Teacher Answer Key

Case Study

1. A container presents itself as a single unit, and people treat a unit as a natural stopping point no matter how large it is. Because the bottle had no visual division marking where one serving ended, nothing in the physical object signaled that finishing it meant drinking two and a half servings.

2. She needed to read servings per container before reading calories, since every number below that line describes one serving rather than the package. Dual-column labels exist so shoppers do not have to do that multiplication: packages holding two to three servings, like a bottle of two and a half, must print a second column with the numbers for the whole package.

Multiple Choice

1. C

2. C

3. A

Matching

1-C, 2-E, 3-D, 4-A, 5-B

Fill-in-the-Blank

1) palm, 2) cup, 3) 8 (or: 6.5)

Short Answer (Sample Responses)

Q1: A serving size is a fixed measured amount set by the FDA so that competing products can be compared on the same basis, and it is identical across brands. A portion size is whatever amount a person actually chooses to eat, which is decided by the individual, the package, or the restaurant rather than by any regulation.

Q2: Portion awareness is most useful for calorie-dense, nutrient-poor foods, where a small change in amount produces a large change in intake. Applying it to vegetables and fruit would shrink exactly the foods most Americans already under-eat, and rigid rules across every food can push some students toward disordered eating.

Q3: The purpose of an estimate is not accuracy to the gram but catching the large errors, meaning the times a portion is two or three times what was assumed rather than slightly over. Hands also scale roughly with body size, so they act as a personal reference that is always available without any equipment.