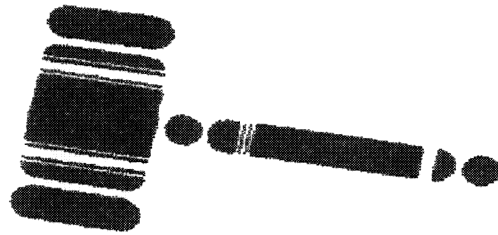




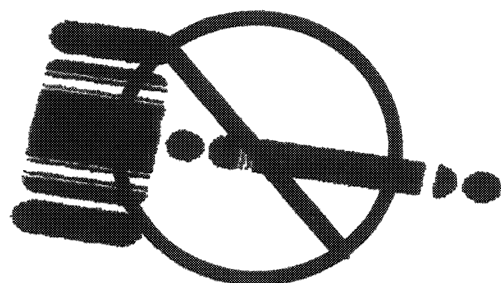
MANDATORY INFORMATION



INFORMATION
REQUIRED BY LAW
TO BE ON A
FOOD LABEL



VOLUNTARY INFORMATION



INFORMATION
ON A FOOD LABEL
THAT IS NOT
REQUIRED BY LAW



(CALORIES)

A STANDARD OF
MEASUREMENT
FOR ENERGY FROM
FOOD





EMPTY (CALORIES) FOOD HIGH IN (CALORIES AND LOW IN NUTRIENTS





CAREER INFORMATION

ADVERTISING MANAGER:

An advertising manager oversees the creative services and media services departments of the advertising firm. The creative services department develops the subject matter and presentation of advertising. The media services department oversees the selection of the communication media where they will advertise, such as radio, television, magazines, or labels. The manager must have a thorough knowledge of the laws regarding advertising and labeling in order to manage the services and staff in these departments.

Many people work in the advertising industry. They begin their careers in entry-level positions and work their way into management positions through experience and increased education. Advertising is a very large industry in our country—it accounts for the major part of all consumer goods purchased. There are many jobs available in this career area. The salary of advertising personnel depends upon the level of responsibility, length of service, and size and location of the firm.

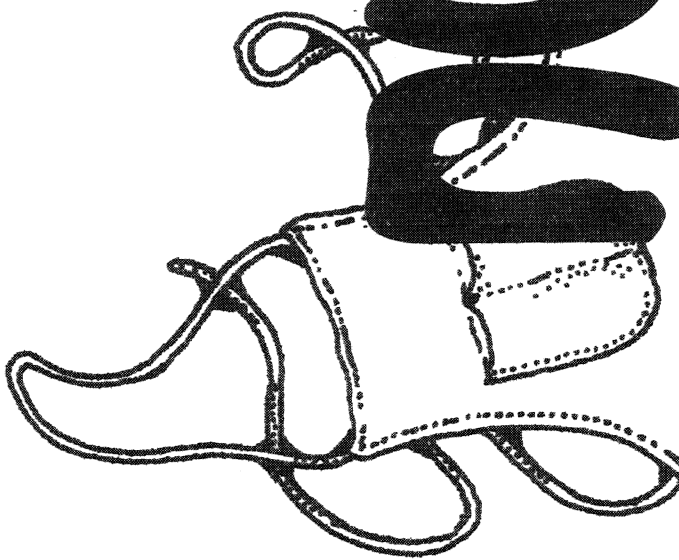
HOMEMAKER:

All adults are homemakers and are responsible for making purchases of food and other consumer goods for the home. Some people are part-time homemakers and have a dual career—they are both homemakers and wage-earners, while others are full-time homemakers. Since all homemakers (male and female) are consumers, it is important that they know how to read labels and find the information desired about the products they are purchasing.

Homemakers are not generally paid for their services unless they are employed by someone else to do this job. Most homemakers take care of these responsibilities because they love their families. However, being a good consumer can save the family many dollars through the years.

NUTRITION CONSULTANT:

A nutrition consultant is a person who helps people determine their nutritional needs and the foods necessary to meet those needs. They may also focus on good consumer practices and often teach others to gain consumer skills related to good nutrition. They may work in businesses to aid and assist consumers, work in extension offices to assist the general public, and/or work as teachers. Many family and consumer sciences professionals serve as nutritional consultants for various types of consumers. A large part of the work is public education and assistance. To be a nutrition consultant a person must have a bachelor's degree in family and consumer sciences and/or food science.



NUTRITION CONSULTANT

