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  |  |   | <b>7</b> %                                    |
| 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<br>Your Daily Values m<br>your calorie needs    |  |   |   |
| -   | Calories:  | 2,000   | 2,500   |
| Total Fat Sat Fat Cholesterol Sodium Total Carbohydrate Dietary Fiber | Less than<br>Less than<br>Less than<br>Less than | 65g<br>20g<br>300mg<br>2,400mg<br>300g<br>25g | 80g<br>25g<br>300mg<br>2,400mg<br>375g<br>30g |
| Calories per gra<br>Fat 9 • Ca  | m:<br>rbohydrate                                 | 4 • P   | rotein 4                                      |

Always

Most of the time

**Sometimes** 

Rarely

# Sample Food Label

# Number of servings per package

| Nutrit<br>Serving Size 1 c  | up (255g)  |   | cts   |
|---|--|---|---|
| Servings Per Co   | ntainer Ab                                       | out 2   |   |
| Amount Per Servi  | na   |   |   |
| Calories 220  |  | lories fron                                   | n Fat 40                                      |
|   |  | 9710 9720 HE                                  | y Value*                                      |
| Total Fat 5g  |  |   | 7%  |
| Saturated Fat   | 2g   |   | 10%   |
| Trans Fat 0g  |  |   |   |
| Cholesterol 1   | 5mg  |   | 5%  |
| Sodium 240mg  | ]  |   | 10%   |
| Total Carbohy   | drate 35   | 5g  | 12%   |
| Dietary Fiber   | 6g   |   | 24%   |
| Sugars 7g   |  |   |   |
| Protein 9g  |  |   |   |
|   |  |   |   |
| Vitamin A   |  |   | 5%  |
| Vitamin C   |  |   | 20%   |
| Calcium   |  |   | 20%   |
| Iron  |  |   | 8%  |
| <ul> <li>Percent Daily Values are based on a 2,000 calorie diet.</li> <li>Your Daily Values may be higher or lower depending on<br/>your calorie needs</li> </ul> |  |   |   |
|   | Calories:  | 2,000   | 2,500   |
| Total Fat Sat Fat Cholesterol Sodium Total Carbohydrate Dietary Fiber   | Less than<br>Less than<br>Less than<br>Less than | 65g<br>20g<br>300mg<br>2,400mg<br>300g<br>25g | 80g<br>25g<br>300mg<br>2,400mg<br>375g<br>30g |
| Calories per gra<br>Fat 9 • Ca  | m:<br>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  | <b>=</b> 0                                       |   |   |
| Calories 220   | Cal  | ories fror                                    | n Fat 40                                      |
|  |  | % Dail  | y Value*                                      |
| Total Fat 5g   |  |   | <b>7</b> %                                    |
| Saturated Fat 2g   |  |   | 10%   |
| Trans Fat 0g   |  |   |   |
| Cholesterol 15   | mg   |   | 5%  |
| Sodium 240mg   |  |   | 10%   |
| Total Carbohydrate 35g   |  | g   | 12%   |
| Dietary Fiber 6  | Sg   |   | 24%   |
| Sugars 7g  |  |   |   |
| Protein 9g   |  |   |   |
|  |  |   |   |
| Vitamin A  |  |   | 5%  |
| Vitamin C  |  |   | 20%   |
| Calcium  |  |   | 20%   |
| Iron   |  |   | 8%  |
| <ul> <li>Percent Daily Values<br/>Your Daily Values mayour calorie needs</li> </ul>  |  |   |   |
|  | Calories:  | 2,000   | 2,500   |
| Total Fat<br>Sat Fat<br>Cholesterol<br>Sodium<br>Total Carbohydrate<br>Dietary Fiber | Less than<br>Less than<br>Less than<br>Less than | 65g<br>20g<br>300mg<br>2,400mg<br>300g<br>25g | 80g<br>25g<br>300mg<br>2,400mg<br>375g<br>30g |
| Calories per gram<br>Fat 9 • Carl  | n:<br>bohydrate                                  | 4 • F   | Protein 4                                     |

