

Calorie Labeling Message points

Soundbite:

- Consumers have a right to know!

Primary message:

- Calorie labeling is simply about giving consumers, especially those of fast food, the information they need to make informed choices.

Secondary messages:

- With calorie labeling, consumers will be able to make good choices that are in their or their family's best interest.
- Many people need nutrition information to manage their weight. Calorie labeling will give them easy access to that information.
- Over half (51.2 percent) of Minneapolis adults are overweight or obese, which affects their health and our economy. Obesity costs us in terms of higher health care, health insurance and tax costs. When you consider that the nation's children and families, on average, consume one-third of their calories eating out, it becomes even more important that they be given the calorie information they need to make informed eating choices.

Supporting facts:

- The nation's children and families, on average, consume one-third of their calories eating out.
- The U.S. Center for Disease Control and Prevention says that 15 percent of children and 60 percent of adults in the United States are now overweight. In Minneapolis, 51.2 percent of adults are overweight or obese.
- Children eat almost twice as many calories when they eat a meal at a restaurant compared to a meal at home.
- A recent survey found that 6 out of 10 respondents in Minneapolis (64 percent) are concerned about the amount of calories in restaurant food.
- That same survey also found that most consumers are unable to correctly estimate the number of calories in restaurant items. For example, when asked to estimate

the number of calories in popular restaurant items, less than 40% of respondents guessed correctly on any one food item.

- Not surprisingly, 79 percent of Minneapolis residents support calorie labeling in order to allow them to make more informed choices when eating out.