

# Nutrition Content Claims and Health Claims

## Key Knowledge

### 4.1.5

The key elements of regulatory food standards relating to nutrition content claims and health claims on food labels and in food advertisements.

## Key Skills

### 4.1.4

Describe standards relating to food advertisement claims and analyse marketing terms on food packaging and in food advertising.

### 4.1.5

Use food labels appropriately to compare, select and prepare food.

### 4.1.7

Participate in practical activities to assess and reflect on issues related to navigating food information.

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## Terms and Definitions

A **biomarker** for a disease describes the medical signs used to predict serious diseases such as cardiovascular disease or type 2 diabetes.

A **general-level health claim** is a health claim that does not relate to a serious disease or a biomarker of a serious disease.

A **health claim** is a claim that states, suggests, or implies that a food has, or may have, health benefits.

A **high-level health claim** is a health claim that refers to a serious disease or a biomarker of a serious disease.

A **nutrition content claim** is a statement that relates to the amount or level of a nutrient or substance in the product.

# Health Claims and Nutrition Content Claims

Manufacturers often include nutrition content claims and health claims in food advertisements and on food product labels. These claims are used to persuade consumers to buy the products because they are healthy. However, specific Food Standards Australia New Zealand (FSANZ) regulations must be met. FSANZ is the organisation that regulates all health claims.

Nutrition content claims and health claims can assist consumers in making healthier choices. The strict guidelines manufacturers must adhere to mean that consumers are less likely to be misled or given inaccurate information. They can make informed decisions about the food products they are buying while meeting their nutritional interests and needs.

Food manufacturers use two types of nutrition claims when marketing food products:

1. health claims (general level health claims and high level health claims);
2. nutrition content claims.

## Health Claims

A health claim is a claim that states, suggests, or implies that a food has, or may have, health benefits. Any health claim in a food advertisement or on a food label must meet strict criteria set by the [Australia New Zealand Food Standards Code](#). For this reason, consumers can be confident that the claims are accurate, helping them make healthier food choices. Health claims are only permitted on foods that support overall health. They are not permitted in foods high in salt, saturated fat, and sugar.

There are two types of health claims permitted to be used in food advertising and labelling:

1. general-level; and
2. high-level.

### General-Level Health Claims

A general-level health claim is a health claim that does not relate to a serious disease or a biomarker of a serious disease. A general-level health claim does not state that a food or a substance in food will prevent a disease or health condition; it merely says that the food will assist with a disease or health condition.

There are over 200 pre-approved general-level health claims, including statements such as:

- calcium for strong bones and teeth;
- chamomile contributes to healthy nervous system relaxation;
- lactose-free milk is easier to digest than regular milk for those with lactose intolerance;
- low glycaemic foods provide longer-lasting energy;
- Omega-3 DHA contributes to cognitive function;
- prebiotics contribute to healthy digestive function;
- probiotics support the health of the digestive microbiome;
- protein helps increase feelings of fullness compared to a low or no-protein food/drink;
- wheat bran fibre increases stool weight and reduces intestinal transit time.

### High-Level Health Claims

A high-level health claim is a health claim that refers to a serious disease or a biomarker of a serious disease.

There are 13 pre-approved high-level health claims set out in the FSANZ with various restrictions on how they can be used.

Some examples of high-level health claims that appear on popular food products are listed below:

- Flora Proactiv Cholesterol Lowering Margarine states, “with plant sterols clinically proven to lower cholesterol;”
- Cholesterol Lowering Weetbix states, “reduces cholesterol by up to 9%.”

A lot of products are advertised as lowering cholesterol because they may contain plant sterols. When eaten in the right amounts, plant sterols have been shown to lower blood cholesterol by up to 10–15%, combined with a healthy

lifestyle. They block the body's ability to absorb cholesterol, lowering cholesterol levels in the blood. This evidence is proven and therefore permitted on the label of food products.

**Watch** these videos about a product that lowers cholesterol: <https://youtu.be/yJdW2PfWu8k> and <https://youtu.be/EFmM0rizXlo>

## Nutrient Content Claims

A nutrition content claim is a statement that relates to the amount or level of a nutrient or substance in the product. FSANZ has specified how much of a certain nutrient or substance must be in a food for a nutrient content claim to be made. It is important to note that any reference to a particular nutrient on a food label means that the amount of nutrient in the product has to be recorded on the nutritional information panel (NIP).

