Attachment 3j

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

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

Sample health claim in food labels

Low fat diets rich in fruits and vegetables (foods that are low in fat and contain Vitamin A. Vitamin C and dietary fiber) may reduce the risk of some types of cancer, a disease associated with many factors.

25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Two links contain 6.7 grams of soy protein.



FU

American Heart Association

Meets American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.

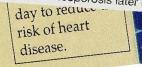
While many factor

affect heart diseas diets low in saturated fat and cholesterol may reduce the risk of this disease.

Soluble fiber from oatmeal, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of

1.or Instant ... increase calcium!

Teen and adult women never outgrow their need for calcium, and fat free Mix'n Drink is a rich source of calcium to help build and maintain healthier bones! Regular exercise and a healthy diet rich in calcium reduce their high risk of osteoporosis later in life.



Sample Food Label

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

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

Nutrition Facts

Sample Food Label

	_
Nutrition Fa	cts
2 servings per container	
Serving size 1 cup	(255g)
Amount per serving	
Calories 2	20
% Da	ily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D. Oman	100
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a	nutrient in

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.



Sample Food Label

Serving Size

Nutrition	Facts
2 servings per contain	ner

Serving size 1 cup (255g)

Amount per serving Calories

2	0
	2

% Da	ily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a a serving of food contributes to a daily diet. 2,0	

a day is used for general nutrition advice.

Sample Food Label

Number of servings per **(** package

Nutrition Fa	ct
2 servings per container	
Serving size 1 cup (255
Amount per serving Calories 2	20
	ily Valu
Total Fat 5g	6
Saturated Fat 2g	10
Trans Fat 0g	
Cholesterol 15mg	5
Sodium 240mg	10
Total Carbohydrate 35g	13
Dietary Fiber 6g	21
Total Sugars 7g	
Includes 4g Added Sugars	8
Protein 9g	
Vitamin D 2mcg	10
Calcium 260mg	20
Iron 1mg	6
Potassium 240mg	6

a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Sample Food Label

Nutrition Fa	cts
2 servings per container	
Serving size 1 cup	255g
Amount per serving	
Calories 2	20
% Da	ily Value
Total Fat 5g	69
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	109
Total Carbohydrate 35g	139
Dietary Fiber 6g	219
Total Sugars 7g	
Includes 4g Added Sugars	89
Protein 9g	
Vitamin D 2mcg	109
Calcium 260mg	209
Iron 1mg	69
Potassium 240mg	69

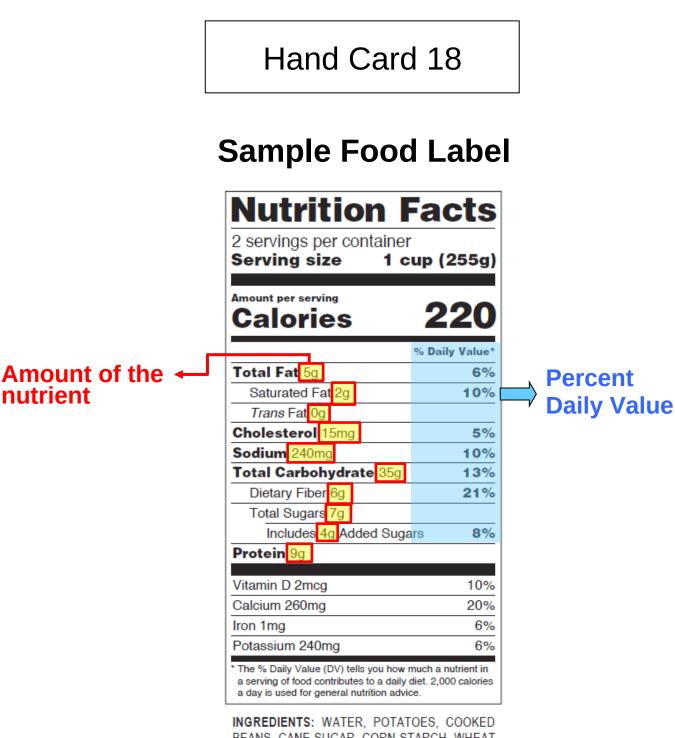
a serving of food contributes to a daily diet. 2,000 ca a day is used for general nutrition advice.

