Transition Year Topic 2 Teacher's Notes

OVERVIEW

Aim

The aim of this topic is to ensure students understand how to use information on food labels in relation to claims and other qualities.

Learning Intentions

At the end of this topic students should be able to:

- distinguish between health and nutrition claims
- understand marketing terms
- be aware of details of food additives and other information on food labels.

Resources

- Classroom slides
- Activity sheets
- Teacher's Notes
- Information sheet

SLIDE 1

Brainstorm

Ask the students:

- What types of information can be added voluntarily to food labelling to promote the product?

Slide 1

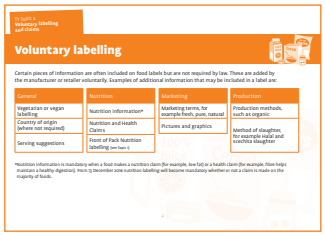
SLIDE 2

Voluntary labelling

This slide looks at the types of information that are often added to food labels voluntarily by food manufacturers or retailers.

Show 'Voluntary labelling' slide

Explain to the students the difference between mandatory and **voluntary labelling.** Discuss examples with the students to ensure they understand the difference between mandatory and **voluntary labelling.** Certain pieces of information are often included on food labels but are not required by law. These are added by the manufacturer or retailer voluntarily. Examples of additional information that may be included in a label are.



Slide 2

General	Nutrition	Marketing	Production
Vegetarian or vegan labelling	Nutrition information*	Marketing terms, for example fresh, pure, natural	Production methods, such as organic
Country of origin (where not required)	Nutrition and Health Claims	Pictures and graphics	Method of slaughter, for example Halal and scechita slaughter
Serving suggestions	Front of Pack Nutrition labelling (see Topic 1)		

*Nutrition information is mandatory when a food makes a nutrition claim (for example, low fat) or a health claim (for example, fibre helps maintain a healthy digestion). From 13 December 2016 nutrition labelling will become mandatory whether or not a claim is made on the majority of foods.

The information provided on a label must be honest and not mislead the consumer. Halal and scechita are methods of slaughtering animals by those with certain religious beliefs. These methods can be voluntarily declared on labels of food products. Halal is the prescribed method of slaughtering animals excluding fish and most sea-life according to Islamic law Scechita is the ritual slaughter of mammals and birds according to Jewish dietary laws.

Transition Year Topic 2 Teacher's Notes

SLIDE 3

Brainstorm

Ask the students:

- What is the difference between a nutrition and a health claim on food labelling?
- Can they give examples of a health claim?
- Can you give examples of a nutrition claim?

Slide 3

SLIDE 4

Claims on labels

This slide shows images of the two types of claims that are found on food labels.

Show 'Claims on labels' slide

Ask the students to look at the images and discuss the two types of claims. Ask them to come up with more examples of both nutrition and health claims.

Slide 4

SLIDE 5

Nutrition and health claims

This slide explains the different types of **nutrition and health claims** found on food labels.

Show 'Nutrition and health claims' slide

Discuss the different types of **nutrition and health claims** found on food labels and ask the students to come up with some additional examples of **nutrition and health claims.**

A nutrition claim is any claim that states, suggests or implies that the food has a particular beneficial nutritional property, for example, low fat.

- Only the terms defined in the legislation may be included in calculating nutrition values
- These terms include: fibre, fat, saturates, monounsaturated, polyunsaturated, protein, carbohydrate and sugars
- In addition, the **nutrition claim** must not be false, ambiguous, misleading, condone excessive consumption or imply that a balanced diet cannot provide the nutrients
- **Nutrition claims** cannot be put on alcoholic beverages although there are some exceptions relating to reduced energy and low alcohol content

A health claim is any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health. Health claims must be based on generally accepted scientific data and be well understood by the average consumer, for example, calcium is needed for normal growth and development of bone in children. This claim can only be used for food which is a source of calcium.

