

NUTRITION: *Fitness for Life*

Name _____

Partner _____

Period _____

SUPER FOOD LABELS

Food Label & Packaging Activity

OBJECTIVE: Working with a partner, you will make a food label and design the packaging for the selected Superfood.

EXPECTATIONS:

NAME: Come up with a clever name for your food product.

FOOD LABEL: The food label must contain accurate information and follow all of the NLEA guidelines. Use this food label as a model.

In the ingredient section, your Superfood should be listed first, followed by the significant phytonutrients and antioxidants. Use the books provided and the Internet as sources to find the nutritional information about the Superfood selected.

PACKAGING: The goal of your package design is to attract the buyer while following the rules for claims established by the U.S.D.A.

Your design must be done on a separate paper and be neat and colorful.

The package design must contain the name of the Superfood, at least one graphic and a minimum of 3 "allowable" claims to encourage a person to purchase the product. Use your class notes to determine if a claim is allowable.

Nutrition Facts	
Serving Size 4 cookies (31g)	
Servings Per Container about 9	
Amount Per Serving	
Calories 160	Calories from Fat 80
% Daily Value*	
Total Fat 9g	13%
Saturated Fat 6g	28%
Cholesterol 0mg	0%
Sodium 140mg	6%
Total Carbohydrate 20g	7%
Dietary Fiber 1g	5%
Sugars 11g	
Protein 1g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 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:

	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

Calories per gram:
Fat 9 * Carbohydrate 4 * Protein 4

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE, NO NITRATE, RIBOFLAVIN), SUGAR, VEGETABLE SHORTENING (CONTAINS ONE OR MORE OF THE FOLLOWING PARTIALLY HYDROGENATED OILS: PALM KERNEL, SOYBEAN, COTTONSEED), COCOA (PROCESSED WITH ALKALI), CARAMEL COLOR, LEAVENING (SODIUM BICARBONATE, MONOCALCIUM PHOSPHATE, AMMONIUM BICARBONATE), HIGH FRUCTOSE CORN SYRUP, SALT, WHEY, SOY LECITHIN (EMULSIFIER), PEPPERMINT OIL, NATURAL AND ARTIFICIAL FLAVOR.

SUPER FOOD LABELS EVALUATION

Name: _____

Partner: _____

Period: _____

CATEGORY	4	3	2	1
LABEL LAYOUT	The food label follows all of the NLEA guidelines.	The food label follows almost all of the NLEA guidelines.	The food label follows most of the NLEA guidelines.	The food label follows some of the NLEA guidelines.
NUTRITION INFORMATION	All of the nutrition information about the Superfood is accurate.	Most of the nutrition information about the Superfood is accurate.	The food label contains some inaccurate information.	The food label contains a lot of inaccurate information.
PACKAGE DESIGN REQUIREMENTS	The package design includes all of the requirements. The name of the product is very clever and there are 2 or more appropriate graphics.	The package design includes most of the requirements. The name of the product is clever and there is an appropriate graphic.	The package design somewhat meets the requirements. There is a name for the food product and a graphic.	The package design does not meet the requirements.
CLAIMS	The package design includes more than 3 accurate allowable claims that will attract a buyer.	There are 3 claims and/or one of the claims is not accurate or allowable.	There are not enough claims and/or they are not accurate or allowable.	There are no claims regarding the nutritional value of this product.
NEATNESS & COMPLETENESS	The food label is neat & complete. The packaging is very neat, colorful, and will attract a buyer.	Most of the food label is complete and neat. The packaging is neat & colorful.	There are some messy parts on the food label and/or the packaging.	Both the food label and the packaging are messy.
WORK ETHIC	Used time well during each class period and was a team player. Focused on getting the project done. Never distracted others.	Used time well during each class period. Usually a team player and focused on getting the project done. Never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done and was a team player some of the time. Occasionally distracted others.	Did not use class time to focus on the project. Was not a team player. Often distracted others.