Section 3

JACK: I've still got (1) ……

ALICE: Me too. What did you learn from doing the project about your own shopping habits?

JACK: Well, I've always had to check labels for traces of peanuts in everything I eat because of my allergy. (2) …… to check how healthy a product is.

ALICE: This project has actually taught me to read the labels much more carefully. I (3) ……...like "low in fat". But I now realise that the "healthy" yogurt I've bought for years is full of sugar and that it's actually quite high in calories.

JACK: (4) …… Did you have any idea how many calories they contain? I was amazed.

ALICE: Yes, because unless you read the label really carefully, you wouldn't know that the nutritional values given are for half a pizza.

JACK: When most people eat the whole pizza. Not exactly transparent is it?

ALICE: Not at all. But I expect it won't stop you from buying pizza?

JACK: Probably not, no! I thought comparing the different labelling systems used by food manufacturers was interesting, I think (5) …… ALICE: Which one did you prefer?

JACK: I liked the traditional daily value system best - the one which tells you what proportion of your (6) ……. 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.

ALICE: But it's good supermarkets have been (7) ……

JACK: Yes. There just needs to be more consistency between labelling systems used by different supermarkets, in terms of portion sizes, etc.

ALICE: Mmm. The labels on the different brands of chicken flavour crisps were quite revealing too, weren't they?

JACK: Yeah. I don't understand (8)……when they only contain artificial additives.

ALICE: I know. I'd at least have expected them to contain a small percentage of real chicken.

JACK: Absolutely.

ALICE: I think having nutritional food labeling has been a good idea, don't you? I think it will change people's behaviour and stop mothers, in particular, buying the wrong things.

JACK: But didn't that study kind of prove the opposite? People didn't necessarily stop buying unhealthy products

ALICE: They only said that might be the case. Those findings weren't that (9) …… I think more research has to be done.

JACK: Yes, I think you're probably right.

JACK: What do you think of the traffic-light system?

ALICE: I think supermarkets like the idea of having a colour-coded system - red, orange or green - for levels of fat, sugar and salt in a product.

JACK: (10) …… And not on all products. Why do you suppose that is?

ALICE: Pressure from the food manufacturers. (11) …… flagging up how unhealthy their products are.

JACK: I'd have thought it would have been compulsory. It seems ridiculous it isn't.

ALICE: I know. And what I couldn't get over is the fact that it was brought in without enough consultation - (12) ……

JACK: That is a bit weird I suppose there's an argument for doing the research now when consumers are familiar with this system.

ALICE: Yeah, maybe.

JACK: The participants in the survey were quite positive about the traffic-light system.

ALICE: Mmm. But I don't think they targeted the right people. They (13) …… because these labels are designed to be accessible to them.

JACK: Yeah But it's good to get feedback from all socio-economic groups. (14) ……..

ALICE: No. But if they hadn't interviewed participants face-to-face they could have used a much bigger sample sıze. I wonder why they chose that method?

JACK: Dunno. How were they selected? Did they volunteer or were they approached? I think they volunteered. The thing that wasn't stated was how often they bought package food - all we know is how frequently they used the supermarket.