Appendix F – FOP Schemes and Mock Product Labels for FDA FOP Experiment

GDA

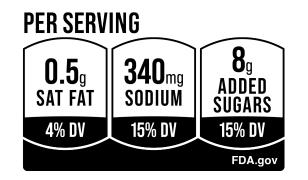


4% DV

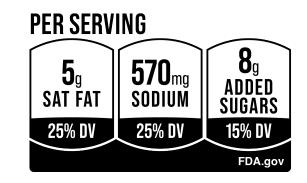
15% DV

FDA.gov

Middle



Least Healthy



4% DV

Nutrition Info

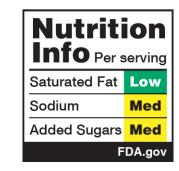
Healthiest

Nutriti Info Per s	serving
Saturated Fat	Low
Sodium	Low
Added Sugars	Med
F	DA.gov

Nutrition Info Per serving			
Saturated Fat	Low		
Sodium Low			
Added Sugars	Med		
FDA.gov			

Middle

Nutrition Info Per serving		
Saturated Fat	Low	
Sodium	Med	
Added Sugars	Med	
F	DA.gov	



Nutrition Info Per serving
Saturated Fat High
Sodium High
Added Sugars Med
FDA.gov

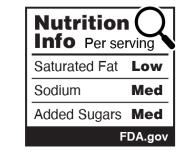
Nutrit Info Per s		
Saturated Fat	High	
Sodium	High	
Added Sugars	Med	
FDA.gov		

Nutrition Info w/Magnifying Glass

Healthiest

Nutrition Info Perse	
Saturated Fat	Low
Sodium	Low
Added Sugars	Med
FDA.gov	

Middle





Nutrition Info w/DV

Healthiest

Nutritio	Daily	nfo Value
Saturated Fat	4%	Low
Sodium	4%	Low
Added Sugars	15%	Med
FDA.gov		

Nutrition Info Per serving %Daily Value		
Saturated Fat	4%	Low
Sodium	4%	Low
Added Sugars	15%	Med
FDA.gov		

Middle

Nutritio	on I Daily	nfo Value
Saturated Fat	4%	Low
Sodium	15%	Med
Added Sugars	15%	Med
FDA.gov		

Nutritio	on I Daily	nfo _{Value}
Saturated Fat	4%	Low
Sodium	15%	Med
Added Sugars	15%	Med
	FD	OA.gov

Nutritio	n l Daily	nfo _{Value}
Saturated Fat	25%	High
Sodium	25%	High
Added Sugars	15%	Med
	FD	A.gov

Nutritio	Daily	nfo _{Value}
Saturated Fat	25%	High
Sodium	25%	High
Added Sugars	15%	Med
FDA.gov		

High In

Healthiest

High In		
Added Sugars		
FDA.gov		

Middle

High In
Saturated Fat
Sodium
FDA.gov

Least Healthy

High In	
Saturated Fat	
Sodium	
Added Sugars	
FDA.gov	

High In w/DV

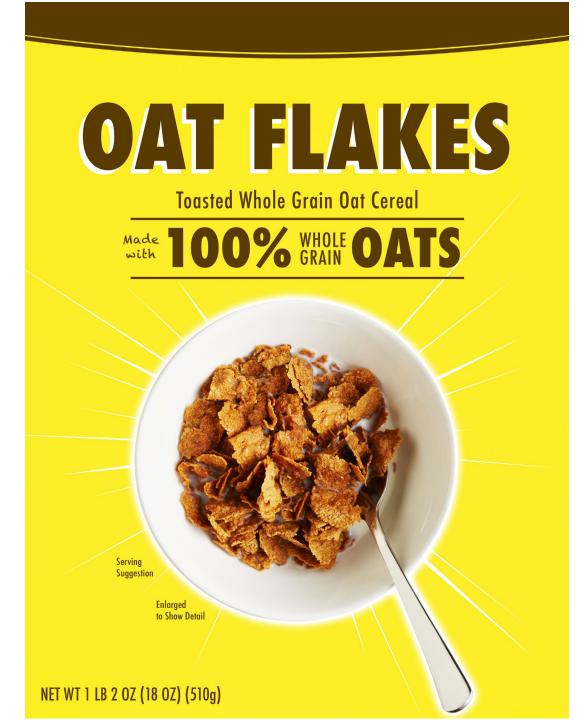
Healthiest

High In	% Daily Value
Saturated Fat	25%
	FDA.gov

Middle

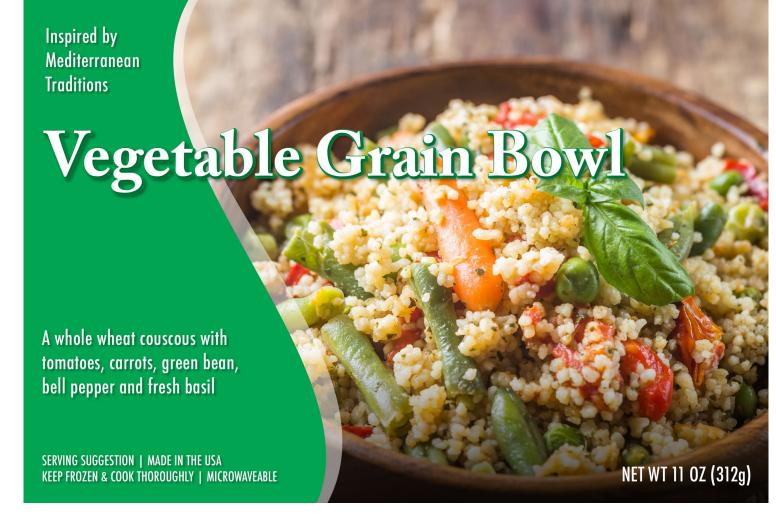
High In	% Daily Value
Saturated Fat	25%
Sodium	25%
	FDA.gov

High In	% Daily Value
Saturated Fat	25%
Sodium	25%
Added Sugars	25%
	FDA.gov



Breakfast cereal

Frozen meal



Canned Soup