Slide 5

Activity 1

Paired activity – Activity Sheet 1

Give each pair an activity sheet. They are asked to answer questions about nutrition and health claims and if these claims impact on their food choices.

Transition Year Topic 2 Teacher's Notes

SLIDE 6

Nutrition claim

This slide shows examples of three permitted nutrition claims.

Slide 6

Information Sheet

Show 'Nutrition claim' slide

A nutrition claim suggests or implies that the food has a particular beneficial nutritional property.

Low fat

A claim that states or suggests a food is low in fat. Low fat applies where the product contains no more than 3g of fat per 100g for solids or 1.5g of fat per 100ml for liquids – 1.8g of fat per 100ml of semi-skimmed milk.

No added sugar

A claim that states or suggests sugars have not been added to a food.

Low sodium/salt

A claim that states or suggests a food is low in sodium or salt. Low sat applies where the product contains no more than 0.12g of sodium or 0.3g of salt per 100g or per 100ml.

Resource

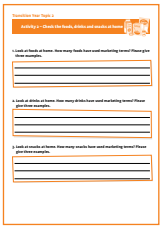
An information sheet explains what the three nutrition claims are. All nutrition and health claims authorised for use can be accessed at http://ec.europa.eu/nuhclaims/

SLIDE 7

Marketing terms

This slide explains what **marketing terms** are. It displays images of three different examples of **marketing terms**.

Slide 7



Activity 2

Show 'Marketing terms' slide

To stimulate discussion read through the information on the slide and ask students to discuss the **marketing terms** on the slide.

Fresh – The description 'fresh' can be helpful to consumers where it identifies produce that is sold within a short time after production or harvesting. It can also be helpful to identify products that have not been processed. For example, fish, meat, poultry, fruit or vegetables.

Pure – The term 'pure' is mostly used for single ingredient foods to which nothing has been added. For example, some fruit juices or water.

Natural – 'Natural' means that the product contains only natural ingredients and should not have any other ingredients added, including artificial colours, additives or flavourings. For example, some butter, fruit juices or water.

Home activity – Activity Sheet 2

Give each student an activity sheet. They are asked to investigate the use of marketing terms on food labelling on foods, drinks and snacks they have at home. An information sheet explains what the three nutrition claims are.

Transition Year Topic 2 Teacher's Notes

SLIDE 8

Vegetarians and vegans

This slide explains what information is required on **vegetarian and vegan** product food labels. It also displays examples of images of **vegetarian and vegan** labels.

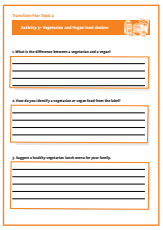
Slide 8

Show 'Vegetarians and vegans' slide

Ask students what it means if a food is labelled 'suitable for vegetarians' or 'suitable for vegans'. Ensure students understand how to identify food products that are suitable for **vegetarians and vegans.**

If a food is labelled vegetarian, it means that the food doesn't contain any meat, fish, or poultry etc. or additives from animal sources such as gelatine. Products carrying the Vegetarian Society Approved logo must meet certain requirements laid down by the Vegetarian Society.

If a food is labelled vegan, it means that the food does not contain any animal products, including those from living animals – such as milk.



Activity 3

Vegetarians and vegans

- Some consumers use food labels to choose food based on special dietary choice, for example vegetarians and vegans
- If a food is labelled vegetarian, this should mean that the food does not contain any meat, fish or poultry etc. or additives derived from animal sources such as gelatine
- If a food is labelled as vegan, this should mean that the food doesn't contain any animal products, including those from living animals – such as milk
- Products carrying the 'Vegetarian Society Approved' logo must fulfil certain requirements laid down by the Vegetarian Society
- The 'Suitable for Vegetarians' logo is not regulated as there is no one logo used to depict this. It is however, known as a 'voluntary claim,' which means it is illegal for the labelling information to include anything that is false or likely to mislead

Paired activity – Activity Sheet 3

Give each pair an activity sheet. They work in pairs and answer questions about what it means to be a vegetarian or vegan and how to identify vegetarian or vegan food from the label. They are also asked to suggest a vegetarian lunch for their family. The lunch suggestions can become part of a wider group discussion about food choices.

