

Name: \_\_\_\_\_ Date: \_\_\_\_\_

# Module 3: Food Labels and Marketing

**Lesson Theme:** Equipping students with knowledge related to nutrition information and food marketing techniques.

**ACTIVITY:** Answer the following questions using the Nutrition Facts Label listed below. Keep in mind both labels are for the same food item.

## Nutrition Facts Label Reading

Nutrition Facts	
Serving Size 2/3 cup (55g)	
Servings Per Container About 8	
Amount Per Serving	
<b>Calories</b> 230	Calories from Fat 72
% Daily Value*	
<b>Total Fat</b> 8g	<b>12%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>12%</b>
Dietary Fiber 4g	<b>16%</b>
Sugars 12g	
<b>Protein</b> 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value 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

Nutrition Facts	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
Amount per serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

1. What is the serving size? \_\_\_\_\_
2. How many servings per package? \_\_\_\_\_
3. How many calories for **entire** package? \_\_\_\_\_
4. How many total grams of sugar per serving? \_\_\_\_\_
5. How many grams of added sugar per serving? \_\_\_\_\_
6. How many grams of sodium per serving? \_\_\_\_\_
7. Name two things that are different on the new label.
  - 1) \_\_\_\_\_
  - 2) \_\_\_\_\_

**REFLECTION:** In the space below, write one thing that you learned during today's lesson and what you thought about the mindful tasting.

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**Today I tasted:**

**Fruit Smoothie**



**Ingredients**

- 1 frozen banana, peeled and sliced
- 2 c. frozen strawberries, raspberries or cherries
- 1 c. milk
- 1/2 c. plain or vanilla yogurt
- 1/2 c. freshly squeezed orange juice
- 2 to 3 Tbsp. honey or to taste

**Instructions**

- Put all the ingredients in a blender and process until smooth. Pour into glasses and serve.
- For non-dairy smoothies, substitute 1 c. rice milk for the milk and yogurt. Or, use soy yogurt or soy milk instead of dairy.



**Fun Fact:**

In 2012, \$4.6 billion was spent to advertise fast food and only \$116 million was spent to advertise fruits and vegetables.



**Joke:**

What do you call a fruit that plays the trumpet?

Tooty fruity!

Source: <https://www.foodnetwork.com/recipes/food-network-kitchen/frozen-fruit-smoothies-recipe-1914927>