Some examples of nutrient content claims that appear on popular food products are listed below:

- fat-free

To be labelled fat-free, food products must contain less than 0.15% fat.

- good source of protein

When a food manufacturer claims a product contains a good or high amount of a nutrient, the food product must contain 25% more of that nutrient than other similar foods.

- good source of Omega-3

If a food states that it is low in fat, it must contain less than 3% fat. If a liquid package says that it is low in fat, it must have no more than 0.15% fat.

- No added sugar

If a manufacturer states a food does not contain added sugar, then no fat or sugar can be added. However, the product may still contain natural sugars.

- Reduced fat or salt

When a food manufacturer refers to the amount of a nutrient or substance in a product, they must state what product they are comparing this with.

# Using Food Labels to Compare, Select Food, and Prepare Food

Understanding how to read food labels enables consumers to make educated choices about their food. Labels contain a wealth of information that allows consumers to compare, select, and prepare food.

The following information on a food package enables consumers to compare, select, and prepare food safely.

## List of Ingredients and Percentage Labelling

### Using the List of Ingredients to Compare and Select Food

A food package must list all the additives and ingredients used during the preparation, manufacture, and handling of food. These ingredients must be listed from most to least in order of weight. The ingredient list tells consumers how much of a food is in a product. If sugar is listed as the first ingredient, then the product contains a significant amount of sugar.

The ingredients lists enable consumers to compare the ingredients in different food products. Consumers can determine the type of vegetables included in a product or which product contains more additives compared to another. They can also determine whether products contain added salt, sugar, and fat.

Most packaged food must also contain percentage labelling of a food product's main or key ingredients. For example, a food package for an apple pie must state how much apple is in the pie in a percentage format.

**Watch** this video about the ingredients lists and percentage labelling on food packages:

<https://youtu.be/CcboR02hHiA>

## The Nutritional Information Panel

All packaged foods should display an NIP. The NIP is a table on many food packages listing the amount of carbohydrate, fat, energy, protein, saturated fat, sodium, and total fat per serving and 100 g or ml in a food product.

When using the NIP, a helpful tip for consumers is to look at these numbers as percentages. For example, 35 g of fat means the product contains 35% fat. If the product stated that 10 g was saturated fat, then this would equal 10%. The remaining 15% of fat would likely be unsaturated.

### Using the Nutritional Information Panel to Select Food

The 100 g or 100 ml column on a NIP allows people to select foods containing specific amounts of nutrients. It informs consumers of the amount of carbohydrate, fat, energy, protein, saturated fat, and sodium food per serving and 100 g or ml. This is particularly important for people to monitor their energy, salt, saturated fat, and sugar consumption. Additional information about other nutrients, such as calcium and fibre, must be shown in the NIP if the nutrient is mentioned on the package or in the food advertisement.

The Eat for Health program has also developed a guide that consumers can use to determine if processed food products contain too energy, fibre, sodium, sugars, total fat and saturated fat.

[Click here](#) for further information.

**Watch** this video to find out more about a guide that helps consumers compare foods:

<https://youtu.be/typWqj8Tu6Y>

### Using the Nutritional Information Panel to Compare Food

People can also use the NIP to compare similar food products. When comparing food products, consumers must be mindful that serving sizes can differ between different brands. The serving sizes on all food packages are not always the same. They also do not represent the serving sizes in the *Australian Guide to Healthy Eating*. When using the NIP to compare similar food products, consumers must refer to the per 100 g or 100 ml column to compare the amount of carbohydrate, fat, energy, protein, saturated fat, and sodium in food products.

[Click here](#) for further information on how to understand food labels.

**Watch** this video for a thorough explanation of how to read a food label: <https://youtu.be/Ss007kxuyNo>

## Country of Origin Labelling

### Using the Country of Origin Labelling to Select Local Foods

The country of origin food labelling must identify where a food product was made, produced, grown, or packaged, or from which country it was imported. In Australia, if the food is made from imported or local ingredients, this must be listed. This information helps consumers select local foods.