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

Percent

Daily Value

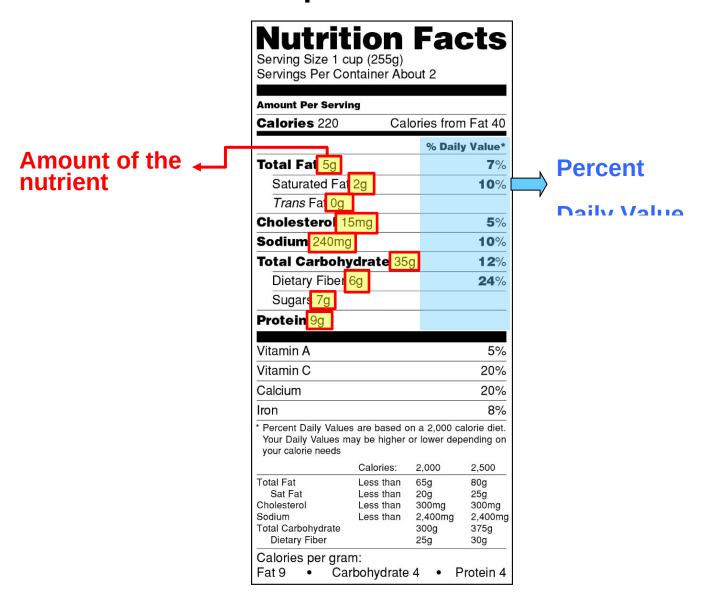
Always

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<br>Serving Size 1 co<br>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%<br>10%                                     |
|               | Trans Fat 0g Cholesterol 19   |  |   | 5%  |
|               | Sodium 240mg Total Carbohy  |  | a   | 10%<br>12%                                    |
|               | Dietary Fiber<br>Sugars 7g  |  |   | 24%   |
|               | Protein 9g  |  |   |   |
|               | Vitamin A   |  |   | 5%  |
|               | Vitamin C   |  |   | 20%   |
|               | Calcium   |  |   | 20%   |
|               | Iron  |  |   | 8%  |
|               | * Percent Daily Values<br>Your Daily Values m<br>your calorie needs   |  |   |   |
|               |   | Calories:  | 2,000   | 2,500   |
|               | Total Fat Sat Fat Cholesterol Sodium Total Carbohydrate Dietary Fiber | Less than<br>Less than<br>Less than<br>Less than | 65g<br>20g<br>300mg<br>2,400mg<br>300g<br>25g | 80g<br>25g<br>300mg<br>2,400mg<br>375g<br>30g |
|               | Calories per gran<br>Fat 9 • Can                                      | m:<br>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<br>Servings Per Co   | up (255g)    |              | cts   |  |
|---|--------------|--------------|---|--|
| Amount Per Servi  | ng           |              |   |  |
| Calories 220  | Ca           | lories fron  | r Fat 40                                      |  |
|   |              | % Daily      | y Value*                                      |  |
| Total Fat 5g  |              |              | <b>7</b> %                                    |  |
| Saturated Fat 2g  |              | 10%          |   |  |
| Trans Fat 0g  |              |              |   |  |
| Cholesterol 15mg 5%   |              |              |   |  |
| Sodium 240mg  | J            |              | 10%   |  |
| Total Carbohydrate 35g 12%  |              |              |   |  |
|   |              |              | 24%   |  |
| Sugars 7g   |              |              |   |  |
| Protein 9g  |              |              |   |  |
|   |              |              | 777   |  |
|   |              |              |   |  |
| Vitamin A   |              |              | 5%  |  |
| Vitamin A Vitamin C   |              |              | 20%   |  |
|   |              |              |   |  |
| Vitamin C   |              |              | 20%   |  |
| Vitamin C Calcium   |              |              | 20%<br>20%<br>8%<br>alorie diet.              |  |
| Vitamin C Calcium Iron * Percent Daily Value Your Daily Values m your calorie needs |              |              | 20%<br>20%<br>8%<br>alorie diet.              |  |
| Vitamin C Calcium Iron * Percent Daily Value Your Daily Values m                    | ay be higher | or lower dep | 20%<br>20%<br>8%<br>alorie diet.<br>ending on |  |