Footnote 🖕

Sample Food Label

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

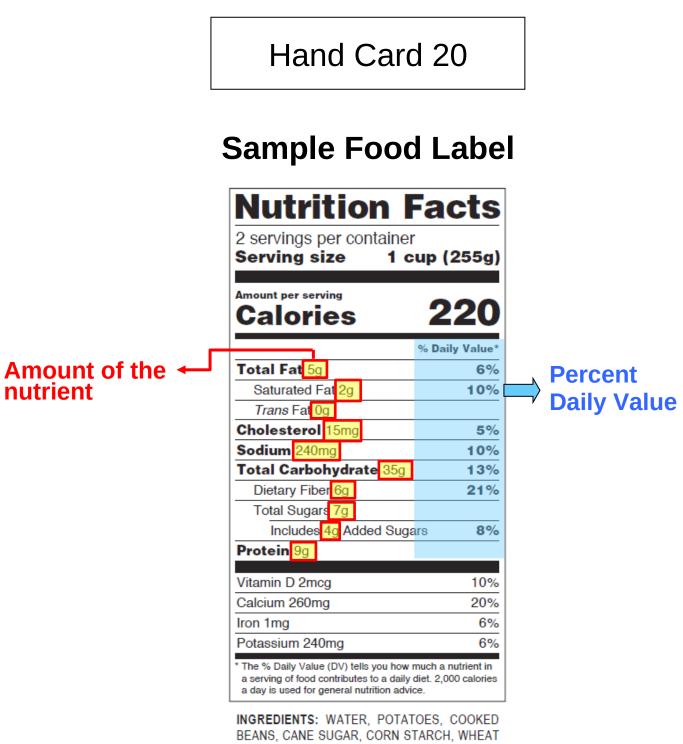
a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



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



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 percent daily value

Sample Food Label

2 servings per container Serving size 1 cu	o (255g
Amount per serving Calories	220
%	Daily Value
Total Fat 5g	6%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	109
Total Carbohydrate 35g	139
Dietary Fiber 6g	219
Total Sugars 7g	
Includes 4g Added Sugars	89
Protein 9g	
Vitamin D 2mcg	109
Calcium 260mg	209
Iron 1mg	69
Potassium 240mg	69

- 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

Sample Food Label

2 servings per container Serving size 1 cup (255g)
Amount per serving Calories 2	20
	ily Value'
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
	20%
Iron 1mg	6%
Vitamin D 2mcg Calcium 260mg	20
Potassium 240mg	69

a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

- 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

Sample Food Label

Nutrition Fa	cts
2 servings per container	
Serving size 1 cup (255g)
Amount per serving	00
Calories 2	20
% Dai	ily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 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

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.

Sample Food Label

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

Sample Food Label

9 convince nor container	
2 servings per container Serving size 1 cup ((255g)
Amount per serving Calories 2	20
	ily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%

Sample Food Label

Nutrition Fa	cts
2 servings per container	(055)
Serving size 1 cup	(255g)
Amount per serving	
	220
% D :	aily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%

a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Sample food label with two columns

2 servings per container Serving size 1 cup (255g					
Calories	Per serving Pe		Per c	r containe	
		% DV*		% DV	
Total Fat	5g	6%	10g	13%	
Saturated Fat	2g	10%	4g	20%	
Trans Fat	0g		0g		
Cholesterol	15mg	5%	30mg	10%	
Sodium	240mg	10%	480mg	219	
Total Carb.	35g	13%	70g	25%	
Dietary Fiber	6g	21%	12g	43%	
Total Sugars	7g		14g		
Incl. Added Sugars	4g	8%	8g	16%	
Protein	9g		18g		
Vitamin D	2mcg	10%	4mcg	20%	
Calcium	260mg	20%	520mg	40%	
Iron	1mg	6%	2mg	10%	
Potassium	240mg	6%	480mg	109	

nutrition advice.

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
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- 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)



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 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 Eard 44

Label 1

Serving Size 1 c Servings Per Co	up (255g)		515
Amount Per Servi	ng		
Calories 220	Ca	lories fron	n Fat 40
		% Dail	y Value*
Total Fat 5g			7%
Saturated Fat	t 2g		10%
Trans Fat 0g			
Cholesterol 15mg			5%
Sodium 240mg			10%
Total Carboh	ydrate 35	g	12%
Dietary Fiber	6g) 	24%
Sugars 7g			
Protein 9g			
Vitamin A			5%
Vitamin C			20%
Calcium			20%
Iron			8%
* Percent Daily Value Your Daily Values n 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

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

Label 2

Nutrition Facts 2 servings per container Serving size 1 cup (255g) Amount per serving 22 Calories % Daily Value* Total Fat 5g 6% Saturated Fat 2g 10% Trans Fat 0g Cholesterol 15mg 5% Sodium 240mg 10% Total Carbohydrate 35g 13% Dietary Fiber 6g 21% Total Sugars 7g Includes 4g Added Sugars 8% Protein 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.

Label 1 only Label 2 only Both Label 1 and Label 2 Neither Label 1 or Label 2