Watch this video to learn about the Country of Origin labelling: [https://youtu.be/oL\\_IF-oQckM](https://youtu.be/oL_IF-oQckM)

### Directions for Use and Storage

The best-before or use-by date must be included on food products if they must be stored in a specific way. Food manufacturers must explain how to store their food products safely. Where specific storage conditions are required to keep food safe, those conditions must be listed on the label. For example, if food can only be stored in the refrigerator at 4°C for 5 days after opening, this must be written on the label.

### Using the Directions for Use and Storage to Prepare Food

If a food product must be used or prepared in a particular way to prevent food poisoning, then those instructions must also be included on the label. For example, raw bamboo shoots must always be thoroughly cooked before consumption as they may cause food poisoning. These directions for use must be listed on the label.

Including specific directions on food packages for the use and storage of food help educate consumers about proper food storage and how to prevent food poisoning. Knowing the amount of time they have to consume the food before it deteriorates means people may eat food before the use-by date and ultimately reduce the amount of food they waste. Including the directions on how to use, store, and prepare food helps consumers ensure they consume safe food.

## Other Terms Used for Fat, Sodium and Sugar

A range of terms in the ingredients list can be used instead of fat and sugar.

### Understanding Other Terminology Used Instead of Fat and Sugar to Select Food

Understanding other terms that can be used to describe fat and sugar will also assist consumers in comparing food products and selecting more nutritious options.

Saturated fat	Salt	Sugar
<ul style="list-style-type: none"> <li>• butter</li> <li>• shortening</li> <li>• coconut oil or palm oil</li> <li>• copha</li> <li>• dripping</li> <li>• lard</li> <li>• vegetable oils and fats</li> <li>• hydrogenated oils</li> </ul>	<ul style="list-style-type: none"> <li>• brown sugar</li> <li>• corn syrup</li> <li>• deionised fruit juice</li> <li>• dextrose</li> <li>• disaccharides</li> <li>• fructose</li> <li>• fruit juice concentrate/fruit paste</li> <li>• glucose</li> <li>• golden syrup</li> <li>• honey</li> <li>• lactose</li> <li>• malt</li> <li>• maltose</li> <li>• mannitol</li> <li>• maple syrup</li> <li>• molasses</li> <li>• monosaccharides</li> <li>• raw sugar</li> <li>• sorbitol</li> <li>• sucrose</li> <li>• xylitol</li> </ul>	<ul style="list-style-type: none"> <li>• baking powder</li> <li>• booster</li> <li>• celery salt</li> <li>• garlic salt</li> <li>• sodium</li> <li>• meat or yeast extract</li> <li>• onion salt</li> <li>• monosodium glutamate (MSG)</li> <li>• rock salt</li> <li>• sea salt</li> <li>• seasoning</li> <li>• sodium bicarbonate</li> <li>• sodium metabisulphite</li> <li>• sodium nitrate/nitrite</li> <li>• stock cubes</li> </ul>

Source: <https://www.betterhealth.vic.gov.au/health/healthyliving/food-labels>

## Health Star Rating

The Health Star Rating was developed by various consumer, food industry, and health groups in a government-led process and signed off by food and health ministers from federal, state, and territory governments. The Health Star Rating is an optional label that companies may choose to add to their food labels. It is a visual diagram that rates a food between  $\frac{1}{2}$  and five stars. The higher the number of stars, the healthier the food product is considered to be.

The rating is calculated by determining the amount of energy, saturated fat, sodium, and total sugars in a food product. It also considers other factors such as whether it contains fruit, legumes, nuts, and vegetables and, in some cases, calcium, dietary fibre, and protein.

### Using the Health Star Rating to Compare Food

Food manufacturers are not required to include the Health Star Rating on their food products. However, it makes it easier for consumers to compare the nutritional value of food. It is essential to note that only similar products can be compared using the Health Star Rating, and the portion sizes of the foods being compared are not considered.

**Watch** one of these videos to find out how to read the Health Star Rating information:

<https://youtu.be/8WyFlwPn9hg>

<https://youtu.be/XqesNGPnY20>

## Quick Response (QR) Code

QR codes are beginning to replace barcodes on many food products. Detailed information about a food product can now be stored on a QR code. The code can also help manufacturers communicate information to consumers, allowing them to make informed decisions about their purchases. Consumers can scan food packaging QR codes to find out about nutritional information and allergens in the product.

