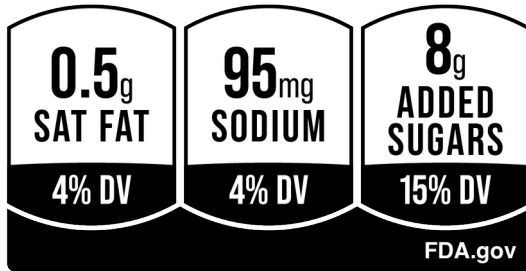


Appendix F – FOP Schemes and Mock Product Labels for FDA FOP Experiment

GDA

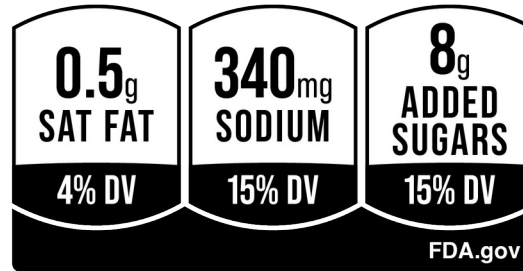
Healthiest

PER SERVING



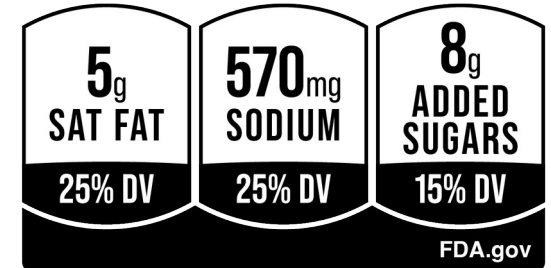
Middle

PER SERVING



Least Healthy

PER SERVING



Nutrition Info

Healthiest

Nutrition Info Per serving	
Saturated Fat	Low
Sodium	Low
Added Sugars	Med
FDA.gov	

Middle

Nutrition Info Per serving	
Saturated Fat	Low
Sodium	Med
Added Sugars	Med
FDA.gov	

Least Healthy

Nutrition Info Per serving	
Saturated Fat	High
Sodium	High
Added Sugars	Med
FDA.gov	


Nutrition Info Per serving	
Saturated Fat	Low
Sodium	Low
Added Sugars	Med
FDA.gov	

Nutrition Info Per serving	
Saturated Fat	Low
Sodium	Med
Added Sugars	Med
FDA.gov	


Nutrition Info Per serving	
Saturated Fat	High
Sodium	High
Added Sugars	Med
FDA.gov	

Nutrition Info w/Magnifying Glass


Healthiest

Nutrition Info 	
Per serving	
Saturated Fat	Low
Sodium	Low
Added Sugars	Med
FDA.gov	

Middle

Nutrition Info 	
Per serving	
Saturated Fat	Low
Sodium	Med
Added Sugars	Med
FDA.gov	

Least Healthy

Nutrition Info 	
Per serving	
Saturated Fat	High
Sodium	High
Added Sugars	Med
FDA.gov	

Nutrition Info w/DV

Healthiest

Nutrition Info		
Per serving	%	Daily Value
Saturated Fat	4%	Low
Sodium	4%	Low
Added Sugars	15%	Med

FDA.gov

Nutrition Info		
Per serving	%	Daily Value
Saturated Fat	4%	Low
Sodium	4%	Low
Added Sugars	15%	Med

FDA.gov

Middle

Nutrition Info		
Per serving	%	Daily Value
Saturated Fat	4%	Low
Sodium	15%	Med
Added Sugars	15%	Med

FDA.gov

Nutrition Info		
Per serving	%	Daily Value
Saturated Fat	4%	Low
Sodium	15%	Med
Added Sugars	15%	Med

FDA.gov

Least Healthy

Nutrition Info		
Per serving	%	Daily Value
Saturated Fat	25%	High
Sodium	25%	High
Added Sugars	15%	Med

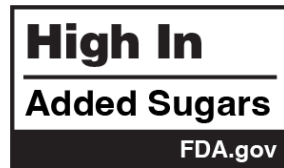
FDA.gov

Nutrition Info		
Per serving	%	Daily Value
Saturated Fat	25%	High
Sodium	25%	High
Added Sugars	15%	Med

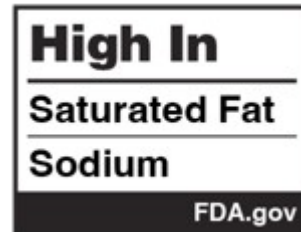
FDA.gov

High In

Healthiest



Middle



Least Healthy



High In w/DV

Healthiest

High In	% Daily Value
Saturated Fat	25%
FDA.gov	

Middle

High In	% Daily Value
Saturated Fat	25%
Sodium	25%
FDA.gov	

Least Healthy

High In	% Daily Value
Saturated Fat	25%
Sodium	25%
Added Sugars	25%
FDA.gov	

Breakfast cereal

OAT FLAKES

Toasted Whole Grain Oat Cereal

Made with **100%** WHOLE GRAIN **OATS**

Serving
Suggestion

Enlarged
to Show Detail



PROOFS 05/19/2023

NET WT 1 LB 2 OZ (18 OZ) (510g)

Frozen meal

Inspired by
Mediterranean
Traditions

Vegetable Grain Bowl

A whole wheat couscous with
tomatoes, carrots, green bean,
bell pepper and fresh basil

SERVING SUGGESTION | MADE IN THE USA
KEEP FROZEN & COOK THOROUGHLY | MICROWAVEABLE

NET WT 11 OZ (312g)

Canned Soup



PROOFS 05/19/2023