

## ***Attachment 3j***

***Flexible Consumer Behavior Survey (FCBS) Phone  
Follow-Up Module Hand Cards  
2021-22***

# Hand Card Booklet



## Hand Card 1

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

## Hand Card 2

- 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

## Hand Card 3

Always

Most of the time

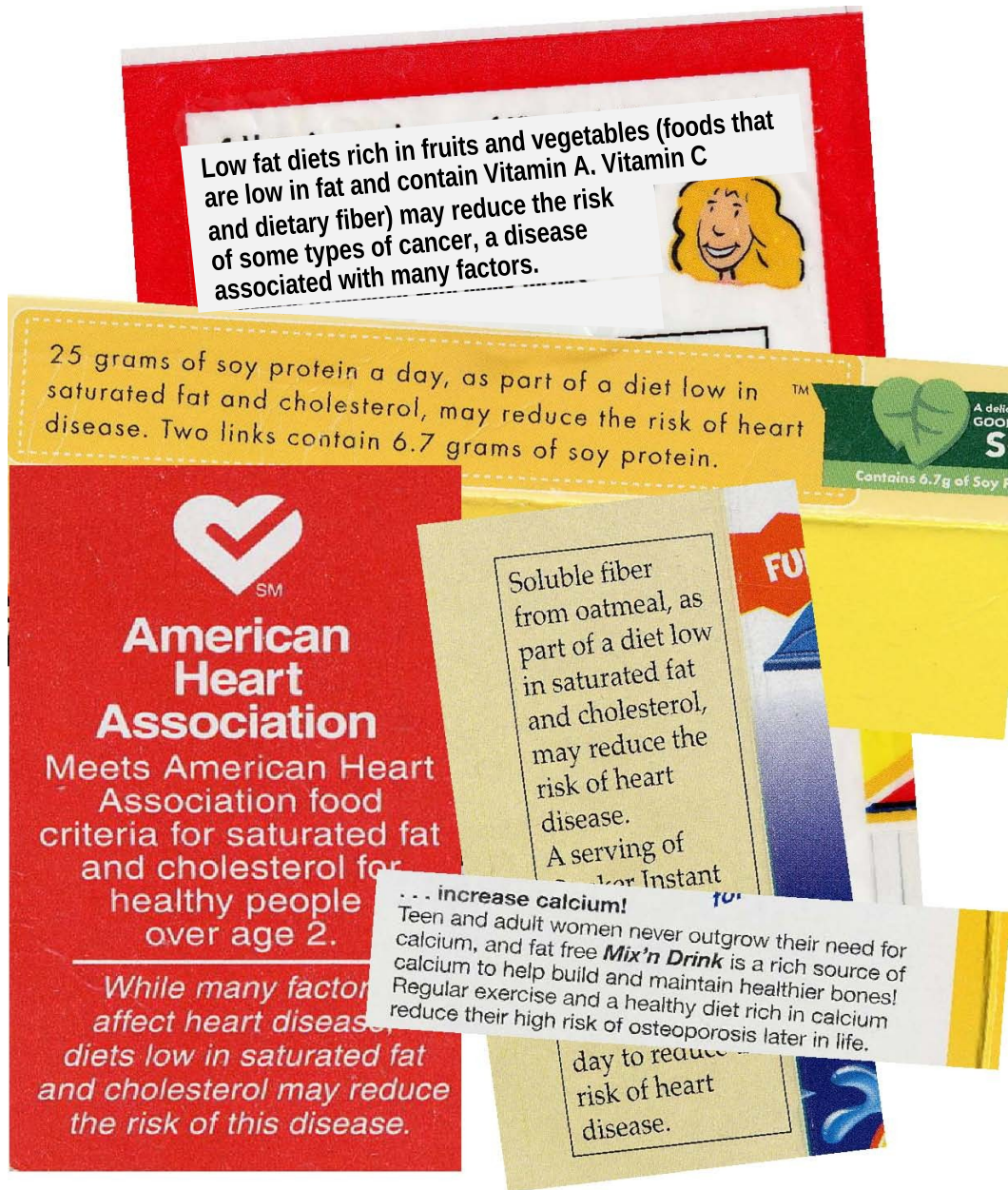
Sometimes

Rarely

Never

# Hand Card 4

## Sample health claim in food labels



## Hand Card 5

Always

Most of the time

Sometimes

Rarely

Never

# Hand Card 6

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<small>% Daily Value*</small>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

Nutrition Facts Panel



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



Always

Most of the time

Sometimes

Rarely

Never

# Hand Card 7

# Hand Card 8

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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



**List of  
Ingredients**

## Hand Card 9

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 10

Sample Food Label

Serving Size



<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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



## Hand Card 11

Always

Most of the time

Sometimes

Rarely

Never





# Hand Card 12

## Sample Food Label

Number of servings per package



<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
Trans Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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

## Hand Card 13

Always

Most of the time

Sometimes

Rarely

Never



# Hand Card 14

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%

**Footnote** ← \* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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

