 10% Trans Fat 0g Cholesterol 15mg 5% 10% Sodium 240mg **Total Carbohydrate 35g** 12% Dietary Fiber 6g 24% Sugars 7g Protein 9g Vitamin A 5% Vitamin C 20% Calcium 20% Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs Calories: 2,000 2,500 Total Fat 80g Less than 65g 25g Sat Fat Less than 20g Cholesterol Less than 300mg 300mg 2,400mg 2,400mg Sodium Less than Total Carbohydrate 300g 375g Dietary Fiber 30g Calories per gram: Carbohydrate 4 Protein 4

INGREDIENTS: WATER, POTATOES, COOKED BEANS, CORN STARCH, WHEAT FLOUR, SOYBEAN OIL, PARMESAN CHEESE, ONION POWDER, NATURAL FLAVOR, SODIUM PHOSPHATES.

Serving size is...

The amount of this food that people should eat

The amount of this food that people usually eat

Something that makes it easier to compare foods

Sample Food Label

Serving Size ←

Nutrit	ion	Fac	cts		
Serving Size 1 c	up (255g)				
Servings Per Container About 2					
Amount Per Servi	ng				
Calories 220	Ca	lories fron	n Fat 40		
	% Daily Value*				
Total Fat 5g			7 %		
Saturated Fat 2g			10%		
Trans Fat 0g					
Cholesterol 15mg 5			5%		
Sodium 240mg			10%		
Total Carbohydrate 35g 129			12%		
Dietary Fiber		24%			
Sugars 7g					
Protein 9g			_		
Vitamin A			5%		
Vitamin C			20%		
Calcium	20%				
			8%		
For the property of the proper					
	Calories:	2,000	2,500		
Total Fat	Less than	65g	80g		
Sat Fat Cholesterol	Less than Less than	20g 300mg	25g 300mg		
Sodium	Less than	2,400mg	2,400mg		
Total Carbohydrate		300g	375g		
Dietary Fiber		25g	30g		
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4					

INGREDIENTS: WATER, POTATOES, COOKED BEANS, CORN STARCH, WHEAT FLOUR, SOYBEAN OIL, PARMESAN CHEESE, ONION POWDER, NATURAL FLAVOR, SODIUM PHOSPHATES.

Serving size is...

The amount of this food that people usually eat

The amount of this food that people should eat

Something that makes it easier to compare foods