### Using the QR Codes to Select and Prepare Food

QR codes are becoming popular for displaying visual instructions to assist people with food preparation.

**Watch** this video to see instructions via a QR code on making Lipton Bubble Tea: [https://youtu.be/\\_RlzcxOpEU](https://youtu.be/_RlzcxOpEU)

**Watch** this video to see how Perfection Fresh, an Australian fresh fruit and vegetable company, has provided a QR code that customers can scan and learn about the paddock-to-plate process and instructions on preparing and cooking meals using their products: [https://youtu.be/h66qy\\_qT1P8](https://youtu.be/h66qy_qT1P8)

## Marketing Terms on Food Packaging and in Food Advertising

FSANZ has stated that a label must not include words, statements, claims, pictures, or graphics representing a food product that may deceive, mislead, or provide false information to consumers. Food manufacturers often use specific phrases and terms to entice consumers to purchase their food products. Some of these terms can be considered misleading and unethical.



**Lite or light** can sometimes refer to the colour or taste of a food product rather than light in energy.



Food manufacturers often use **natural or home-style** to make people think a product has no additives or preservatives and is homemade.



In some cases, foods containing no cholesterol are advertised as **cholesterol-free**.



**95% fat-free** sounds much better than 'contains 5% fat.' Often products labelled fat-free also contain sugar, which contributes to kilojoule intake.



Foods advertised as **baked, not fried**, may still contain significant amounts of fat.



**No artificial colours, flavours, or additives** does not mean there are no additives. MSG can still be added as it is a flavour enhancer.



**Fresh or hand-picked** often describes fresh produce. It can only be used on foods that are not cooked, frozen, preserved, or processed.



Foods or beverages with the word **caffeine, fat, or sugar-free** must only contain very minimal amounts of the ingredient.

## Written Activity One

### What you need to pay attention to when you read food labels

Read the media article at this link: <https://www.abc.net.au/news/health/2015-08-11/navigating-the-hype-of-health-food-halos/6688648>

Answer the following questions:

1. What does the term “health halo” mean?

2. What are some examples of health halo terms?

3. Why might a consumer be more likely to purchase products that use health halo terms?

4. Not all health halo terms are regulated.

What is the difference between the claims made on these two labels?

**Lite Margarine**



**50% Fat-Free Margarine**



5. What ethical issues arise from the use of health halo terms?

6. What is the article referring to when it mentions *the governance of health and nutrition claims*?

7. What is a health claim? Provide some examples.

8. What is a nutrition claim?

9. What are the two types of nutrition claims? Provide some examples of each.

<b>Nutrition Claims</b>	<b>Examples</b>

10. The article suggests using the health star rating to make sense of the health claims.

What is the health star rating? How does the health star rating help consumers compare and select food?

11. What other information is on food labels that can help consumers compare and select food?

12. What other information is on food labels that can help consumers prepare food?

13. Why is it important for consumers to use reliable information to help them compare, select and prepare food?

14. Perfection Fresh has provided a QR code that customers can scan and learn about the paddock-to-plate process. In what ways does this QR code help customers select food?

## Written Activity Two

How does this label help people select, compare and prepare food?

Study the label below.

- Identify the nutrient content claim and health claim on the label below.
- Identify the information on the label that helps people select, compare and prepare food.
- Explain how this information helps consumers.



## Written Activity Three

### Does a ‘Clean Label’ mean better food?

Read the article at this link: <https://www.choice.com.au/food-and-drink/nutrition/food-labelling/articles/clean-label-food>

Go to the supermarket or look in your pantry at home to find examples of claims that manufacturers make in food advertisements and/or on food labels that encourage people to buy their food products.

List each claim and food example below. Analyse the reasons why people may buy this product.

What is the claim?	What is the example?	Analyse the reasons why people may buy this product.

## Written Activity Four

### Shark Tank

Watch this video: <https://youtu.be/BUiWOf9FIE>

1. What did the two entrepreneurs do wrong?

2. Why do the Sharks think this is wrong?

3. If you were a Shark, would you invest in this business? Why? Why not?

4. As a Shark, what would your advice be to the entrepreneurs?

# Practical Activity One

## Funniest Milk Ad Ever!

**Watch** this milk advertisement about the different types of milks available: <https://youtu.be/7QphMaa4wxI>

A wide variety of low-fat and no-fat milks were developed in the 1980s and 1990s. At this time, low-fat dairy became part of the recommendations of the Australian Dietary Guidelines and sales of full-fat milk began declining. Nowadays, due to advancements in technology, a range of milk products are available on the market.

