

Factors affecting food choice 4.1.1 and 4.1.2

Key Words

Food miles: the distance travelled by all the ingredients in a food product until it reaches our plate.

Lifestyle: the way in which people live; their attitudes; activities; likes and dislikes; belief etc.

Seasonality: the time of year when a particular food crop is ready to harvest, and is at its best for colour, flavour, nutritive value, and texture. Usually cheaper and fresher because there is a lot available to buy.

Factors that may influence what we choose to eat:

- Religious, ethical and moral beliefs.
- Information available about the food.
- The state of one's health.
- Life stage
- Physical Activity Level
- Their life style (work, social activities, interests).
- Their income/the cost of food.
- Time available to shop, prepare and cook.
- Time of the day.
- Which foods are available to buy.
- Their eating habits/eating meals or snacks/at work/at home/in the car
- Enjoyment of food/social aspects of eating with other people
- Celebrations, traditions and special occasions



Food choices linked to ethical and moral beliefs. What are people's concerns about these issues?

Genetically Modified foods (GM): effects on the environment ; whether or not humans should alter food in this way; it may affect people who have food allergies

Animal welfare: How well animals are looked after

Fair Trade production: Making sure farmers in developing countries are paid fairly for their crops and their works live in good conditions

Local produce: Few food miles; it supports local producers; champions seasonal foods and may be cheaper.

Organically produced food: Grown without the use of fertilisers; virtually no pesticides used; better for the environment and soil

How food is produced (intensive farming: Uses pesticides; this can affect the environment. Concerns about the way animals, birds, fish are kept. Uses a lot of land to grow crops and animal feed. Uses up natural resources e.g. water.

Food intolerance.

It is hard to diagnose.

Symptoms include:

- Constant tiredness and weakness
- Eczema and dry skin conditions
- Nausea (feeling sick)
- Muscle and joint aches and pain
- Pain and bloating (swelling due to fluid or gas) in the abdomen.
- Diarrhoea

Two intolerances are:

- Lactose intolerance
- Coeliac disease

Religion and food choices:

Buddhism Mostly vegetarian. Many vegan. A few may eat fish. Some may not eat eggs. Fasting? Yes

Christianity No food restrictions Some foods avoided for Lent, Good Friday Fasting? – practised by some Christians

Hinduism Many are vegetarian. Eggs eaten by non-vegans. Beef strictly not eaten, other meats acceptable. Devout followers will not drink tea, coffee or alcohol. Fasting? Yes.

Islam No pork of any kind. Most eat dairy. Eggs eaten. Beef, lamb, poultry and fish must be halal. No amphibious animals may be eaten. No alcohol. No additives from non-halal sources. Fasting? Yes.

Judaism No pork products. No shellfish. Can eat: kosher lamb, fish, poultry and beef. Eggs can be eaten No additives made from non-kosher animal origin, such as gelatin. Meat products and dairy products cannot be eaten at the same meal or within 3 hours of each other. Fasting? Yes.

Rastafarianism Can eat: natural, clean food; plenty of fruit and vegetables and herbal teas Cannot eat: fish longer than 30cm, alcohol, sometimes milk and coffee Some follow vegetarian diet Fasting? No

Sikhism Many follow vegetarian diets. Beef not eaten. Halal and kosher meat not eaten. Some may not eat eggs. Fasting? No.



Food allergy. What it is + how it affects food choices

•Person has a serious reaction to certain foods or ingredients in foods.

•Can happen in a few seconds, minutes or hours.

•Can be life threatening.

•Allergic reaction caused by immune system in body reacting and producing histamine which causes various symptoms: skin rashes, itchy skin, nose and eyes, wheezing, coughing, swollen lips, eyelids, face.

•Anaphylactic shock – severe and dangerous reaction – mouth and throat swell, cannot breathe, swallow or speak properly – must have medical treatment immediately.

•Common foods that cause allergic reactions include eggs, milk, fish, shellfish, peanuts, other nuts, seeds, soya, some preservatives, strawberries and kiwi fruit.

•Must avoid certain foods and read food labels very carefully.

Known allergens must be shown in **bold** on a food label by law. These are: eggs, milk, fish, crustaceans (crab, shrimp, prawn), molluscs (mussels, squid), tree nuts (almonds, hazelnut, cashews (etc), sesame seeds, soya, celery + celeriac, mustard, lupin, sulphur dioxide and sulphites, fruits such as strawberry, kiwi, oranges.

Food labelling is important for someone with a serious food allergy to nuts. They need to know if the product contains nuts; if it has been prepared in an area where nuts are used for other products, if it contains an ingredient made from nuts such as nut oil; they need to be able to easily identify whether nuts are in the product by the use of symbols or warnings on the label and to be able to read the ingredients label clearly.