SLIDE 9

Brainstorm

Ask the students:

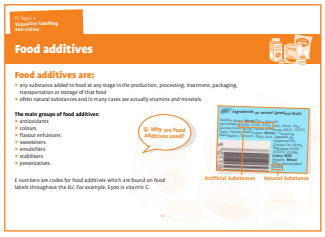
- What are food additives?
- Why are food additives added to foods?
- Is orgnanic food healthier?
- What are Genetically Modified Organisms?
- What are high caffeine energy drinks?

Slide 9

Transition Year Topic 2 Teacher's Notes

SLIDE 10

Food additives



Slide 10

This slide explains what food additives and E numbers. It also explains what the seven main groups are. An image of a ingredient list on a food product is also displayed showing an example of a natural food additive. The example is E300 is vitamin C.

Show 'Food additives' slide

Food additives are:

- any substance added to food at any stage in the production, processing, treatment, packaging, transportation or storage of that food
- often natural substances and in many cases are actually vitamins and minerals.

E numbers are codes for food additives which are found on food labels throughout the EU.

For example, E300 is vitamin C.

The seven main groups of food additives are:

- antioxidants
- colours
- flavour enhancers
- sweeteners
- emulsifiers
- stabilisers
- preservatives.

Source of food additives

- Natural substances that are extracted from natural products, for example, sucrose
- Identical substances that are produced from chemicals but are very similar in nature to a naturally occurring substance, for example, saccharin
- Artificial or synthetic substances that are made from chemicals and make up the majority of additives that are used in modern day food processing controls, for example, Tartrazine (E102) is a water soluble synthetic dye

Functions of food additives

- To preserve food
- Used to enhance the appeal a food has for consumers
- To replace nutrients lost during processing
- To enhance the natural colour of the food
- To enhance the sweetness of a food
- To adjust some physical property in the food.

Discuss

Ask the students why food additives are used.

Transition Year Topic 2 Teacher's Notes

SLIDE 11

Organic food

This slide explains how organic food has a role in providing choice for consumers and why consumers choose organic food products. It displays an image of an organic food label.

Slide 11

Show 'Organic food' slide

Organic food plays a role in providing choice for consumers.

- There are many different reasons why consumers choose to buy organic food. These can include health reasons, concern for the environment and animal welfare.
- Eating organic food is one way to reduce consumption of pesticide residues and additives.
- Organic food can often be more expensive and less readily available.
- There is no conclusive evidence that organic food is nutritionally superior.
- Products carrying organic logos must meet certain standards.

Activity 4

Labelling of organic food

- Labels on food sold as organic must indicate the organic certification body that the processor or packer is registered with, for example, The Organic Trust Ltd
- The labels must include a code number that denotes the approved certification body. The name or trademark (logo) of the certification body may also be shown on the label but does not have to be
- It is not always possible to make products entirely from organic ingredients, since not all ingredients are available in organic form. Manufacturers of organic food are permitted to use specific non-organic ingredients provided that organic ingredients make up at least 95% of the food
- If the product contains between 70% and 95% organic ingredients, organic ingredients can be mentioned only in the ingredients list, and a clear statement must be given on the front of the label showing the total percentage of the ingredients that are organic

Paired activity – Activity Sheet 4

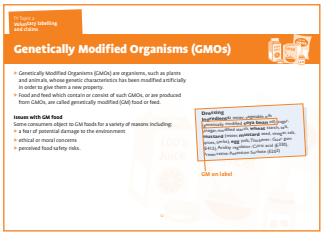
Give each pair an activity sheet. Ask them to work in pairs. This activity explores why a consumer may choose organic foods and what information on food labelling helps them identify if the food is organic.

