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| **Supplemental Table 1.** Calories, selected nutrient information\*, and healthfulness categorization of foods used as examples to obtain purchase frequency information from mothers |
| Food or beverage category | Food used as example | Serving size(mL or g.) | Calories per serving | Total fat (g.) | Saturated fat (g.) | Sodium (mg.) | Dietary fiber (g.) | Sugars† (g.) | Categorization |
| 1. Carbonated beverages |  |  |  |  |  |  |  |  |  |
|  | Fanta Orange | 355 mL | 160 | 0 | 0 | 60 | 0 | 44 | Nutrient-poorProvides 100% calories from sugar‡ |
|  | Sunkist Grape | 355 mL | 170 | 0 | 0 | 60 | 0 | 44 | Non-nutritiousProvides 100% calories from sugar‡ |
| 2. Baked goods |  |  |  |  |  |  |  |  |  |
|  | Hostess Donettes Frosted Mini Donuts | 56 g. | 250 | 15 | 10 | 180 | 1 | 16 | Nutrient-poorProvides over 20% DV§saturated fat Below 5% DV§of fiber Provides 36% calories from saturated fat‡Provides 26% calories from sugar‡Provides ≥140 mg of sodium per servingǁ |
|  | Zebra Cakes | 74 g. | 320 | 14 | 8 | 150 | <1 | 32 | Nutrient-poorAbove 20% DV§ saturated fat Below 5% DV§ of fiber Provides 23% calories from saturated fat‡Provides 40% calories from sugar‡Provides ≥140 mg of sodium per servingǁ |
| 3. Juice drinks and non-carbonated beverages |  |  |  |  |  |  |  |  |  |
|  | Capri Sun Original Fruit Punch | 177 mL. | 52 | 0 | 0 | 15 | 0 | 13 | Nutrient-poorProvides 100% calories from sugar‡ |
|  | Kool-Aid Jammers Grape | 177 mL. | 80 | 0 | 0 | 15 | 0 | 20 | Nutrient-poorProvides 100% calories from sugar‡ |
| 4. High sugar breakfast cereals |  |  |  |  |  |  |  |  |  |
|  | Froot Loops | 29 g. | 110 | 1 | 0.5 | 150 | 3 | 10 | Nutrient-poorProvides 36% calories from sugar‡Provides ≥140 mg of sodium per servingǁ  |
|  | Reese’s Puffs | 29 g. | 120 | 3 | 0.5 | 160 | 1 | 10 | Nutrient-poorProvides 33% calories from sugar‡Provides ≥140 mg of sodium per servingǁ  |
| 5. Snack foods |  |  |  |  |  |  |  |  |  |
| 1. Crackers
 | Scooby-Doo Graham Cracker Sticks | 30 g. | 130 | 4 | 1 | 125 | 1 | 9 | Nutrient-poorProvides 28% calories from sugar‡ |
|  | Goldfish Crackers, Cheddar | 30 g. | 140 | 5 | 1 | 250 | < 1  | < 1 | Nutrient-poorBelow 5% DV§ of fiber Provides ≥140 mg of sodium per servingǁ |
| 1. Fruit snacks
 | Fruit Gushers Strawberry flavor | 25 g. | 90 | 1 | 0 | 45 | NR | 13  | Non-nutritiousProvides 58% calories from sugar‡ |
|  | Mixed Fruit Snacks | 30 g. | 90 | 0 | 0 | 10 | 0 | 12 | Non-nutritiousProvides 55% calories from sugar‡  |
| 6. Prepared foods and meals |  |  |  |  |  |  |  |  |  |
| 1. Frozen pizza and entrees
 | Totino’s Party Pizza Cheese | 139 g. | 330 | 16 | 5 | 590 | 2 | 4 | Nutrient-poorAbove 20% DV§ of saturated fat and sodium Provides 14% calories from saturated fat‡Provides ≥140 mg of sodium per servingǁ |
|  | Fun Chicken Nuggets | 77 g | 180 | 11 | 2.5 | 480 | 1 | 0 | Nutrient-poorAbove 20% DV§ of sodium Provides 13% calories from saturated fat‡Provides ≥140 mg of sodium per servingǁ |
| 1. Canned soup/pasta
 | Chef Boyardee Beefaroni | 249 g. | 250 | 9 | 3.5 | 730 | 3 | 6 | Nutrient-poorAbove 20% DV§of sodium and ≥140 mg of sodium per servingǁProvides ≥10% calories from saturated fat‡ |
|  | Shaped Pasta with Meatballs (e.g., Spaghettios® Cars™) | 1 cup | 220 | 6 | 2.5 | 600 | 3 | 10 | Nutrient-poorAbove 20% DV§of sodium and ≥140 mg of sodium per servingǁProvides ≥10% calories from saturated fat‡ |
| 1. Non-frozen packaged entrees
 | Macaroni and cheese | 78 g. | 250 | 2 | 0.5 | 480 | 2 | 7 | Non-nutritiousProvides 20% DV§of sodium, and ≥140 mg of sodium per servingǁ |
| 7. High-sugar, high-fat dairy products |  |  |  |  |  |  |  |  |  |