Food Labelling and Marketing 4.1.3

Why food labels are used:

- To give consumers information so they can make informed food choices.
 - They are used to attract consumers to buy a product – designed to be eye-catching, colourful, appeal to different target groups.
- They protect the consumer and food manufacturer by giving certain information by law:
- Name of food or description of food, so consumers know what it is and what it contains.
 - Name and address of manufacturer, so consumers can contact them in case of a problem.
 - List of ingredients, stated in order of weight (largest amount first) so consumers can identify ingredients they don't eat, and understand what is in the food.
 - Percentage of some ingredients, so consumers can compare quality and value for money with similar products.
 - Net quantity of product, to help compare value with similar products and to help consumers with portion sizes and use of product in recipes.
 - Storage instructions, to avoid risk of food poisoning and to keep food in best condition.
 - Instructions for use or cooking, to avoid risk of food poisoning and to enjoy the product at its best in terms of flavour, texture, colour, aroma.
 - Minimum durability (use-by or best-before dates), to avoid risk of food poisoning and to help consumers store food properly and rotate stocks.
 - Place of origin of food, so consumers know about food provenance, in case they object to buying food from particular countries.
 - Food allergens and other warnings (GM, additives), to protect consumers' health and to inform consumers about how food was produced.

Food marketing methods and how they are used to influence food choice

Marketing = advertising and promoting food products to encourage groups of consumers to buy particular products.

Marketing in different media: TV, posters in the street, magazines and newspapers, product placements in popular TV shows, promotional leaflets, internet and mobile phone advertisements and apps, social media advertisements, free samples.

Special offers: buy one get one free (BOGOF), buy 2 get 3rd free, buy 1 get 2nd half price, special promotion/ buy, price reduction, meal deals, limited editions. These may encourage consumers to buy + waste too much.

Different price bands for similar products – value brand and top of the range. Basic brands have plainer packs

Loyalty cards – target consumer buying habits and promote products to them. They encourage the use of the store.

Linking a product – to a celebrity or famous brand.

Ethical marketing – Fairtrade, organic, local produce, recyclable packaging, low carbon footprint.

Healthy eating – foods for special diets, added nutrients, reduced amounts of fat, salt or sugar.

Nutrition information

Labels must show for every 100g/100ml and serving quantity of a food or drink product. This helps consumers work out the percentage of each nutrient for comparison with similar products.

Per portion helps consumers understand how much energy value (kJ or kcal),

protein (g),

total fat (g),

saturated fat (g),

total carbohydrate (g),

sugars (g),

salt (g). The amount of salt and not sodium is stated because Health advice recommends no more than 6g salt per day for adults, so labelling it as salt shows easily how much they have eaten instead of having to convert the amount of sodium to salt by multiplying by 2.5.

Manufacturers can also show other nutrients, e.g. starch, fibre, vitamins, minerals.

Traffic light system – developed to show consumers at a glance whether a product has a low, medium or high amount of fat, saturated fat, sugars or salt by using traffic light colours: **green for LOW**, **amber for MEDIUM**, **red for HIGH**.

Nutritional labelling helps consumers to understand what a food contains and how it contributes to healthy eating.



age of
energy
product

Key Words

Marketing: advertising and promoting a food product to encourage people to buy it

Nutritional Profile: the types and amounts of different nutrients a food contains.

Target group: a specific group of similar people, e.g. all of the same age, with similar jobs, such as students

1.5 Explain how nutritional information on food labels can inform healthy eating:

Key Words

Nutrition Profile: the type and amount of different nutrients a food product contains.

Nutritional requirement: The amount of each nutrient needed daily for individuals and different life stages

Nutritional analysis: finding out how much of each nutrient is in a portion of food (e.g. 100g), or a whole recipe, or a food product you make or buy.

Dietary Reference Value: The amount of a nutrient that is enough to ensure that the needs of nearly all the adult population (97.5%) are being met. By definition, many within the group will need less.

GDA (Guideline Daily Amounts): guide to the amounts of calories (kcal/Kj) sugar, fat, saturated fat and salt an average adult should aim to eat (and not exceed) to have a healthy, balanced diet).

What are nutritional requirements?

People need many different nutrients if they are to maintain health and reduce the risk of diet-related diseases. These are different for each nutrient and also vary between individuals and life stages, e.g. women of childbearing age need more iron than men.

Why do nutritional requirements vary?

Each nutrient has a particular series of functions in the body and some nutrients are needed in larger quantities than others. For example, protein is needed in gram (g) quantities. Vitamin C is needed in milligram (mg) quantities (1/1000 gram) and vitamin B₁₂ is needed in microgram (µg) quantities (1/1000000 gram). Individual requirements of each nutrient are related to a person's age, gender, level of physical activity and state of health. Also, some people absorb or utilise nutrients less efficiently than others and so will have higher than average nutritional requirements, e.g. among older people, vitamin B₁₂ absorption can be relatively poor.

The food label must show per 100g or 100ml and per serving. Per 100g. This helps consumers work out the percentage of each nutrient for comparison with similar products of the identical weight or volume. The amount of nutrients per portion of the food product. This helps consumers understand how much energy and nutrients are supplied by a whole portion of the product.
How is nutritional information shown as a food label?

