

Exam Preparation

Section A - Multiple Choice Questions (5 marks)

Question 1

Which of the following is not an example of consumer activism in our food system?

- The Obesity Policy Coalition releasing a report titled, 'Brands off our Kids,' as part of a campaign against advertising highly processed food to children.
- The consumer advocacy group, Choice, campaigning for new regulations regarding hand sanitiser.**
- The RSPCA coordinating an initiative called 'take the pledge,' where consumers were asked to sign a petition pledging that they will only eat cage-free eggs.
- United Dairy Farmers of Victoria campaigning about the unfair price farmers are being paid for their milk.

The answer is not A. The Obesity Policy Coalition campaigning against advertising is an example of consumer activism in our food system.

The answer is B. While the consumer advocacy group, Choice, coordinates campaigns related to the food system, campaigning for hand sanitiser is not directly related to the food system.

The answer is not C. The RSPCA asking consumers to sign a pledge is an example of consumer activism in the food system.

The answer is not D. A group campaigning about the price farmers are being paid for milk is an example of consumer activism.

Question 2

Introducing a tax that would increase the price of drinks containing sugar is an example of:

- The political influence in the food system.**
- Food advertising and marketing.
- Consumers activism.
- A Price war.

The answer is A. The government enforces taxes. Therefore, implementing a tax is an example of a political influence on the food for sale in the food system.

The answer is not B. Enforcing a tax is not related to food advertising and marketing.

The answer is not C. There is no reference to consumer activism in the statement/ question.

The answer is not D. This is not an example of a price war. A price war occurs when traders cut prices in an attempt to increase their share of the market.

Question 3

Which of the following is not related to food sovereignty?

- The promotion of everyone's right to access culturally appropriate and nutritious food.
- Farmers having greater control over the decisions that affect their ability to produce food ethically and sustainably.
- People only consuming the food they grow.**
- People's right to determine their own food and agricultural systems.

The answer is not A. This is considered part of the concept of food sovereignty as well as food security.

The answer is not B. This is considered part of the concept of food sovereignty.

The answer is C. People growing their own food can be considered food sovereignty. However, they can still consume food from other sources.

The answer is not D. This is considered part of the concept of food sovereignty.

Question 4

Which of the following does not support consumers in making informed food choices?

- The Health Star Rating Scheme that helps consumers compare the nutritional value of similar food products.
- Food products that meet healthy food targets.
- Advertising high saturated fat, salt and sugary foods at sporting events.**
- Advertisements that abide by recommended codes of practice.

The answer is not A, B, or D. If followed correctly, all of these actions will help consumers make informed food choices.

The answer is C. Advertising high saturated fat, salt and sugary foods at sporting events often results in people associating positive feelings and a healthy lifestyle.

Question 5

The Food and Beverages Advertising Code aims to protect the rights of consumers by ensuring that the advertising and marketing of food and beverage products in Australia is honest, legal, and truthful. The code is self-regulated by those in the industry.

A likely concern by some consumer activists groups lobbying against misleading food advertisements is:

- That they may end up in jail for consumer activism.
- People would be able to make more informed food choices.
- The information on food products will deter people from buying them.
- Advertising and marketing have too much control over the information provided to consumers.**

The answer is not A. As long as consumer activists abide by laws, they will not end up in jail due to their campaigning.

The answer is not B. Because the code is self-regulated, food advertisements do not necessarily have to meet the code's requirements. This may result in people making less informed choices, not more informed food choices.

The answer is not C. Consumers not purchasing products would be concerned in the food manufacturing industry, not consumer activists.

The answer is D. The Food and Beverages Advertising Code is self-regulated. Therefore food and marketing can control the information that they provide to consumers.

Section B – Short Answer Responses (15 marks)

Question 1 (5 marks)

The Obesity Policy Coalition was established in 2006 by various organisations that were becoming increasingly concerned about the growing rate of overweight and obesity in Australia.

a. Explain the concept of consumer activism. (2 marks)

For two marks, the student needed to explain the concept of consumer activism.

One possible response is:

Consumer activism is a process whereby people shape other people's attitudes, behaviour, beliefs, and values.

b. Identify a component of food sovereignty. Provide an example of what consumer activists could do to promote this component of food sovereignty. (3 marks)

For one mark, the student needed to identify a component of food sovereignty. Some possible responses are listed below:	For two marks, the student needed to provide a brief example of what consumer activists could do to promote this component of food sovereignty. A response similar to the following was accepted.
Food sovereignty challenges the control of the food supply by large corporations. →	Consumer activists could campaign for small businesses to receive additional funding or government subsidies.
Food sovereignty aims to give farmers greater control of the decisions that affect their ability to produce food ethically and sustainably. →	Consumer activists could campaign for the government to provide free education to farmers, which could equip them with the skills and knowledge to produce food sustainably and ethically.
Food sovereignty promotes everyone's right to access culturally appropriate and nutritious food grown. →	Consumer activists could campaign for people living in the city to access a small plot of land where they can grow food from their culture.
Food sovereignty promotes everyone's right to food that is distributed in ethically and ecologically sound ways. →	Consumer activists could campaign for the labelling of food products to include the origin of ingredients so consumers can select local foods that have traveled less.
Food sovereignty promotes people's right to democratically determine their own food and agricultural systems. →	Consumer activists could campaign for farmers to be able to sell their produce direct to the consumer.
Food sovereignty focuses on ensuring that the health of people and the health of the planet are considered in the food system. →	Consumer activists could campaign for processed food to contain less saturated fat, salt, and sugar.

Question 2 (6 marks)

Food companies use various advertising techniques to provide food information to consumers and encourage them to choose their products.

a. Explain how politics can influence the advertising and marketing of food products. (2 marks)

For two marks, the student needed to provide an example of how politics can influence the advertising and marketing of food products.

One possible response is:

The government can influence the advertising and marketing of food products by developing policies (guidelines and recommendations) and regulations (rules) about the advertising and marketing of food products.

b. Discuss how political influences can have a positive and negative impact on people's food choices. (4 marks)

For two marks, the student needed to explain how political influences can have a positive influence on people's food choices.

One possible response is:

Regulations can positively impact people's ability to make nutritious food choices because they are rules. For example, if a law was made about sugary drinks costing more money, then this might influence people not to buy sugary drinks and perhaps choose healthier drinks.

For two marks, the student needed to explain how political influences can have a negative influence on people's food choices.

One possible response is:

Policies are not rules. They are recommendations. Policies that encourage food manufacturers to reduce the amount of sugar in processed food could have a negative impact on people's food choices because they are only recommendations, and food manufacturers do not have to adhere to them.

Question 3 (4 marks)

The Australian and state governments developed the Health Star Rating system through consultation with consumer groups, the manufacturing industry, and public health groups. The system is designed as a comparison tool between multi-ingredient packaged foods. For example, a comparison between a 1.5-star and a 2.5-star frozen pizza could be made. Manufacturers can choose to include the rating on packages of food and beverages; it is not mandated.

An example of the Health Star Rating is below.



Discuss the potential positive and negative impact of the Health Star Rating on food choices. (4 marks)

For two marks, the student needed to discuss the positive impact the Health Star Rating could have on food choices.

One possible response is:

The Health Star Rating allows consumers to compare the nutritional value of one food to another similar food. The higher the rating, the more nutritious the food.

For two marks, the student needed to discuss the negative impact the Health Star Rating could have on food choices.

One possible response is:

The Health Star Rating is not mandatory. Therefore, food manufacturers do not have to include it on their food packages. This results in consumers being less informed about the healthiest food product.