|  | Hiland Premium Whole Chocolate Milk | 240 mL  | 220 | 8 | 5 | 180 | 0 | 29 | Nutrient-poorAbove 20% DV§of saturated fatProvides 20% calories from saturated fat‡Provides 53% calories from sugar‡Provides ≥140 mg of sodium per servingǁ |
|  | TruMoo Whole Chocolate Milk | 240 mL  | 220 | 8 | 5 | 180 | 0 | 27 | Nutrient-poorAbove 20% DV§of saturated fatProvides 20% calories from saturated fat‡Provides 49% calories from sugar‡Provides ≥140 mg of sodium per servingǁ |
| 8. Fruits and vegetables¶ |  |  |  |  |  |  |  |  |  |
| 1. Fresh fruits
 | Fresh apple | 182 g. (medium) | 95 | 0.3 | 0 | 2 | 4.4 | 18.9†† | Nutrient-dense |
|  | Fresh banana | 118 g. (medium) | 105 | 0.4 | 0 | 1 | 3.1 | 16.6†† | Nutrient-dense |
| 1. Fresh or frozen vegetables
 | Carrots baby, raw | 85 g. (NLEA serving\*\*) | 30 | 0.1 | 0 | 66 | 2.5 | 4.1†† | Nutrient-dense |
|  | Green beans, raw | 100 g. (0.5” pieces) | 31 | 0.2 | 0 | 6 | 2.7 | 3.3†† | Nutrient-dense |
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| \*Provided by manufacturer’s Nutrition Facts label for all foods or beverages, with the exception of the fruit and vegetable group |
| †As indicated in the Nutrition Facts label. Part of total carbohydrates (g.) No differentiation between added or natural sugars was indicated.‡U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015 – 2020 Dietary Guidelines for Americans. 8th Edition. |
| §DV: Daily value. Calculations based on a 2000-calorie diet |
| ǁ Food and Drug Administration. (2014). Sodium in your diet: Using the Nutrition Facts label to reduce your intake. http://www.fda.gov/Food/ResourcesForYou/Consumers/ucm315393.htm |
| ¶Nutrient information obtained from the U.S. Department of Agriculture National Nutrient Database for Standard Reference Release 28. |
| \*\*NLEA: Nutrition Labeling and Education Act standard serving size, such as those found in the Nutrition Facts label |
| ††Naturally occurring sugars  |

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| **Supplemental Table 2** Unadjusted comparisons of mothers’ responses to frequency of willingness to purchase\* nutrient-dense, and nutrient-poor foods requested by the child at above-that-median and at-or-below-the median of use of food as reward, use of food for emotion regulation, and modeling of healthy eating |
| Mothers feeding practices | Nutrient-dense foods† | Nutrient-poor foods‡ |
|  | *n* | Mean ± *SD* | *n* | Mean ± *SD* |
| Use of food as reward |  |  |  |
|  Above-the-median§ | 162 | 4.56 ± 0.66 | 162 | 2.90 ± 0.75 |
|  At-or-below-the-median | 156 | 4.74 ± 0.49 | 156 | 2.28 ± 0.75 |
| *P-value* |  | 0.0076 |  | 0.0005 |
| Use of food for emotion regulation |  |  |  |
|  Above-the-median§ | 158 | 4.60 ± 0.64 | 158 | 2.72 ± 0.77 |
|  At-or-below-the-median | 160 | 4.69 ± 0.54 | 160 | 2.47 ± 0.82 |
| *P-value* |  | 0.2347 |  | 0.0093 |
| Modeling of healthy eating |  |  |  |
|  Above-the-median§ | 144 | 4.77 ± 0.49 | 144 | 2.36 ± 0.77 |
|  At-or-below-the-median | 174 | 4.54 ± 0.65 | 174 | 2.79 ± 0.79 |
| *P-value* |  | 0.0012 |  | 0.0005 |
| \*Response options ranged from “never (1) to “always” (5).†Includes fresh fruit and fresh/frozen vegetables.‡Includes carbonated beverages, baked goods, juice drinks and non-carbonated beverages, high-sugar breakfast cereals, snack foods, prepared foods and meals, and high-sugar, high-fat dairy products.§High and low categories of feeding practices [response option ranged from “never” (1) to “always” (5)] were determined by cutting at the median of the participants’ scores. Food for emotion regulation: above-the-median=1.66-3.33, at-or-below-the-median=1-1.33, use of food as reward: above-the-median=3.00-5.00, at-or-below-the-median=1.00-2.67, and modeling: above-the-median=4.67-5.00, at-or-below-the-median=1.00-4.33 |