

SECTION 3

- C: I've still got loads to do for our report on nutritional food labels.
- E: Me too. What did you learn from doing the project about your own shopping habits?
- C: Well, I've always had to check labels for ⁽¹⁾ of peanuts in everything I eat because of my ⁽²⁾ beyond that I've never really been concerned enough to check how healthy a product is.
- E: This project has actually taught me to read the labels much more carefully. I tended to believe claims on ⁽³⁾ like 'low in fat'. But I now realise that the 'healthy' yoghurt I've bought for years is full of sugar and that it's actually quite ⁽⁴⁾ calories.
- C: Ready meals are the worst ... comparing the labels on supermarket pizzas was a real eye-opener. Did you have any idea how many calories they contain? I was amazed.
- E: Yes, because unless you read the label really carefully, you wouldn't know that the ⁽⁵⁾ values given are for half a pizza.
- C: When most people eat the whole pizza. Not exactly ⁽⁶⁾ is it?
- E: Not at all. But I expect it won't stop you from buying pizza?
- C: Probably not, no! I thought comparing the different labelling systems used by food manufacturers was interesting. I think the kind of labelling system used makes a big difference.
- E: Which one did you prefer?
- C: I liked the traditional daily value system best – the one which tells you what proportion of your required ⁽⁷⁾ of each ingredient the product contains. I'm not sure it's the easiest for people to use but at least you get the full story. I like to know all the ingredients in a product – not just how much fat, salt and sugar they contain.
- E: But it's good supermarkets have been ⁽⁸⁾ to provide reliable information for customers.
- C: Yes. There just needs to be more ⁽⁹⁾ between labelling systems used by different supermarkets, in terms of portion sizes, etc.
- E: Mmm. The labels on the different brands of chicken flavour crisps were quite ⁽¹⁰⁾ too, weren't they?
- C: Yeah. I don't understand how they can get away with calling them chicken flavour when they only contain artificial additives.

- SE: I know. I'd at least have expected them to contain a small percentage of real chicken.
- K: Absolutely.
- SE: I think having nutritional food labeling has been a good idea, don't you? I think it will change people's ¹⁾ [] and stop mothers, in particular, buying the wrong things.
- K: But didn't that study kind of ²⁾ [] the opposite? People didn't necessarily stop buying unhealthy products.
- SE: They only said that might be the case. Those findings weren't that ³⁾ [] and it was quite a small-scale study. I think more research has to be done.
- K: Yes, I think you're probably right.
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- K: What do you think of the traffic-light system?
- SE: I think supermarkets like the idea of having a ⁴⁾ [] system – red, orange or green – for levels of fat, sugar and salt in a product.
- K: But it's not been ⁵⁾ []. And not on all products. Why do you suppose that is?
- SE: Pressure from the food manufacturers. Hardly surprising that some of them are ⁶⁾ [] flagging up how unhealthy their products are.
- K: I'd have thought it would have been compulsory. It seems ⁷⁾ [] it isn't.
- SE: I know. And what I couldn't get over is the fact that it was brought in without enough consultation – a lot of experts had deep ⁸⁾ [] about it.
- K: That is a bit weird. I suppose there's an argument for doing the research now when consumers are familiar with this system.
- SE: Yeah, maybe.
- K: The participants in the survey were quite positive about the traffic-light system.
- SE: Mmm. But I don't think they ⁹⁾ [] the right people. They should have focused on people with low literacy levels because these labels are designed to be accessible to them.
- K: Yeah. But it's good to get ¹⁰⁾ [] from all socio-economic groups. And there wasn't much variation in their responses.
- SE: No. But if they hadn't interviewed participants face-to-face, they could have used a much bigger sample size. I wonder why they chose that method?
- K: Dunno. How were they selected? Did they volunteer or were they approached?
- SE: I think they volunteered. The thing that wasn't stated was how often they bought packaged food – all we know is how frequently they used the supermarket.