- 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**

| Serving Size 1 of<br>Servings Per Co                                  |                            | - 010        |            |
|---|----------------------------|--------------|------------|
| Amount Per Servi  | ng                         |              |            |
| Calories 220  | Ca                         | lories fron  | n Fat 40   |
|   |                            | % Daily      | y Value*   |
| <b>Total Fat</b> 5g   |                            |              | <b>7</b> % |
| Saturated Fat 2g  |                            |              | 10%        |
| Trans Fat 0g  |                            |              |            |
| Cholesterol 1   | 5mg                        |              | 5%         |
| Sodium 240mg  | g                          |              | 10%        |
| Total Carboh  | ydrate 35                  | g            | 12%        |
| Dietary Fiber   | 6g                         |              | 24%        |
| Sugars 7g   |                            |              |            |
| <b>Protein</b> 9g   |                            |              |            |
| Vitamin A   |                            |              | 5%         |
| Vitamin C   |                            |              | 20%        |
| Calcium   |                            |              | 20%        |
| Galolatti   |                            |              | 8%         |
| Iron  |                            |              | 0 / 0      |
| * Percent Daily Value<br>Your Daily Values n<br>your calorie needs    |                            |              |            |
| * Percent Daily Values n<br>Your Daily Values n<br>your calorie needs | nay be higher<br>Calories: |              |            |
| * Percent Daily Values Your Daily Values n                            | nay be higher              | or lower dep | ending on  |

- 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   |                        |             | <b>7</b> % |
| Saturated Fat  | 2g                     |             | 10%        |
| Trans Fat 0g   |                        |             | -          |
| Cholesterol 15   | 5mg                    |             | 5%         |
| Sodium 240mg   |                        |             | 10%        |
| Total Carbohy  | drate 35               | a           | 12%        |
| Dietary Fiber 6  |                        | <u> </u>    | 24%        |
| Sugars 7g  | 3                      |             |            |
| Protein 9g   |                        |             |            |
| - Totom og   |                        |             |            |
| Vitamin A  |                        |             | 5%         |
| Vitamin C  |                        |             | 20%        |
| Calcium  |                        |             | 20%        |
| Iron   |                        |             | 8%         |
| * Percent Daily Values<br>Your Daily Values mayour calorie needs |                        |             |            |
|  | Calories:              | 2,000       | 2,500      |
| Total Fat<br>Sat Fat   | Less than<br>Less than | 65g<br>20g  | 80g<br>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**

| Nutrit<br>Serving Size 1 cu<br>Servings Per Cor   | ıp (255g)  |   | cts   |
|---|--|---|---|
| Amount Per Servin   |  |   |   |
| Calories 220  | Ca   | ories from                                    | n Fat 40                                      |
|   |  | % Daily                                       | y Value*                                      |
| <b>Total Fat</b> 5g   |  |   | <b>7</b> %                                    |
| Saturated Fat   |  | 10%   |   |
| Trans Fat 0g  |  |   |   |
| Cholesterol 15  | img  |   | 5%  |
| Sodium 240mg  |  |   | 10%   |
| <b>Total Carbohy</b>  | drate 35   | g   | 12%   |
| Dietary Fiber 6   | ∂g   |   | 24%   |
| Sugars 7g   |  |   |   |
| <b>Protein</b> 9g   |  |   |   |
| Vitamin A   |  |   | F0/   |
|   |  |   | 5%  |
| Vitamin C   |  |   | 20%   |
| Calcium   |  |   | 20%   |
| Iron  |  |   | 8%  |
| <ul> <li>Percent Daily Values<br/>Your Daily Values may<br/>your calorie needs</li> </ul> |  |   |   |
|   | Calories:  | 2,000   | 2,500   |
| Total Fat Sat Fat Cholesterol Sodium Total Carbohydrate Dietary Fiber                     | Less than<br>Less than<br>Less than<br>Less than | 65g<br>20g<br>300mg<br>2,400mg<br>300g<br>25g | 80g<br>25g<br>300mg<br>2,400mg<br>375g<br>30g |
| Calories per gran<br>Fat 9 • Car  | n:<br>bohydrate                                  | 4 • P   | rotein 4                                      |