## Hand Card 15

Always

Most of the time

Sometimes

Rarely

Never



# Hand Card 16

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

Percent Daily Value

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

## Hand Card 17

Always

Most of the time

Sometimes

Rarely

Never





# Hand Card 18

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
<b>Cholesterol</b> 15mg	5%
<b>Sodium</b> 240mg	10%
<b>Total Carbohydrate</b> 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Amount of the nutrient



Percent Daily Value



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

## Hand Card 19

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

I 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

# Hand Card 20

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
	% Daily Value*
<b>Total Fat</b> 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
<b>Cholesterol</b> 15mg	5%
<b>Sodium</b> 240mg	10%
<b>Total Carbohydrate</b> 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Amount of the nutrient



Percent Daily Value



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

## Hand Card 21

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

I 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 percent daily value

# Hand Card 22

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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

## Hand Card 23

- 10 percent of the calories in one serving of the product come from Vitamin D
- One serving of the product contains 10 percent Vitamin D by weight
- One serving of the product supplies 10 percent of the Vitamin D you should have in a day

# Hand Card 24

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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





## Hand Card 25

- One serving of the product supplies 10 percent of the Vitamin D you should have in a day
- One serving of the product contains 10 percent Vitamin D by weight
- 10 percent of the calories in one serving of the product come from Vitamin D



# Hand Card 26

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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

## Hand Card 27

Always

Most of the time

Sometimes

Rarely

Never

# Hand Card 28

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<small>% Daily Value*</small>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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

## Hand Card 29

Always

Most of the time

Sometimes

Rarely

Never





# Hand Card 30

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<small>% Daily Value*</small>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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

## Hand Card 31

Always

Most of the time

Sometimes

Rarely

Never



# Hand Card 32

## Sample Food Label

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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

## Hand Card 33

Always

Most of the time

Sometimes

Rarely

Never

# Hand Card 34

## Sample food label with two columns

<b>Nutrition Facts</b>				
2 servings per container				
<b>Serving size</b>		<b>1 cup (255g)</b>		
<b>Calories</b>	Per serving		Per container	
	<b>220</b>		<b>440</b>	
	% DV*		% DV*	
<b>Total Fat</b>	5g	6%	10g	13%
Saturated Fat	2g	10%	4g	20%
<i>Trans Fat</i>	0g		0g	
<b>Cholesterol</b>	15mg	5%	30mg	10%
<b>Sodium</b>	240mg	10%	480mg	21%
<b>Total Carb.</b>	35g	13%	70g	25%
Dietary Fiber	6g	21%	12g	43%
Total Sugars	7g		14g	
Incl. Added Sugars	4g	8%	8g	16%
<b>Protein</b>	9g		18g	
Vitamin D	2mcg	10%	4mcg	20%
Calcium	260mg	20%	520mg	40%
Iron	1mg	6%	2mg	10%
Potassium	240mg	6%	480mg	10%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Hand Card 35

Always

Most of the time

Sometimes

Rarely

Never

Never seen

## Hand Card 36

### **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)



## Hand Card 37

### **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)

## Hand Card 38

**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)

## Hand Card 39

**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)

# Hand Card 40

## Sample Food Label

Serving Size



<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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

## Hand Card 41

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

# Hand Card 43

## Sample Food Label

Serving Size ←

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>220</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

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

## Hand Card 43

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

# Hand Card 44

## Label 1

<b>Nutrition Facts</b>			
Serving Size 1 cup (255g)			
Servings Per Container About 2			
Amount Per Serving			
<b>Calories</b> 220	Calories from Fat 40		
% Daily Value*			
<b>Total Fat</b> 5g			<b>7%</b>
Saturated Fat 2g			<b>10%</b>
Trans Fat 0g			
<b>Cholesterol</b> 15mg			<b>5%</b>
<b>Sodium</b> 240mg			<b>10%</b>
<b>Total Carbohydrate</b> 35g			<b>12%</b>
Dietary Fiber 6g			<b>24%</b>
Sugars 7g			
<b>Protein</b> 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:			
<b>INGREDIENTS:</b> WATER, POTATOES, COOKED BEANS, CORN STARCH, WHEAT FLOUR, SOYBEAN OIL, PARMESAN CHEESE, ONION POWDER, NATURAL FLAVOR, SODIUM PHOSPHATES.			

## Label 2

<b>Nutrition Facts</b>	
2 servings per container	
<b>Serving size</b>	<b>1 cup (255g)</b>
Amount per serving	
<b>Calories</b>	<b>220</b>
% Daily Value*	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
Trans Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>13%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 7g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
<b>INGREDIENTS:</b> WATER, POTATOES, COOKED BEANS, CANE SUGAR, CORN STARCH, WHEAT FLOUR, SOYBEAN OIL, PARMESAN CHEESE, ONION POWDER, NATURAL FLAVOR, SODIUM PHOSPHATES	



Label 1 only

Label 2 only

Both Label 1 and Label 2

Neither Label 1 or Label 2