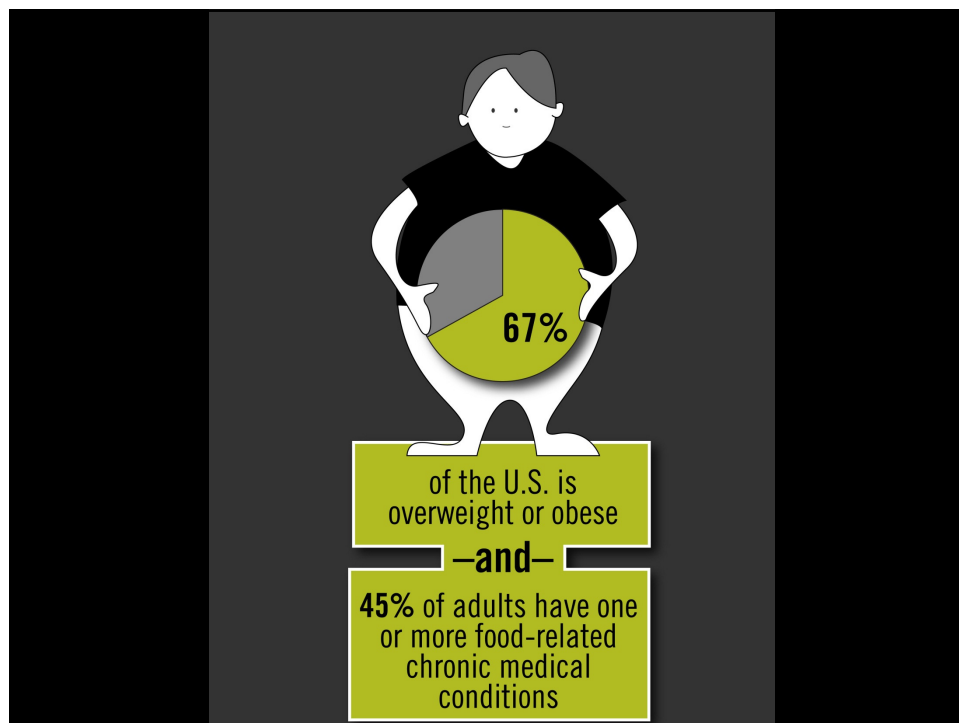




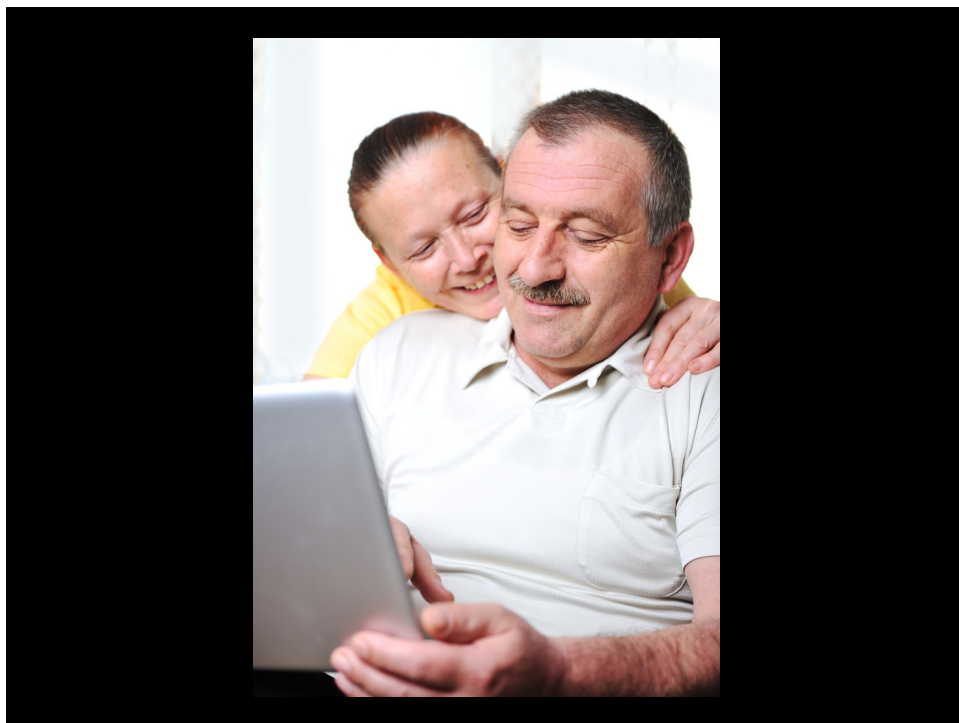
**Your Perspective:
New Challenges and Opportunities**