1. **Read** the food advertising and labelling information at each of the links below:

- Heart Active Milk: <https://www.dairyfarmers.com.au/product/heart-active/>
- Gut Active Milk: <https://www.dairyfarmers.com.au/product/gut-active-milk/>
- Bone Active Milk: <https://www.dairyfarmers.com.au/product/bone-active-milk/>

2. **Record** the claims made on the food labels and in the advertisements under the correct category in the table below:

Health Claims		Nutrient Content Claims
General Level Health Claims	High Level Health Claims	

3. **List** the information in the advertisements that people can use to compare, select and prepare foods.

4. Use the nutritional information panel in the advertisements to complete the table below:

Nutrients (per 100g)	Heart Active Milk	Gut Active Milk	Bone Active Milk
Energy			
Protein			
Fat, total			
- Saturated fat			
Carbohydrate, total			
- Sugars			
Sodium			
Calcium			
Prebiotic			
Plant Sterols			

5. Using the data collected, **describe** the type of person that is likely to purchase each type of milk.

You might like to refer the content covered in topics 3.1.6 and 3.2.4 in order to describe each person.

**Justify** your reasons for your decision.

Description	Heart Active Milk	Gut Active Milk	Bone Active Milk
Justification			

## Practical Activity Two

### All Natural

The official setter of standards in Australia and New Zealand known as FSANZ has no formal definition and does not regulate the term 'natural' on food labels. This means that food consumers need to use their judgement on whether or not a particular food is good for them or better than other similar foods.

Read this article: <https://foodwatch.com.au/blog/additives-and-labels/item/what-does-natural-really-mean-is-it-code-for-healthy.html>

Make your own natural food colouring by following the recipes below.

Natural Pink Food Colouring	
<b>Ingredients:</b> ¼ cup canned beetroot, drained 1 teaspoon beetroot juice from the can	<b>Method:</b> <ol style="list-style-type: none"> <li>1. <b>Place</b> the beetroot and juice in a food processor or blender.</li> <li>2. <b>Blend</b> until smooth.</li> <li>3. Using a sieve, <b>strain</b> the liquid into a bowl.  <b>Discard</b> any remaining solids.</li> <li>4. Using a funnel, <b>pour</b> the liquid into a small bottle.</li> <li>5. <b>Store</b> in the fridge for about 2 weeks.</li> </ol>
Natural Yellow Food Colouring	
<b>Ingredients:</b> ¼ cup water ½ teaspoon ground turmeric	<b>Method:</b> <ol style="list-style-type: none"> <li>1. In a small saucepan, <b>boil</b> the water and turmeric for 3 to 5 minutes.</li> <li>2. Allow to <b>cool</b> completely.</li> <li>3. Using a funnel, <b>pour</b> the liquid into a small bottle.</li> <li>4. <b>Store</b> in the fridge for about 2 weeks.</li> </ol>
Natural Purple Food Colouring	
<b>Ingredients:</b> ¼ cup frozen blueberries, defrosted 2 teaspoons water	<b>Method:</b> <ol style="list-style-type: none"> <li>1. <b>Place</b> the blueberries and water in a food processor or blender.</li> <li>2. <b>Blend</b> until smooth.</li> <li>3. Using a sieve, <b>strain</b> the liquid into a bowl.            Gently <b>mash</b> the blueberries against the bottom of the sieve.  <b>Discard</b> any remaining solids.</li> <li>4. Using a funnel, <b>pour</b> the liquid into a small bottle.</li> <li>5. <b>Store</b> in the fridge for about 2 weeks.</li> </ol>
Natural Green Food Colouring	
<b>Ingredients:</b> 1 cup fresh baby spinach 3 tablespoons water	<b>Method:</b> <ol style="list-style-type: none"> <li>1. In a small saucepan, <b>boil</b> the spinach for 5 minutes in enough water to cover it.</li> <li>2. Place the spinach into a blender or food processor. Blend until smooth.  <b>Add</b> some of the water the spinach was cooked in until the desired consistency is achieved.</li> <li>3. Using a sieve, <b>strain</b> the liquid into a bowl.            Gently <b>mash</b> the spinach against the bottom of the sieve.  <b>Discard</b> any remaining solids.</li> <li>4. Using a funnel, <b>pour</b> the liquid into a small bottle.</li> <li>5. <b>Store</b> in the fridge for about 2 weeks.</li> </ol>

