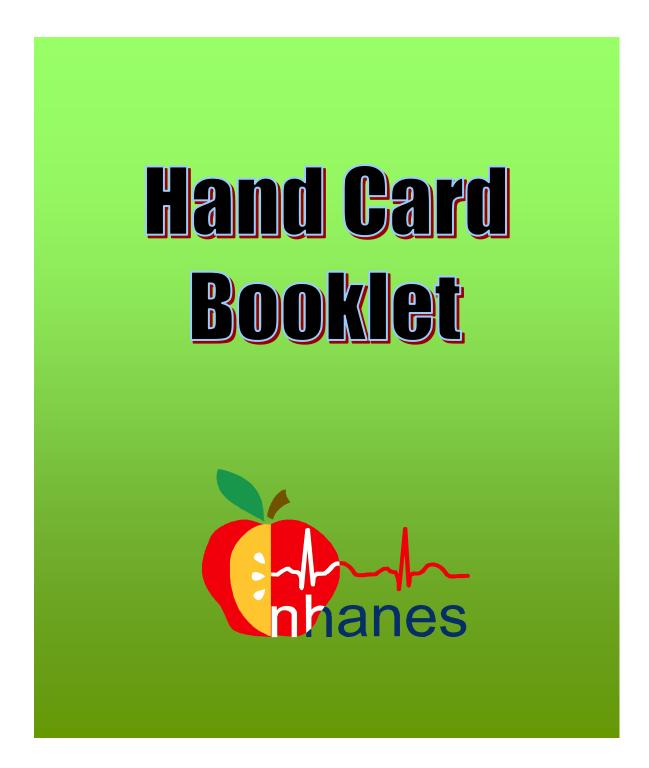
Flexible Consumer Behavior Survey Follow Up Module 2007-08



Often

Sometimes

Rarely

Never

- 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

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

Very important Somewhat important Not too important Not at all important

Sample Food Label

Serving Size

Nutri Serving Size 1			a	cts
Servings Per C	ontainer 2			
Amount Per Serv	Ing			
Calories 260 Calories from Fat 120				
			% Dai	ly Value'
Total Fat 13g				20%
Saturated Fat 5g				25%
Trans Fat 2g				
Cholesterol 30mg				10%
Sodium 660mg				28%
Total Carbohydrate 31g				10%
Dietary Fiber 0g				0%
Sugars 5g				
Protein 5g				
, rotoni og				
Vitamin A 4%	•	1	/itam	in C 2%
Calcium 15%	•	1	ron 4	%
* Percent Daily Value Your Daily Values your calorie needs:	may be highe		ver de	
Total Fat	Less than	65g		80g
Sat Fat	Less than	20g		259
Cholesterol	Less than	300		300mg
Sodium	Less than	2,40		2,400mg
Total Carbohydrate		300g 25g		375g
Dietary Fiber Calories per gram:		200		30g
Carolies per gram. Fat 9	Carbohydrat	la 4		Protein 4

INGREDIENTS: ENRICHED WHEAT FLOUR, WHEY, WHEY PROTEIN CONCENTRATE, DRIED CHEESE, SKIM MILK, BUTTERMILK, SALT, SODIUM PHOSPHATE, SODIUM TRIPOLYPHOSPHATE, CITRIC ACID, YELLOW 5, YELLOW 6, LACTIC ACID



Percent

Daily Value

Always Most of the time Sometimes Rarely Never

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 health claim in food labels



Always Most of the time Sometimes Rarely Never

Examples of Foods Labeled "Organic"



Always Most of the time Sometimes Rarely