Nutrient	Per 100g	Per serving (150 g)
Energy	586kj/140 kcal	879kj/210kcal
Fat:	1.5g	2.25g
Of which:		
Saturates	0.2g	0.3g
Monounsaturates	0.9g	1.35g
Polyunsaturates	0.4g	0.6g
Carbohydrate	50.0g	75.0g
Of which:		
Sugars	2.5g	3.25g
Starch	42.0g	63.0g
Fibre	5.5g	8.25g
Protein	8.0g	12.0g
Salt	0.2g	0.3g

How to read and understand nutrition needs on a food label:
It is used to inform customers about the nutritional profile of a food product.

The nutrients that are required by law to be included are:

Energy value: kilojoules (kj) and kilocalories (kcal)

Protein grams (g)

Fat (total): (g)

Saturated fats: (g)

Carbohydrate (total: (g)

Sugars: (g)

Salt (NOT) sodium because the word salt is known to consumers (g)

Other nutrients that, if included, must be written in 100g/100ml serving (this is voluntary):

Monounsaturated fats (monounsaturates) (g)

Polyunsaturated fats (polyunsaturates) (g)

Polyols (sugar free sweeteners): (g)

Starch: (g)

Fibre: (g)

Fibre: (g)

Any vitamin or mineral present in significant amounts: Micrograms (µg) or Milligrams (mg)

If a health claim is made about a food product e.g. 'This product is high in Iron' the amount that is present must be shown near the nutritional value table

The Food Standards Agency have designed a simple visual way called the 'Traffic Light Labelling System' to enable consumers to identify if food products have high, medium or low amounts of fat, saturates, sugar or salt using the traffic light labelling system.

RED means that the food product contains a **HIGH** amount of fat, saturates, sugar or salt.

AMBER means that the food product contains a **MEDIUM** amount of fat, saturates, sugar or salt.

GREEN means that the food product contains a **LOW**

The colours explained when thinking about fat, saturated fat, sugars and salt:

Red = high danger level, poor choice for healthy eating, e.g. butter in fried products.

Amber = caution in quantities eaten e.g. sugar in fruit.

Green = free to go low levels. Healthiest choice, e.g. vegetables



For the average adult, this is the Guideline to Daily Amounts (GDA)

1.5 Explain how nutritional information on food labels can inform healthy eating:



	Per 100g of food		
	Low	Medium	High
Fat	Less than 3g	3g - 20g	More than 20g
Saturated fat	Less than 1.5g	1.5g - 5g	More than 5g
Salt	Less than 0.3g	0.3g - 1.5g	More than 1.5g
Sugars	Less than 5g	5g - 15g	More than 15g

The traffic light labelling system helps the consumer with food choices because it:

- Increases consumer awareness of suitability of foods for them and their age, gender and Physical Activity Level (PAL).
- Allows consumer to make informed choices
- Allows consumer to make comparisons between products/work out health benefits of food products.
- Presents accurate up to date information on salt, fats, sugar content for their RNI (Reference Nutrient intake)
- The information is linked to the %GDA (guided daily amounts) the person is recommended to eat.
- Quickly identifies nutritional content levels of the food
- Instant, visual information allowing quick access to nutrient content especially for people who do not have English as a first language.
- Easy to read/interpret because it uses the traffic light colour where red is linked to stop or danger.

Consumers should aim for more green, less red and moderate amounts of amber foods.

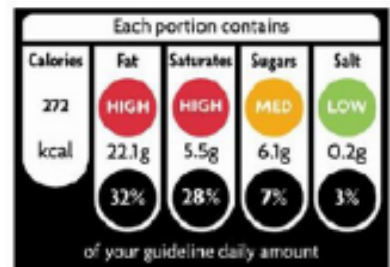
Where red or amber are used, the consumer can adjust the other foods eaten in the day to balance out the ambers and reds.

So, why do the following appear on nutritional labels on food products:

The amount of different types of fat: So that consumers can manage their consumption of saturates (linked to CHD) and polyunsaturates.

The amount of sugars: So that consumers who are managing their intake of sugar for a kilocalorie reduced or diabetic diet can manage the amount of sugar per portion/100g or ml.

The amount of fibre: Consumers requiring a high or low fibre diet can see the amount they are consuming



Factors to consider when planning meals:

- Healthy eating: How to produce balanced meals which meet the dietary guidelines, for example, DRV or the Eatwell Guide for different life stages.
- Physical activity level (PAL): Whether physically active or mostly sedentary (inactive), which will affect how much energy different people need from food every day.
- Income/cost of food: How much families have to spend on food. Having a food budget will help families to plan meals.
- Eating habits: Meal times, eating with others or eating alone, snacking or grazing. Each family member's likes and dislikes for different foods.
- Celebration/occasion/religion: Different religious and cultural factors may affect what food is purchased, for example, Muslims buy halal meat.
- Preferences/enjoyment: The family's likes and dislikes will be important in what food should be purchased.
- Food availability/seasonality: Many families prefer to buy food in season – this can improve sensory characteristics and reduction in food miles.