## Summary Activity

### Nutrient Content Claims and Health Claims

<b>What is the main idea about this key knowledge &amp; key skill? (Two or three sentences in your own words)</b>									
<b>Name who responsible for food standards relating to claims on food labels and in food advertising.</b>									
<b>Define each of the following terms.</b>									
<table border="1"> <thead> <tr> <th colspan="2">Health Claim</th> <th rowspan="2">Nutrient Content Claim</th> </tr> <tr> <th>General Level Health Claim</th> <th>High Level Health Claim</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		Health Claim		Nutrient Content Claim	General Level Health Claim	High Level Health Claim			
Health Claim		Nutrient Content Claim							
General Level Health Claim	High Level Health Claim								
<b>Outline the information on a food label that helps people to compare and select food.</b>									
<b>Outline the information on a food label that helps people to prepare food.</b>									

<b>List a range of marketing terms that may be included on a food label and in a food advertisement.</b>	<b>Explain how these marketing terms may influence consumers.</b>

## Exam Preparation

### Multiple-Choice Questions (5 marks)

Choose the response that is correct or that **best answers** the question.

1. A new type of pita bread wrap has recently been advertised at the supermarket.

The advertising on the food package states, "High in Fibre."

- This is an example of a nutrition content claim.
  - This is an example of a high-level health claim.
  - This is an example of a health nutrition claim.
  - This is an example of a general-level health claim.
2. A general-level health claim describes:
    - A relationship between the nutrient and energy content of the food.
    - A relationship between the consumption of food and a lifestyle disease.
    - The amount of nutrients or probiotics present in a food.
    - A relationship between a nutrient or substance in a food, or the food itself, and its effect on health.
  3. Which of the following information helps people compare and select food?
    - Country of origin labelling.
    - Health star ratings.
    - List of ingredients.
    - All of the above.
  4. Identify the term food marketers might use on food labels and advertising to appeal to people who avoid foods containing additives and preservatives.
    - Natural.
    - Fat-free
    - Low-Sodium
    - Lite
  5. The nutrition information panel on a food label provides consumers with the skills to:
    - Determine the ingredients used in a food product.
    - Safely prepare the food.
    - Compare the food product with other similar food products.
    - All of the above.

## Short Answer Questions (10 marks)

### Question 1 (4 marks)

A new milk marketed to children is claimed to be 'a good source of calcium.'

Explain why 'a good source of calcium' is considered a nutrition content claim and not a health claim.

### Question 2 (3 marks)

Identify one marketing term in the food advertisement below that relates to the quality of the food.

Explain why manufacturers may have used this term.



**Question 3 (3 marks)**

Describe how technological innovations in food labelling could be used to help people prepare food.

## Exam Preparation

### Multiple-Choice Questions (5 marks)

Choose the response that is correct or that **best answers** the question.

1. A new type of pita bread wrap has recently been advertised at the supermarket.

The advertising on the food package states, "High in Fibre."

- This is an example of a nutrition content claim.
- This is an example of a high-level health claim.
- This is an example of a health nutrition claim.
- This is an example of a general-level health claim.

**The answer is A. This is a nutrient content claim because these claims are about the content of a certain nutrient or substance in a food.**

The answer is not B. The claim mentions a nutrient or substance in a food or the food itself, but it does not say its relationship to a serious disease or a biomarker of a serious illness.

The answer is not C. There is no such thing as a health nutrient claim. The correct term is health claim. There are two types of health claims, general level health claims and high level health claims.

The answer is not D. The claim mentions a nutrient or substance in a food or the food itself, but it does not mention its effect on health. Therefore, the claim cannot be a general-level health claim.