Transition Year Topic 2 Teacher's Notes

SLIDE 12

Genetically Modified Organisms (GMOs)

This slide explains the various issues surrounding Genetically Modified (GM) foods. It also displays an image of an ingredients list on a food label showing how a GM ingredient is listed.



Slide 12

Activity 5

Show 'Genetically Modified Organisms(GMOs)' slide

Genetically Modified Organisms (GMOs) are organisms, such as plants and animals, whose genetic characteristics has been modified artificially in order to give them a new property. Food and feed which contain or consist of such GMOs, or are produced from GMOs, are called genetically modified (GM) food or feed.

Issues with GM food

Some consumers object to GM foods for a variety of reasons including:

- a fear of potential damage to the environment
- ethical or moral concerns
- perceived food safety risks.

Ask them to try to come up with more examples of possible GM foods.

- In the European Union, if a food contains or consists of Genetically Modified Organisms (GMOs), or contains ingredients produced from GMOs, this must be indicated on the label. For GM products sold 'loose,' information must be displayed immediately next to the food to indicate that it is GM
- On 18 April 2004, new rules for GM labelling came into force in all European Union Member States
- The GM Food and Feed Regulation (European Community) No. 1829/2003* lays down rules to cover all GM food and animal feed, regardless of the presence of any GM material in the final product. For example bread containing ingredients derived from GM soya must indicate 'this product contains Genetically Modified Organisms' or 'produced from Genetically Modified soya' to enable the consumer to make an informed choice
- Any intentional use of GM ingredients at any level must be labelled. However, the Food and Feed Regulation provides for a threshold for the intended, or accidental, presence of GM material in non-GM food or feed sources. This threshold is set at 0.9% and only applies to GMOs that have an European Union authorisation
- Processing aids do not fall within the legislation, for instance foods which have been processed with the help of GM technology, for example bakery products using yeast or cheeses that have been produced with the help of an enzyme do not have to be labelled
- Products from animals fed on GM animal feed (for example milk, meat and eggs) are also exempt from labelling requirements
- GM free – there is no legal basis for the use of the terms 'GM free' or 'non GM' although these terms can be lawfully used on a voluntary basis

Home activity – Activity Sheet 5

Give each student an activity sheet. This activity asks students to investigate if there are any Genetically Modified foods on sale in their local supermarket. It also asks them if they buy Genetically Modified food and why.

Transition Year Topic 2 Teacher's Notes

SLIDE 13

Drinks with high caffeine content

This slide explains what drinks are considered to be high caffeine energy drinks.

Slide 13

Show 'Drinks with high caffeine energy content' slide

- Energy drinks are generally drinks with high caffeine levels that are claimed by the manufacturers to give the consumer more 'energy' than a typical soft drink.
- Caffeine is a mildly addictive stimulant which is found naturally in foods and drinks such as coffee, tea and cocoa.
- Drinks (except tea and coffee) that contain more than 150mg/l caffeine must be labelled 'High caffeine content. Not recommended for children or pregnant or breastfeeding women' and the amount of caffeine given in miligrams per 100ml.
- The label needs to be in a clearly visible place beside the name of the drink.
- These drinks may also contain glucuronalactone, taurite, vitamins and minerals or herbal substances.
- These drinks often contain a high amount of added sugar.

To find out more about the amount of sugar in every day drinks visit:
http://www.safefood.eu/Childhood-Obesity/Your-Tools/Sugary-Drinks-Infographic.aspx

SLIDE 14

Making healthy food choices

This is an assessment of learning slide. Two questions appear on screen to guide the students to review what they have learnt in the class.

Slide 14

Show the 'Making healthy food choices' slide

Ask the students:

- Why do food producers add extra information to food labelling?
- Does the information food producers voluntarily add to food labelling affect the food choices they make?
- What one piece of information did they learn today that they found interesting?