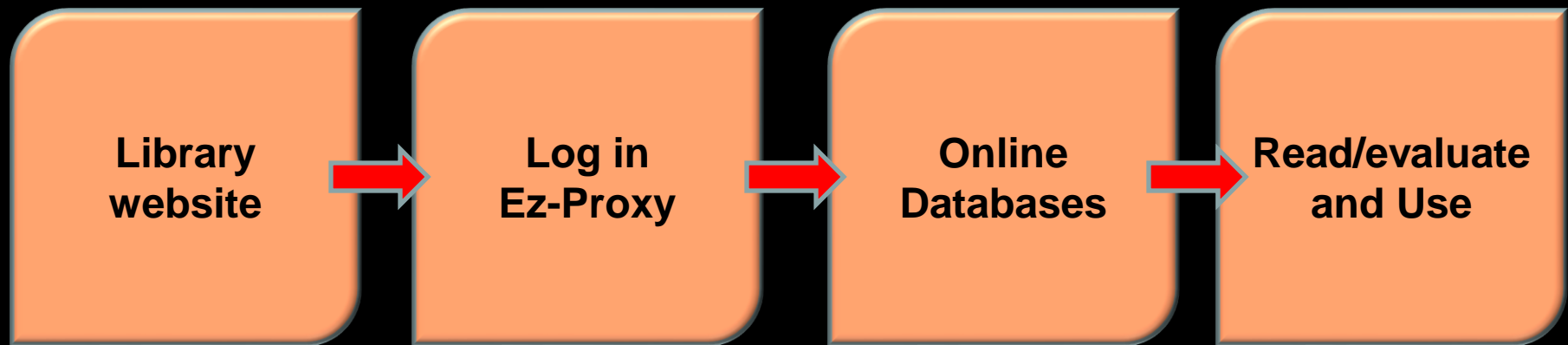


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Keywords : nutrition facts, consumer

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# Single-Larger-Portion-Size and Dual-Column Nutrition Labeling May Help Consumers Make More Healthful Food Choices

Amy M. Lando, MPP, Serena C. Lo, PhD

**ARTICLE INFORMATION**  
**Article history:** Accepted 11 October 2012  
**Keywords:** Nutrition Facts label, Serving size, Experiment  
**Supplementary materials:** Podcast available at [www.andjnl.org/content/podcast](http://www.andjnl.org/content/podcast)  
Published by Elsevier Inc. on behalf of the Academy of Nutrition and Dietetics. 2212-2672/52000 doi: 10.1016/j.jand.2012.11.006

**ABSTRACT**  
**Background** The Food and Drug Administration is considering changes to the Nutrition Facts label to help consumers make more healthful choices.  
**Objective** To examine the effects of modifications to the Nutrition Facts label on foods that can be listed as having 1 or 2 servings per container, but are reasonably consumed at a single eating occasion.  
**Design** Participants were randomly assigned to study conditions that varied on label format, product, and nutrition profile. Data were collected via an online consumer panel.  
**Participants/setting** Adults aged 18 years and older were recruited from Synovate's online household panel. Data were collected during August 2011. A total of 32,897 invitations were sent for a final sample of 9,493 interviews.  
**Intervention** Participants were randomly assigned to one of 10 label formats classified into three groups: listing 2 servings per container with a single column, listing 2 servings per container with a dual column, and listing a single serving per container. Within these groups there were versions that enlarged the font size for "calories," removed "calories from fat," and changed the wording for serving size declaration.  
**Main outcome measures** The single product task measured product healthfulness, the amount of calories and various nutrients per serving and per container, and label perceptions. The product comparison task measured ability to identify the healthier product and the product with fewer calories per container and per serving.  
**Statistical analyses performed** Analysis of covariance models with Tukey-Kramer tests were used. Covariates included general label use, age, sex, level of education, and race/ethnicity.