2. A general-level health claim describes:

- A relationship between the nutrient and energy content of the food.
- A relationship between the consumption of food and a lifestyle disease.
- The amount of nutrients or probiotics present in a food.
- A relationship between a nutrient or substance in a food, or the food itself, and its effect on health.**

The answer is not A. Any reference to a food's nutrient and/or energy content would be a nutrient-content claim.

The answer is not B. Any reference to a nutrient and a serious disease or a biomarker of a serious disease is classified as a high-level health claim.

The answer is not C. Any reference to the level or amount of a nutrient or substance, such as probiotics, is classified as a nutrient content claim.

**The answer is D. A claim referring to a food, nutrient or substance and its impact on health is a general-level health claim. However, if the claim refers to a serious disease or a biomarker of a serious disease, then it is classified as a high-level health claim.**

3. Which of the following information helps people compare and select food?

- Country of origin labelling.
- Health star ratings.
- List of ingredients.
- All of the above.**

**The answer is D. All of the responses are true.**

The country of origin labelling helps people compare and select food based on the origin of their ingredients.

The health star rating allows people to compare the nutritional value of similar food products.

The list of ingredients enables people to compare the ingredients in food products.

4. Identify the term food marketers might use on food labels and advertising to appeal to people who avoid foods containing additives and preservatives.
- Natural.
  - Fat-free
  - Low-Sodium
  - Lite

The answer is A. The term 'natural' implies that the food does not contain additives or preservatives. However, FSANZ does not regulate the word 'natural.'

The answer is not B. A food product with the term 'fat-free' on the label or in the advertisement is likely to appeal to people who want to lose weight.

The answer is not C. A food product with the term 'low-sodium' on the label or in the advertisement is likely to appeal to people at risk of heart disease.

The answer is not D. The term 'lite' on a food advertisement or food label can refer to the lightness of taste, colour, fat or salt content.

5. The nutrition information panel on a food label provides consumers with the skills to:
- Determine the ingredients used in a food product.
  - Safely prepare the food.
  - Compare the food product with other similar food products.
  - All of the above.

The answer is not A. The nutrition information panel allows consumers to compare nutrients in a food product, not ingredients.

The answer is not B. A nutritional information panel does not provide preparation instructions.

The answer is C. The nutritional information panel allows consumers to compare the nutrients in food products to determine which meets their nutritional needs.

The answer is not D.

## Short Answer Questions (10 marks)

### Question 1 (4 marks)

A new milk marketed to children is claimed to be 'a good source of calcium.'

Explain why 'a good source of calcium' is considered a nutrition content claim and not a health claim.

For two marks, the student needed to define the two terms.

For one mark, the student needed to compare the two terms.

For one mark, the student needed to refer to the nutrient content claim in the question.

The student did not have to refer to the stimulus in their response.

A suitable response could have been:

A 'good source of calcium' is considered a nutrition content claim as it is a statement about the amount of a nutrient in the milk. This statement is not a health claim as no relationship between the consumption of the nutrient in the milk and the health benefit it can provide has been made; for example, 'calcium is important for the development of strong bones' would be considered a health claim.

### Question 2 (3 marks)

Identify one marketing term in the food advertisement below that relates to the quality of the food.

Explain why manufacturers may have used this term.



For one mark, the student needed to identify a marketing term used in the advertisement that related to the quality of the food.

For two marks, the student needed to explain why marketers may use this term.

Some possible responses include:

The word 'fresh' implies that the food is wholesome and healthy because it is fresh. It implies that the vegetables on the pizza have been recently picked.

This term encourages people to buy the product because they associate the word 'fresh' with healthy food.

Or

The word 'natural' implies that the food is wholesome and healthy. It might imply that the vegetables on the pizza have been made without adding any preservatives or artificial colours. People may be more likely to buy products with this wording than those without the wording.

This term encourages people to buy the product because they associate the word 'natural' with healthy food. Buying healthy food might make people feel good about themselves, so they are more likely to purchase this product.

### Question 3 (3 marks)

Describe how technological innovations in food labelling could be used to help people prepare food.

For one mark, students needed to identify one-way innovation in technology can be used to help people prepare food.

For two marks, students needed to describe how this technological innovation can help people prepare food.

Some food manufacturers have put a QR code on their food products. Food preparation instructions are then provided via the QR code.