

¾ There is limited research on how consumers are determining the nutritional value of a food product and/or use available nutrition information to select foods (Grunert & Wills, 2007; Williams, 2005).

¾ To avoid confusion, food labeling systems need to be simplified (Chiuve, Sampson, & Willett, 2011).

¾ The NuVal® Nutritional Profiling System provides a simplified nutrition scoring guide for consumers, generating scores from 1 to 100, with a higher number indicating a higher nutritional value in a product (Katz, Njike, Rhee, Reingold, & Ayoob, 2010).

¾ Understanding nutrition food labels is important to help consumers follow the government's general dietary guidelines, which are 1.5 to 2 cup equivalents of fruits and 2 to 3 cup equivalents of vegetables (Rothman et al., 2006; NCI, 2019).

¾ Canned food consumption may be a viable, nutritious option for cost-conscious individuals to meet required amounts of fruits and vegetables all year-round (Miller & Knudson, 2014).

Can students accurately determine the healthiest canned food when asked to choose their preference from common canned fruits and vegetables?

¾ H0 1: There is no significant difference in mean percent correct score by type of canned food (canned fruits vs. canned vegetables).

¾ H0 2: There is no significant difference in mean percent correct score by gender of the respondent (by type of canned food).

¾ H0 3: There is no significant difference in mean percent correct score by age of the respondent (by type of canned food).

¾ H0 4: There is no significant difference in mean percent correct score by academic major of the respondent (by type of canned food).

¾ H0 5: There is no significant difference in mean percent correct score by income of the respondent (by type of canned food).

Sample Population (n=190)

- Convenience sampling
- Undergraduate students from general education courses offered at California State University Long Beach (CSULB) in fall 2017
 - Introductory Nutrition (n= 5 sections)
 - Consumer Affairs (n= 4 sections)

¾ It is uncertain that consumers are able to use the available nutrition information on product labels and interpret them correctly to select healthier canned food options.

¾ Being unable to properly interpret nutrition values of these canned products can result to poor food choices.

¾ This research study was similar to other studies that have questioned consumers' ability to comprehend and interpret food labels (Cowburn & Stockley, 2005; Gorton, NiMhurchu, Chen, & Dixon, 2009; Kim & Kim, 2009; Roberto et al., 2012)

¾ Further research is warranted to show trends in accuracy of choice of nutritious canned food items among gender, age, academic major, and income groups of college students.

¾ More research studies are needed to understand the associations of nutrition knowledge, judgment accuracy, and food choices among consumers.

Implications

¾ It is difficult to pinpoint specific nutrients and compare the nutritional value of food products.

¾ Everyone can benefit the NuVal® Nutritional Scoring System

- ¾ Quick
- ¾ Simple (from 0-100)
- ¾ Easy
- ¾ Convenient

¾ NuVal® helps consumers make decisions with confidence in navigating and selecting healthier food options.

(9), 1359-1365.
Grunert, K., & Wills, J. (2007). A review of European research on consumer response to nutrition information on food labels. *Journal of Public Health, 13*(5), 385-399.
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