August 23, 2012

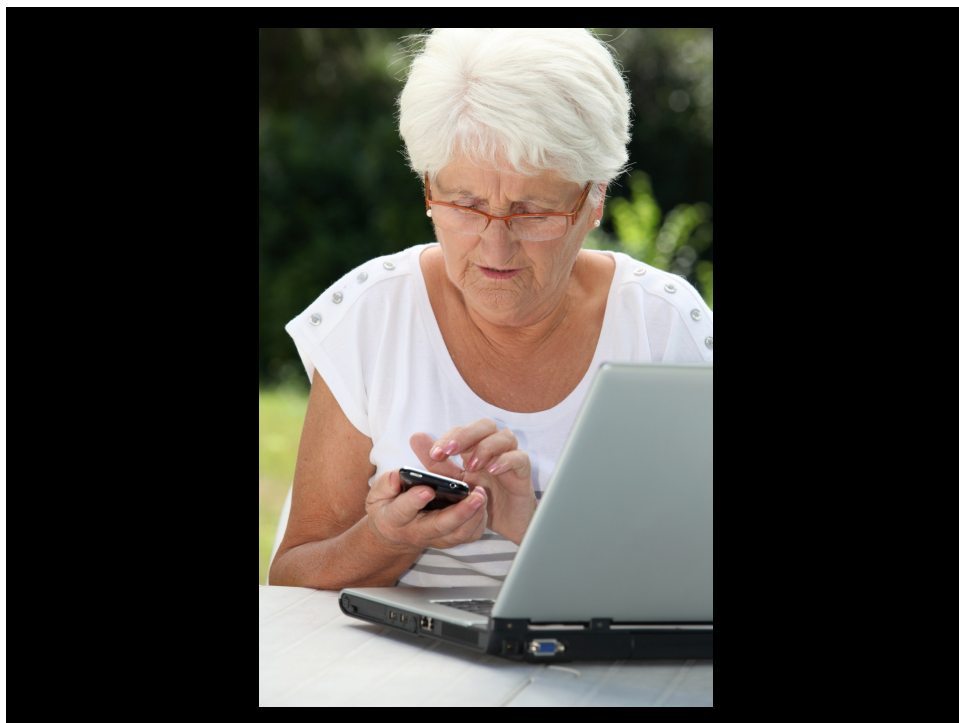
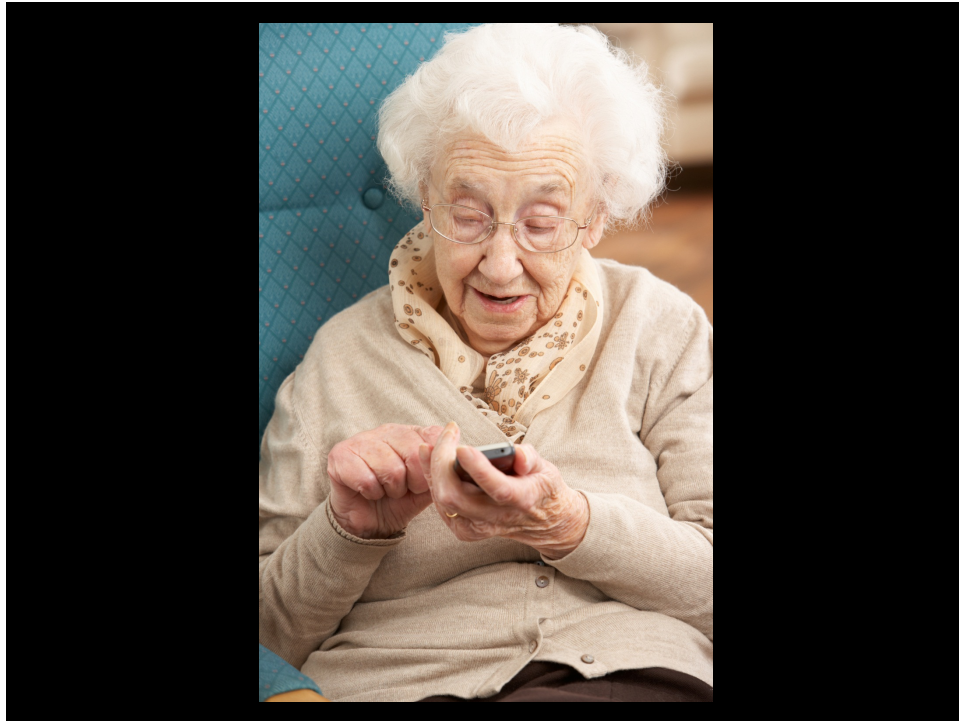
Marci Harnischfeger, MS RD
Head Dietitian, ShopWell













