

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

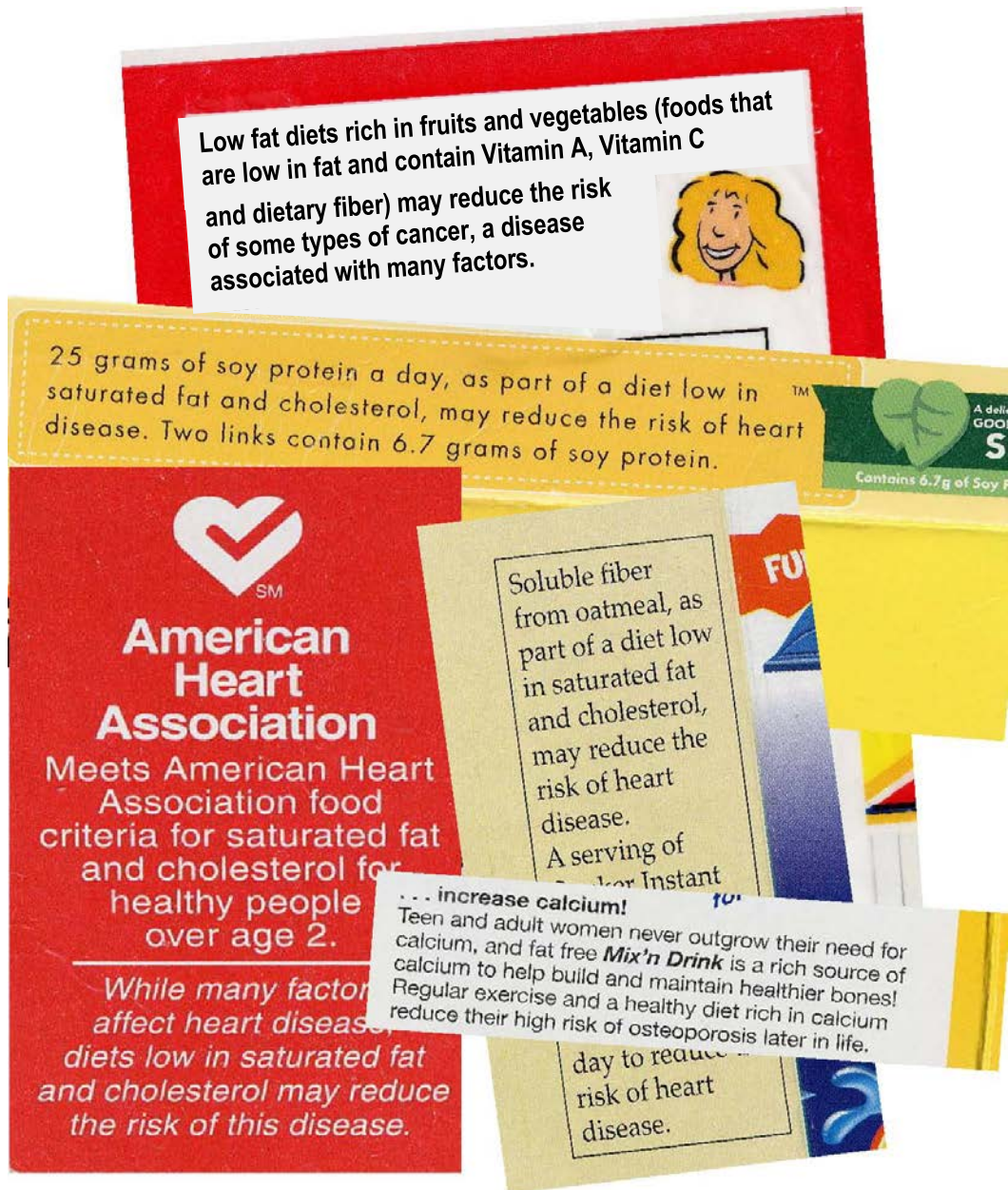
Sometimes

Rarely

Never

Hand Card 4

Sample health claim in food labels



Hand Card 5

Always

Most of the time

Sometimes

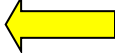
Rarely

Never

Hand Card 6

Sample Food Label

Nutrition Facts Panel



| 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 | | | 7% |
| Saturated Fat 2g | | | 10% |
| <i>Trans</i> 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: | | | |
| 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.

Hand Card 7

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 8

Sample Food Label

| Nutrition Facts | |
|---|------------------------------|
| Serving Size 1 cup (255g) | |
| Servings Per Container About 2 | |
| Amount Per Serving | |
| Calories 220 | Calories from Fat 40 |
| <hr/> | |
| | % Daily Value* |
| Total Fat 5g | 7% |
| Saturated Fat 2g | 10% |
| <i>Trans</i> Fat 0g | |
| Cholesterol 15mg | 5% |
| Sodium 240mg | 10% |
| Total Carbohydrate 35g | 12% |
| Dietary Fiber 6g | 24% |
| Sugars 7g | |
| Protein 9g | |
| <hr/> | |
| 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: | |
| 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.



