

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
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415 Madison Avenue, 12th Fl.
New York, New York 10017

184 WORDS, 60 SECONDS

CHILDREN'S NUTRITION

WHAT'S IN A LABEL? WHEN IT COMES TO GIVING KIDS THE NUTRIENTS THEY NEED, IT COULD BE CONFUSION. MORE THAN FOUR IN TEN PARENTS TOLD A KELTON RESEARCH SURVEY IT'S EASIER TO UNDERSTAND FURNITURE ASSEMBLY INSTRUCTIONS THAN FOOD LABELS. ACCORDING TO THE SURVEY, ONE OF THE BIGGEST MISCONCEPTIONS IS HOW MUCH FOOD A CHILD NEEDS. MANY PARENTS DON'T REALIZE NUTRITION LABELS ARE BASED ON AN ADULT DIET, WHICH CAN REPRESENT FIFTY-THREE PERCENT MORE CALORIES THAN IS RECOMMENDED FOR A SIX-YEAR-OLD GIRL. A MAJOR CONTRIBUTOR TO PARENTS' LACK OF CONFIDENCE IS UNFAMILIARITY WITH THE TERMS AND MEASUREMENTS ON LABELS. NEARLY HALF OF PARENTS DON'T KNOW WHAT CONSTITUTES A "SINGLE SERVING." THREE-QUARTERS DON'T KNOW THERE ARE NINE CALORIES IN A GRAM OF FAT. MOST WOULD PREFER IT IF NUTRITION LABELS USED MORE COMMON FORMS OF MEASUREMENT, SUCH AS TEASPOONS OR TABLESPOONS. IN ORDER TO HELP PARENTS MAKE BETTER SNACK CHOICES FOR THEIR KIDS, CLIF KID SNACKS ARE SPECIFICALLY MADE WITH KIDS' NUTRITION NEEDS IN MIND. EACH SNACK IS DESIGNED TO PROVIDE THE RIGHT AMOUNT OF NUTRIENTS FOR KIDS AGES SIX TO TWELVE.