WHAT DO I EAT?

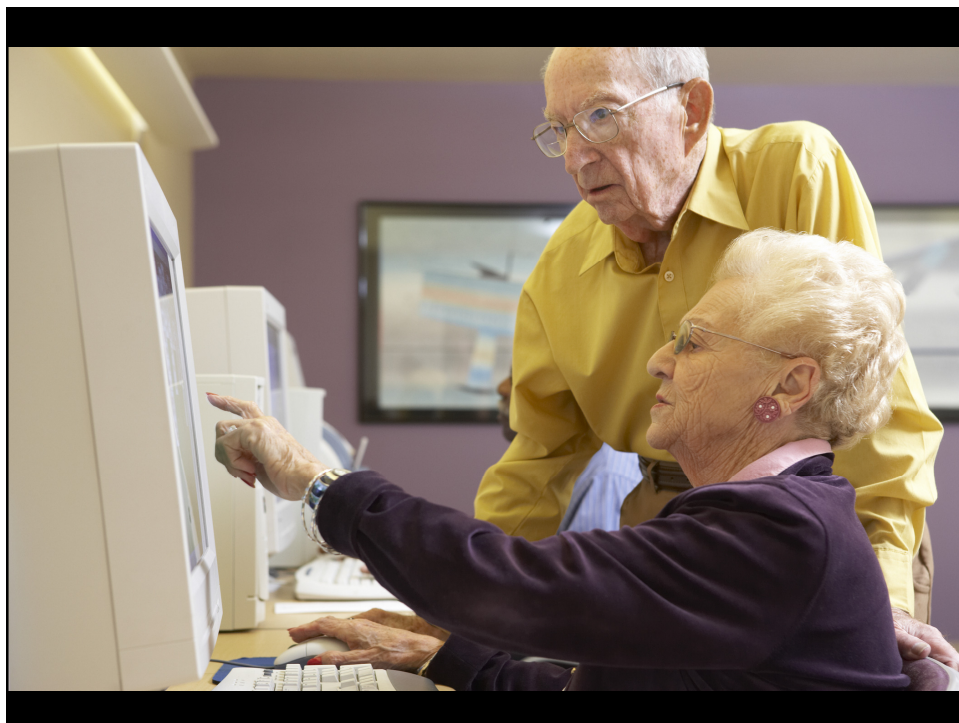
80% of people frequently or occasionally look at nutrition labels

