

NUTRITION LABEL Comparison

THIRD COURSE • REPRODUCIBLE 1



Name: _____ Date: _____

The **Nutrition Facts label** on food packages can give you helpful information about what's inside. Below is a group of labels for snack foods. Work with a partner to read and compare the labels. Which is the healthier snack alternative?

YOGURT, FAT-FREE, PLAIN

Nutrition Facts		
Serving Size 1 cup (245g) Servings Per Container 4		
Amount Per Serving		
Calories 140		%Daily Value*
Total Fat 0g	0g	0 %
Saturated Fat 0g	0g	0 %
Trans Fat 0g	0g	0 %
Cholesterol 5mg	0mg	0 %
Sodium 175mg	7%	
Total Carbohydrate 19g	6%	
Dietary Fiber 0g	0%	
Sugars 13g		
Protein 14g		
Vitamin A 0%	• Vitamin C 4%	
Calcium 50%	• Iron 0%	

* Percent Daily Values are based on a 2,000 calorie diet.

YOGURT, WHOLE MILK, VANILLA

Nutrition Facts		
Serving Size 1 cup (245g) Servings Per Container 4		
Amount Per Serving		
Calories 230	Calories from Fat 70	%Daily Value*
Total Fat 8g	12 g	12 %
Saturated Fat 5g	5 g	25 %
Trans Fat 0g	0 g	0 %
Cholesterol 30mg	30 mg	10 %
Sodium 125mg	5%	
Total Carbohydrate 30g	10%	
Dietary Fiber 0g	0%	
Sugars 29g		
Protein 8g	16 g	
Vitamin A 6%	• Vitamin C 0%	
Calcium 30%	• Iron 0%	

* Percent Daily Values are based on a 2,000 calorie diet.

APPLE SLICES

Nutrition Facts		
Serving Size 1 bag (68g) Servings Per Container 1		
Amount Per Serving		
Calories 35	Calories from Fat 0	%Daily Value*
Total Fat 0g	0 g	0 %
Saturated Fat 0g	0 g	0 %
Trans Fat 0g	0 g	0 %
Cholesterol 0mg	0 mg	0 %
Sodium 0mg	6%	
Total Carbohydrate 9g	3%	
Dietary Fiber 2g	8%	
Sugars 7g		
Protein 0g		
Vitamin A 0%	• Vitamin C 30%	
Calcium 2%	• Iron 2%	

* Percent Daily Values are based on a 2,000 calorie diet.

FRENCH FRIES, SMALL

Nutrition Facts		
Serving Size 1 serving (68g) Servings Per Container 1		
Amount Per Serving		
Calories 210	Calories from Fat 90	%Daily Value*
Total Fat 10g	10 g	15 %
Saturated Fat 1.5g	1.5 g	8 %
Trans Fat 0g	0 g	0 %
Cholesterol 0mg	0 mg	0 %
Sodium 135mg	6%	
Total Carbohydrate 26g	9%	
Dietary Fiber 2g	8%	
Sugars 0g		
Protein 3g		
Vitamin A 0%	• Vitamin C 15%	
Calcium 0%	• Iron 2%	

* Percent Daily Values are based on a 2,000 calorie diet.

Study the labels. Use your notebook to record the data for all four snack foods, and then answer the questions.

	PLAIN YOGURT	VANILLA YOGURT	APPLE SLICES	FRENCH FRIES
Serving size				
Calories in entire container				
% DV for saturated fat per serving				
% DV for calcium per serving				
% DV for sodium per serving				

Which snack food has the most calcium with the lowest amount of calories? _____

Which snack foods are the lowest in saturated fat? _____

Which snack food is the lowest in sodium (salt)? _____

Which snack foods are healthier alternatives? _____

Explain how you came to your conclusion. Were any of your results surprising? _____



Serving Up **MyPlate** — Grades 5 & 6

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Name: _____ Date: _____

Organizations use advertising to promote a product or idea. Below are common advertising techniques. Read through them carefully. Can you think of an example you saw on TV or in a magazine? Discuss with your team members to decide which technique you will use to promote a healthy message to inspire your friends and family to make better choices.

Bandwagon Effect

To persuade potential consumers by telling them that many other people are happy or successful by doing the same thing. (*Example: You might show a group of very happy students who are drinking water instead of soda.*)

Celebrity Endorsement

To use a famous personality to sell a product. (*Example: You might collaborate with the principal to endorse a fundraising idea that gets the school active instead of selling sweets.*)

Glittering Generalities

To use appealing words and images to sell the product. The message this commercial gives is that if you buy the item, it will change your life. (*Example: You might convince the audience that by using herbs and spices instead of sodium, their meals will taste out of this world.*)

It Worked for Me

Testimonials in ads are aimed at giving consumers proof that they aren't wasting their time. (*Example: You might feature a student who is eating smarter and now has more energy to play hard.*)

No-Risk Free Trial

This technique involves offering free trials to entice consumers to try a new product. (*Example: You could work with the school cafeteria to encourage classmates to choose a vegetable side at lunch by offering free samples or holding a taste test.*)

Everyday Folks

To suggest that the product is a practical product of good value for ordinary people. (*Example: If the school has a garden, you might show how ordinary students in the school are snacking on the garden's produce instead of chips and other less-healthy snack foods.*)

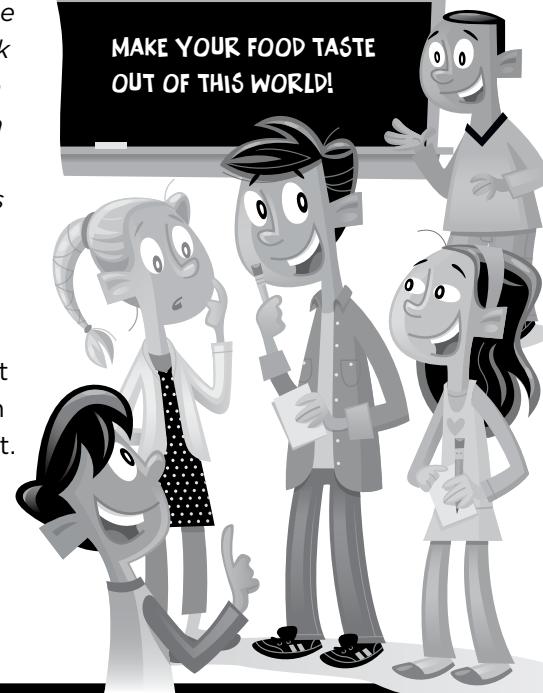
Wit and Humor

To attract consumers to products by giving them a reason to laugh or to be entertained. (*Example: You might dress like a healthy sweet potato and show how that vegetable can easily squash a bag of potato chips.*)

Be the First

To focus on the idea that using a certain product puts the user ahead of the game. (*Example: You might encourage the audience to be the first on their block to participate in a nutrition program that keeps an eye on different types of fats.*)

MAKE YOUR FOOD TASTE
OUT OF THIS WORLD!



Repetition

To repeat a product's name at least four times in the advertisement.