List of
Ingredients

Hand Card 9

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 10

Sample Food Label

Serving Size ←

| 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 | | | 7% |
| Saturated Fat 2g | | | 10% |
| <i>Trans</i> 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: | | | |
| 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.

Hand Card 11

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 12

Sample Food Label

Number of servings per package



| 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 | 7% |
| Saturated Fat 2g | 10% |
| <i>Trans</i> 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: | |
| 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.

Hand Card 13

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 14

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 | | 7% | |
| Saturated Fat 2g | | 10% | |
| <i>Trans</i> 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: | | | |
| Fat 9 | • | Carbohydrate 4 | • Protein 4 |

Footnote



INGREDIENTS: WATER, POTATOES, COOKED BEANS, 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

| 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 | 7% |
| Saturated Fat 2g | 10% |
| <i>Trans</i> 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% |
| <small>* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs</small> | |
| | 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: | |
| Fat 9 • Carbohydrate 4 • Protein 4 | |

Percent Daily Value



INGREDIENTS: WATER, POTATOES, COOKED BEANS, 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

Amount of the nutrient

Percent Daily Value

| Nutrition Facts | |
|---|------------------------------|
| Serving Size 1 cup (255g) | |
| Servings Per Container About 2 | |
| Amount Per Serving | |
| Calories 220 | Calories from Fat 40 |
| Nutrient | |
| | % Daily Value* |
| Total Fat 5g | 7% |
| 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 | |
| <hr/> | |
| 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: | |
| 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.

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

| 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 | | 7% |
| Saturated Fat | 2g | | 10% |
| <i>Trans Fat</i> | 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: | | | |
| Fat | 9 | • Carbohydrate | 4 • Protein 4 |

Amount of the nutrient



Percent Daily Value



INGREDIENTS: WATER, POTATOES, COOKED BEANS, 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

| 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 | 7% |
| Saturated Fat 2g | 10% |
| <i>Trans</i> 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: | |
| 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.

Hand Card 23

- 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

Hand Card 24

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 | 7% |
| Saturated Fat 2g | 10% |
| <i>Trans</i> 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: | |
| 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.

Hand Card 25

- 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

Hand Card 26

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 | 7% |
| Saturated Fat 2g | 10% |
| <i>Trans</i> 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: | |
| 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.

Hand Card 27

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 28

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 | 7% |
| Saturated Fat 2g | 10% |
| <i>Trans</i> 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: | |
| 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.

Hand Card 29

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 30

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 | | 7% |
| Saturated Fat | 2g | | 10% |
| <i>Trans</i> 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: | | | |
| 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.

Hand Card 31

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 32

Sample food label with two columns

| Nutrition Facts | | | |
|--------------------------------|----------------|-----|----------------|
| Serving Size 1 cup (255g) | | | |
| Servings Per Container About 2 | | | |
| | Per Serving | | Per Container |
| Calories | 220 | | 440 |
| | % Daily Value* | | % Daily Value* |
| Total Fat | 5g | 7% | 10g 14% |
| Saturated Fat | 2g | 10% | 4g 20% |
| Trans Fat | 0g | | 0g |
| Cholesterol | 15mg | 5% | 30mg 10% |
| Sodium | 240mg | 10% | 480mg 20% |
| Total Carbohydrate | 35g | 12% | 70g 24% |
| Dietary Fiber | 6g | 24% | 12g 48% |
| 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.

Hand Card 33

Always

Most of the time

Sometimes

Rarely

Never

Never seen

Hand Card 34

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 35

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 36

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 37

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 38

Sample Food Label

Serving Size



| 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 | 7% | | | |
| Saturated Fat 2g | 10% | | | |
| <i>Trans</i> 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% | | | |
| <small>* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs</small> | | | | |
| | <table style="margin: auto; border-collapse: collapse;"> <tr> <td style="padding-right: 10px;">Calories:</td> <td style="padding-right: 10px;">2,000</td> <td>2,500</td> </tr> </table> | Calories: | 2,000 | 2,500 |
| 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: | | | | |
| Fat | • | Carbohydrate | • | |
| | | Protein | • | |

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

Hand Card 39

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 40

Sample Food Label

Serving Size ←

| 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 | 7% |
| Saturated Fat 2g | 10% |
| <i>Trans Fat</i> 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: 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.

Hand Card 41

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