



6. Based on these labels, which do you think would make the most nutritious snack and why? **Answer = A**

**Suggested grading rubric for why:**

**STRONG** – accurately answered question, cited multiple nutrition facts (when appropriate for answering question) without giving misinformation

**WEAK** – accurately cited one accurate nutrition fact and may have cited information that did not help argue the case without rationale about why the information was included (for example citing protein level when the protein level of the other label was higher)

**INCORRECT** – cited inaccurate information even if some information was correct or vague references (such as less % of stuff) or I Don't know, none marked

**A**

<b>Nutrition Facts</b>			
Serving Size 1 cup (240 mL)			
Servings per Container 8			
<b>Amount per Serving</b>		Calories from Fat 30	
<b>Calories 120</b>			
% Daily Value*			
<b>Total Fat</b>	3.5g		5%
Saturated Fat	0g		0%
<b>Cholesterol</b>	0mg		0%
<b>Sodium</b>	95mg		4%
<b>Potassium</b>	300mg		8%
<b>Total Carbohydrate</b>	16g		5%
Dietary Fiber	0g		0%
Sugars	12g		
<b>Protein</b>	6g		
Vitamin A	10%	Vitamin C	0%
Calcium	30%	Iron	6%
Vitamin D	30%	Riboflavin	30%
Vitamin B <sub>12</sub>	50%	Folate	6%
Zinc	4%		
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric needs:			
	<b>Calories</b>	<b>2,000</b>	<b>2,500</b>
Total Fat	Less than	65g	80g
Saturated 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
<b>Calories per gram</b>			
Fat	9	Carbohydrates	4 • Protein 4

**B**

<b>Nutrition Facts</b>			
Serving Size 1 oz. (28g/About 21 pieces)			
Servings Per Container About 2			
<b>Amount Per Serving</b>		Calories from Fat 110	
<b>Calories 170</b>			
% Daily Value*			
<b>Total Fat</b>	11g		17%
Saturated Fat	1.5g		8%
Trans Fat	0g		
<b>Cholesterol</b>	0mg		0%
<b>Sodium</b>	250mg		10%
<b>Total Carbohydrate</b>	14g		5%
Dietary Fiber	less than 1g		2%
Sugars	0g		
<b>Protein</b>	2g		
Vitamin A	2%	Vitamin C	0%
Calcium	0%	Iron	4%
Vitamin E	6%	Thiamin	4%
Riboflavin	2%	Niacin	4%
Vitamin B <sub>6</sub>	2%	Phosphorus	2%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	<b>Calories:</b>	<b>2,000</b>	<b>2,500</b>
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
<b>Calories per gram:</b>			
Fat	9	Carbohydrate	4 • Protein 4

**7. Circle the food that would make the most nutritious snack. (Circle one)**

**Answer = Choice on left**

Whole grain oats, sugar, canola oil, yellow corn flour, brown sugar syrup, soy flour, dried apples, salt, soy lecithin, baking soda, cinnamon, natural flavor.

Enriched flour (bleached and unbleached wheat flour; niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), sugar, vegetable shortening (Palm oil, canola oil with TBHQ and citric acid to preserve freshness), rolled oats, raisins, high fructose corn syrup, raisin paste, leavening (baking soda, monocalcium phosphate), eggs, molasses, corn starch, malt syrup, salt, cinnamon, artificial vanilla flavor, allspice, and calcium propionate (to preserve freshness).



Dietdoctor.com

8. What is the ad selling? **Answer: Twinkies/Golden Sponge Cake**

9. Who is this advertisement targeting? **Answer: Children/Families**

10. What is the hook? **Answer: Shrek/Ogre Green Filling/Coupon**

11. What are they not telling me? **Many possible answers: nutrition facts/it is unhealthy/it is full of sugar**

12. During your free time, which activity are you most likely to do? **Looking for decrease in Play Video games and Watch TV**

- a. Play video games
- b. Watch TV
- c. Play outside
- d. Read
- e. Play sports

13. When you are thirsty, which beverage are you most likely to drink? (Circle one) **Looking for reductions in soda, sports drink and juice and increase in water and milk**

- a. Juice
- b. Soda
- c. Water
- d. Sports Drink
- e. Milk

14. Do you think Go Foods taste good? (Go Foods are foods that give you long lasting energy. (Circle one) **Looking for yes**

Yes

No

15. How many times did you eat fruit yesterday? \_\_\_\_\_

**Looking for 2 or more**

16. How many times did you eat vegetables yesterday? \_\_\_\_\_

**Looking for 3 or more. Ideally sum of fruit and vegetables will be close to 5.**

END