

A look at the proposed nutrition labels

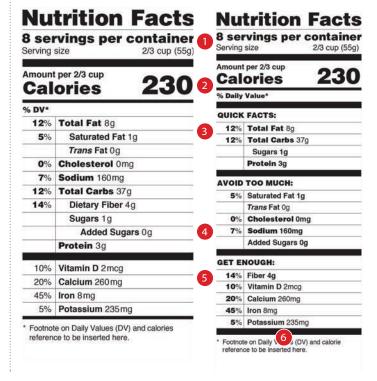
The Food and Drug Adminstration is unveiling proposed changes to nutrition labeling for foods that include more prominent calorie counts and serving sizes.

CURRENT

Nutrition Facts Serving Size 2/3 cup (55g) Servings Per Container About 8 Amount Per Serving Calories 230 Calories from Fat 40 % Daily Value Total Fat 8g Saturated Fat 1g 5% Trans Fat 0g Cholesterol 0mg Sodium 160mg **Total Carbohydrate** 37g 12% Dietary Fiber 4g 16% Sugars 1g Protein 3g Vitamin A 10% 8% Calcium 20% 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 Sat Fat Cholesterol 2,400ma Less than 2.400ma Total Carbohydrate 300g 375g Dietary Fiber

PROPOSAL 1

PROPOSAL 2



Some of the changes in the proposed labels:

- 1. Serving information is more prominent.
- 2. Calories are emphasized with large, bold text.
- 3. Daily value percentages are placed first.
- 4. Added sugars are shown.

Source: U.S. Food and Drug Administration

- 5. Vitamins A and C have been removed and vitamin D and potassium have been added.
- Proposal 2's design groups nutrition information into three sections: "quick facts," "avoid too much" and "get enough."

THE WASHINGTON POST

Graphic comparing the current nutrition label to two proposed replacements. Illustrates by Ariana Eunjung Cha (c) 2014, The Washington Post. Washington Post graphic.

Questions for image analysis.

- 1.) What is this?
- 2.) What do you know about this topic/subject?
- 3.) What are some of the differences that you notice among the three nutrition labels?
- 4.) What does the Food and Drug Administration hope to accomplish?
- 5.) Who is the intended audience? How do you know?