

TT20 Factors affecting food choice: *Food labelling and marketing influences*

1. Which of the information is mandatory on a food label (multiple answers needed)? (1 mark)

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|---|--|
| <input type="checkbox"/> Use by date | <input type="checkbox"/> Origin of food |
| <input type="checkbox"/> Allergens | <input type="checkbox"/> Serving suggestions |
| <input type="checkbox"/> The net quantity | <input type="checkbox"/> List of ingredients |

2. Describe how the list of ingredients is ordered. (1 mark)

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3. Which of the following allergens have to be listed on a food label by law (multiple answers needed)? (1 mark)

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|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Celery | <input type="checkbox"/> Rice |
| <input type="checkbox"/> Lupin | <input type="checkbox"/> Nuts |
| <input type="checkbox"/> Strawberries | <input type="checkbox"/> Milk |
| <input type="checkbox"/> Mustard | <input type="checkbox"/> Buckwheat |

4. i) Complete the following sentences using the keywords below. Note that each keyword can be used once, more than once or not at all. (1 mark)

<i>mimicking</i>	<i>television</i>	<i>marketing</i>	<i>supermarkets</i>	<i>manufacturers</i>
<i>buy one get one free</i>	<i>advertisement</i>	<i>display</i>	<i>buy one get half off</i>	

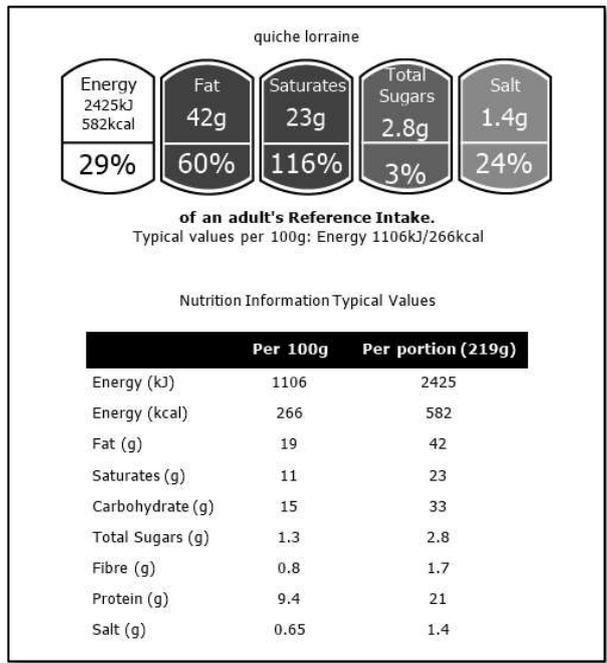
BOGOF stands for _____ . It is a popular _____ strategy used by _____ .

ii) Identify three strategies other than BOGOF: (3 marks)

1.
2.
3.



5. The picture below shows a traffic light label of a food product.



i) State what the three colours on the label mean. (1 mark)

Red

Amber

Green

ii) Explain how traffic light labels can affect food choices. (2 marks)

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6. i) Put a tick in the correct places to state whether the following statements found on many food products are health claims or nutritional claims. (3 marks)

Claim	Nutritional claim	Health claim
Sugar-free		
Copper contributes to normal hair pigmentation		
Low salt		
Essential fatty acids are needed for normal growth and development in children		
Calcium and vitamin D are needed for normal growth and development of bone in children		
Source of vitamin D		

ii) Explain the difference between nutritional and health claims. **(2 marks)**

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7. Discuss how pester power influences people’s food choices and increases sales. **(3 marks)**

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8. Explain how labelling helps to:

i) Protect the consumers **(2 marks)**

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ii) Educate the consumers **(2 marks)**

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9. The media play an important role in people’s eating habits and food choices. Outline **two** ways in which the media affect the eating habits of school-age children. **(2 marks)**

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2.
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Total marks _____ /24