

Junior Cycle 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 special dietary advice on food labels.

Resources

- Classroom slides
- Activity sheets

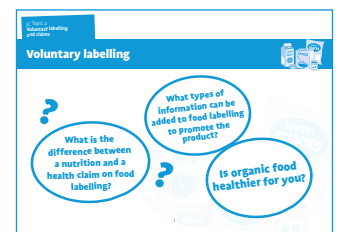


SLIDE 1

Brainstorm

Ask the students:

- What types of information can be added voluntarily to food labelling to promote the product
- What is the difference between a nutrition and a health claim
- If organic food is healthier



Slide 1

SLIDE 2

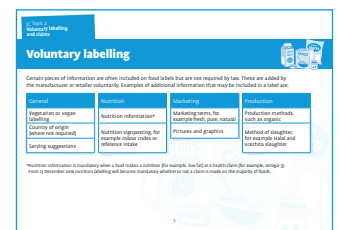
Voluntary labelling

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 law.

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SLIDE 3

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 3

SLIDE 4

Nutrition claim

This slide shows examples of three permitted nutrition claims.

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

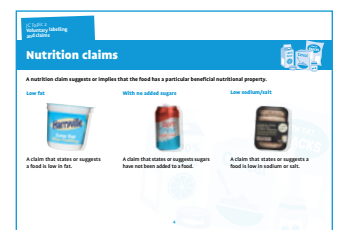
A claim that states or suggests a food is low in sodium or salt.

Low sat applies where the product contains no more than 0.12g of sodium or 0.3g of salt per 100g or per 100ml.

All nutrition and health claims authorised for use can be accessed at <http://ec.europa.eu/nuhclaims/>

Paired activity – Activity Sheet 1

Give each pair an activity sheet. They work in pairs and are asked to give three examples of foods that can make the low fat, no added sugar and low sodium/low salt nutrition claims.



Slide 4

Activity 1

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SLIDE 5

Introduction to nutrition quantities on food labels

This slide shows examples of the two main formats for providing **nutrition information** on a label.

Show 'Introduction to nutrient quantities on food labels' slide

1. Most pre-packed foods will have to provide nutrition information by 13 Dec 2016.
2. Separately there is a voluntary scheme in which levels of fat, saturates, sugar and salt have been classed as low, medium and high based on the amount of the nutrient per 100g.
 - The information in the table helps the consumer judge the amounts of fat, saturates, sugars and salt when reading the nutrition information on the label.
 - The information is also used for Front of Pack nutrition labelling.

Introduction to nutrient quantities on food labels

1. Most pre-packed foods will have to provide nutrition information by 2016.
 2. Nutrition information provides the amount of certain nutrients per 100g.
 3. Separately there is a voluntary scheme in which levels of fat, saturates, sugar and salt have been classed as low, medium and high based on the amount of the nutrient per 100g (see table).
 4. This helps the consumer to judge the levels of fat, sugar and salt from the nutrition label.
 5. This information is also used for Front of Pack nutrition labelling.

Criteria for rating of food

Food	Low	Medium	High
Fat	less than 3g	3g to 4.5g	more than 4.5g
Saturates	less than 1g	1g to 1.5g	more than 1.5g
Sugar	less than 3g	3g to 4.5g	more than 4.5g
Salt	less than 0.3g	0.3g to 0.45g	more than 0.45g

Slide 5

Paired Activity – Activity Sheet 2

Give each pair an activity sheet. The students are asked to examine the information provided about two different pizzas. They are asked to identify what:

1. Pizza has the most fat – answer is Pizza A
2. Ingredients contribute to the fat content – Pizza A is mozzarella, cheddar and parmesan cheese, Pizza B is mozzarella cheese.
3. The salt content per 100 g – Pizza A is 1.8g, Pizza B is 0.5g
4. Pizza is healthier – Pizza B as it has lower fat and salt content per 100g

Activity Sheet 2

Read the information about the two pizzas and complete the table below.

Nutrient	Pizza A	Pizza B
Fat	12g	8g
Saturates	6g	4g
Sugar	2g	1g
Salt	1.8g	0.5g

Which pizza is healthier? ☐ Pizza A ☒ Pizza B

Why?
 Pizza A has more fat, saturates and salt than Pizza B.
 Pizza B has less fat, saturates and salt than Pizza A.

Activity 2

SLIDE 6

Marketing terms

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

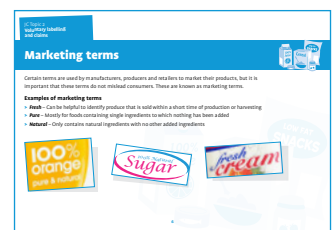
Show 'Marketing terms' slide

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.



Slide 6

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SLIDE 7

Special dietary advice – 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.

Show 'Special dietary advice –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.

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 explain three reasons why people choose to be a vegetarian or a vegan.



Slide 7

Activity 3

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SLIDE 8

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.

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.

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



Slide 8

Activity 4

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 to organic foods and what information on food labelling helps them identify if the food is organic.

SLIDE 9

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.

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 your food choices?
- What one piece of information they learnt today they found interesting



Slide 9