Always

Most of the time

**Sometimes** 

Rarely

# **Sample Food Label**

| <b>Nutrition Fa</b>                            | cts      |
|--|----------|
| 8 servings per container  Serving size 2/3 cur | (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                               | 2        |
| 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 Servi   | Amount Doy Cowing                                |   |   |  |  |  |
| Calories 220   | ···•   | lories fron                                   | n Fat 40                                      |  |  |  |
|  |  | % Dail  | y Value*                                      |  |  |  |
| Total Fat 5g   |  |   | 7%  |  |  |  |
| Saturated Fat  | 2g   |   | 10%   |  |  |  |
| Trans Fat 0g   |  |   | 130   |  |  |  |
| Cholesterol 15mg 5%  |  |   |   |  |  |  |
| Sodium 240mg   | 3  |   | 10%   |  |  |  |
| Total Carbohydrate 35g   |  |   |   |  |  |  |
| Dietary Fiber 6g 24  |  |   |   |  |  |  |
| Sugars 7g  |  |   |   |  |  |  |
| Protein 9g   |  |   |   |  |  |  |
|  |  |   |   |  |  |  |
| Vitamin A  |  |   | 5%  |  |  |  |
| Vitamin C  |  |   | 20%   |  |  |  |
| Calcium  |  |   | 20%   |  |  |  |
| Iron   |  |   | 8%  |  |  |  |
| <ul> <li>Percent Daily Value<br/>Your Daily Values m<br/>your calorie needs</li> </ul> |  |   |   |  |  |  |
|  | Calories:  | 2,000   | 2,500   |  |  |  |
| Total Fat<br>Sat Fat<br>Cholesterol<br>Sodium<br>Total Carbohydrate<br>Dietary Fiber   | Less than<br>Less than<br>Less than<br>Less than | 65g<br>20g<br>300mg<br>2,400mg<br>300g<br>25g | 80g<br>25g<br>300mg<br>2,400mg<br>375g<br>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 <b>7</b> %     |                   |  |  |
| Saturated Fat   | 2g <b>10</b> %    | 4g <b>20</b> %    |  |  |
| Trans Fat   | 0g                | 0g                |  |  |
| Cholesterol   | 15mg <b>5</b> %   | 30mg <b>10</b> %  |  |  |
| Sodium  | 240mg <b>10</b> % | 480mg <b>20</b> % |  |  |
| Total Carbohydrate  | 35g <b>12</b> %   | 70g <b>24</b> %   |  |  |
| Dietary Fiber   | 6g <b>24</b> %    | 12g <b>48</b> %   |  |  |
| 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
- I can't read English that well
- I have a good diet so there is no 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
- 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 ←

| <b>Nutrit</b>  | 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   |                        |              | <b>7</b> %   |  |  |
| Saturated Fat 2g   |                        |              | 10%          |  |  |
| Trans Fat 0g   |                        |              |              |  |  |
| Cholesterol 15mg 5   |                        |              | 5%           |  |  |
| Sodium 240mg   |                        |              | 10%          |  |  |
| Total Carbohydrate 35g 129   |                        |              | 12%          |  |  |
| Dietary Fiber  |                        | 24%          |              |  |  |
| Sugars 7g  |                        |              |              |  |  |
| <b>Protein</b> 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<br>Cholesterol   | Less than<br>Less than | 20g<br>300mg | 25g<br>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