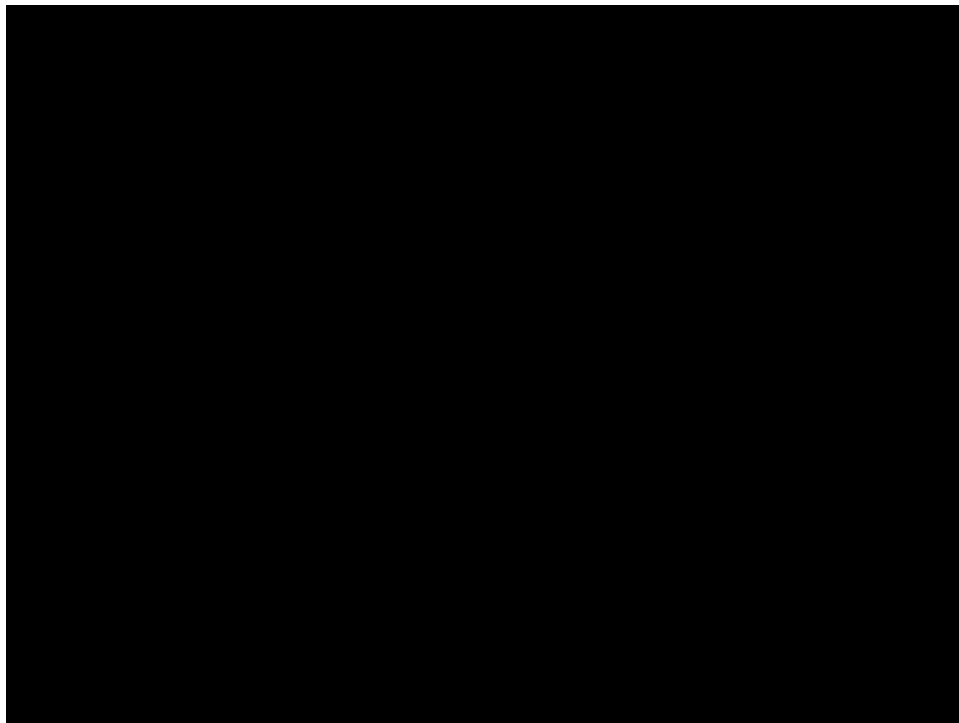
-but-

55% of people understand less than half of ingredients on packaged food items



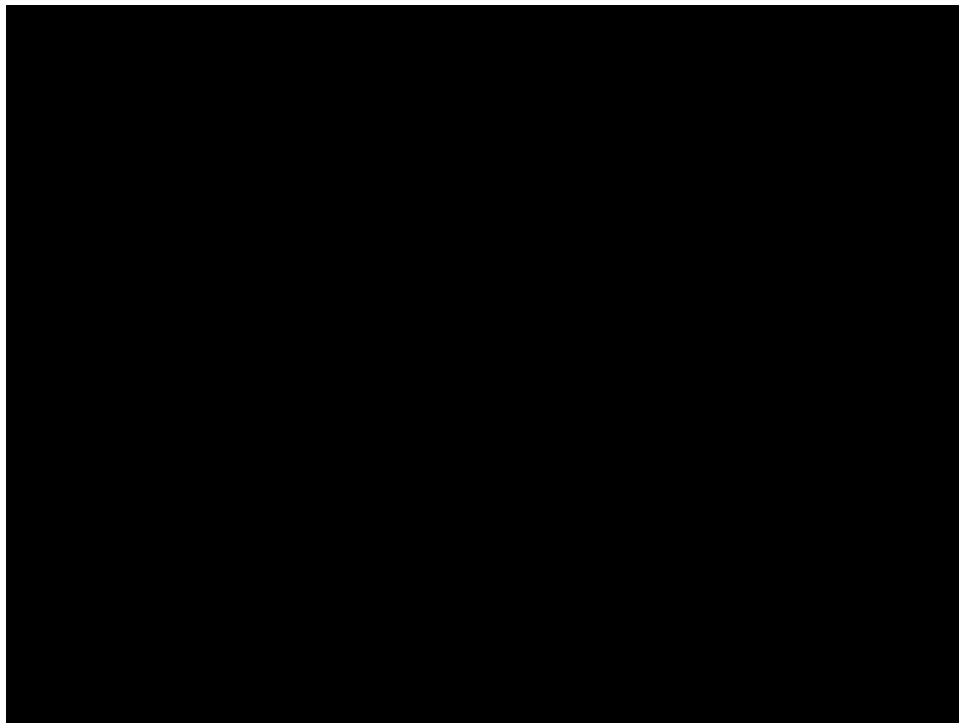












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