Looking Under the Label

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NCAL

NATIONAL CENTER FOR AGRICULTURAL LITERACY

Food Labels

What do you see??

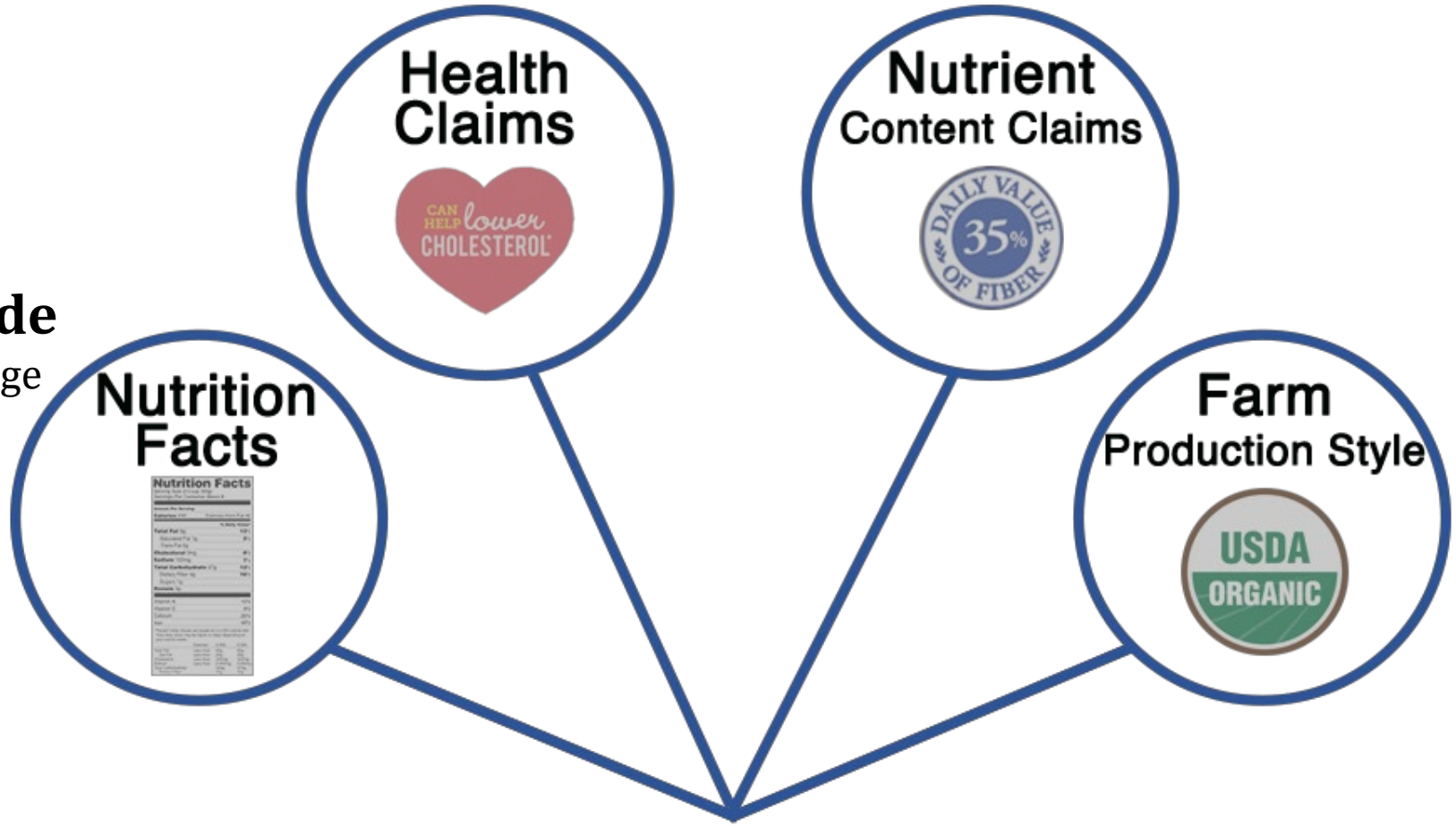
Location:

Front
of food package

Front
of food package

Back or **side**
of food package

Front
of food package



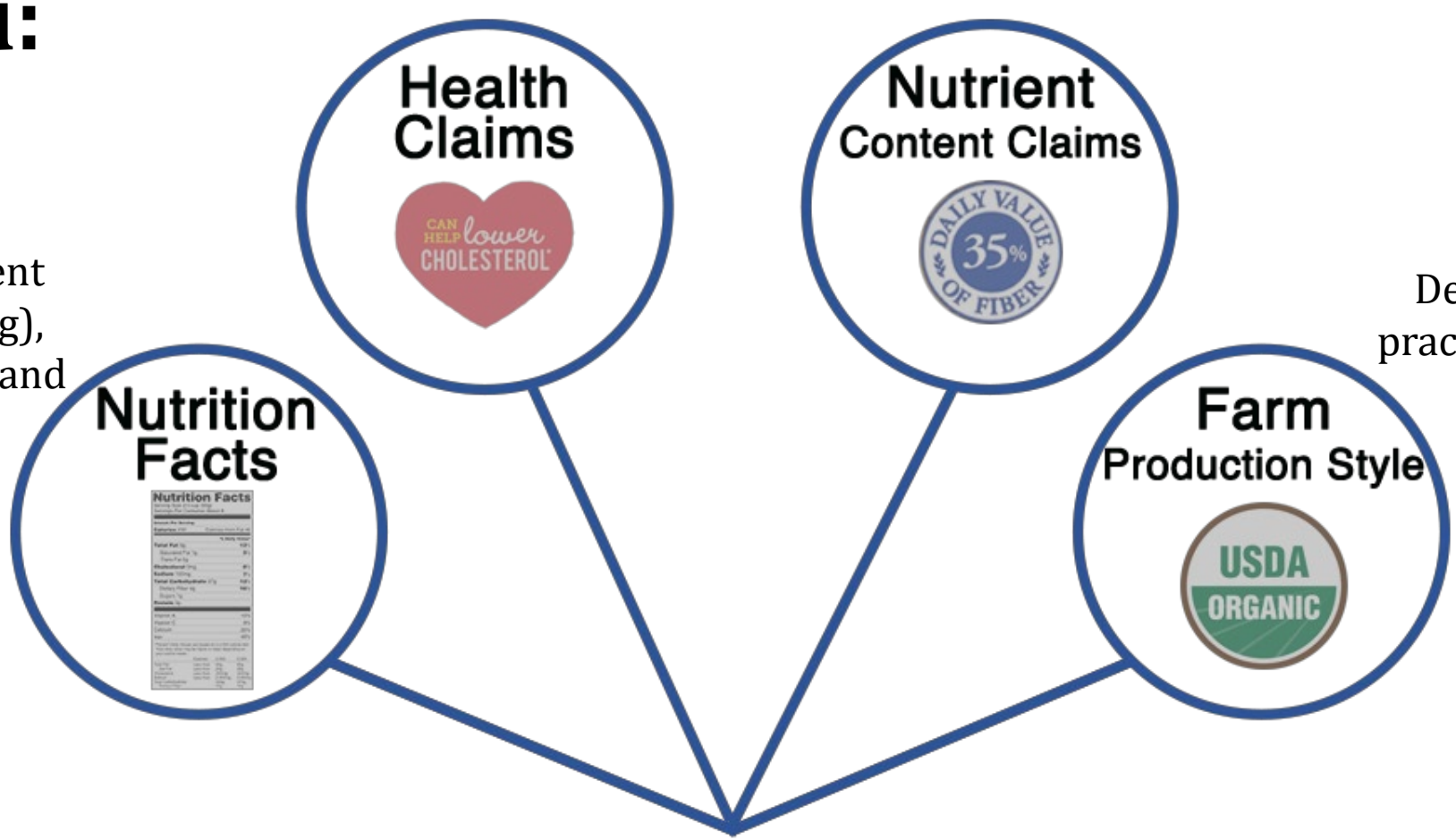
Food Labels

What it tells you:

A claim describing the relationship between a food and the reduced risk of a disease.

A claim characterizing the level of a nutrient in the food.

Ingredients, nutrient content (by serving), vitamins, minerals, and allergens



Details about farming practices used to produce the food

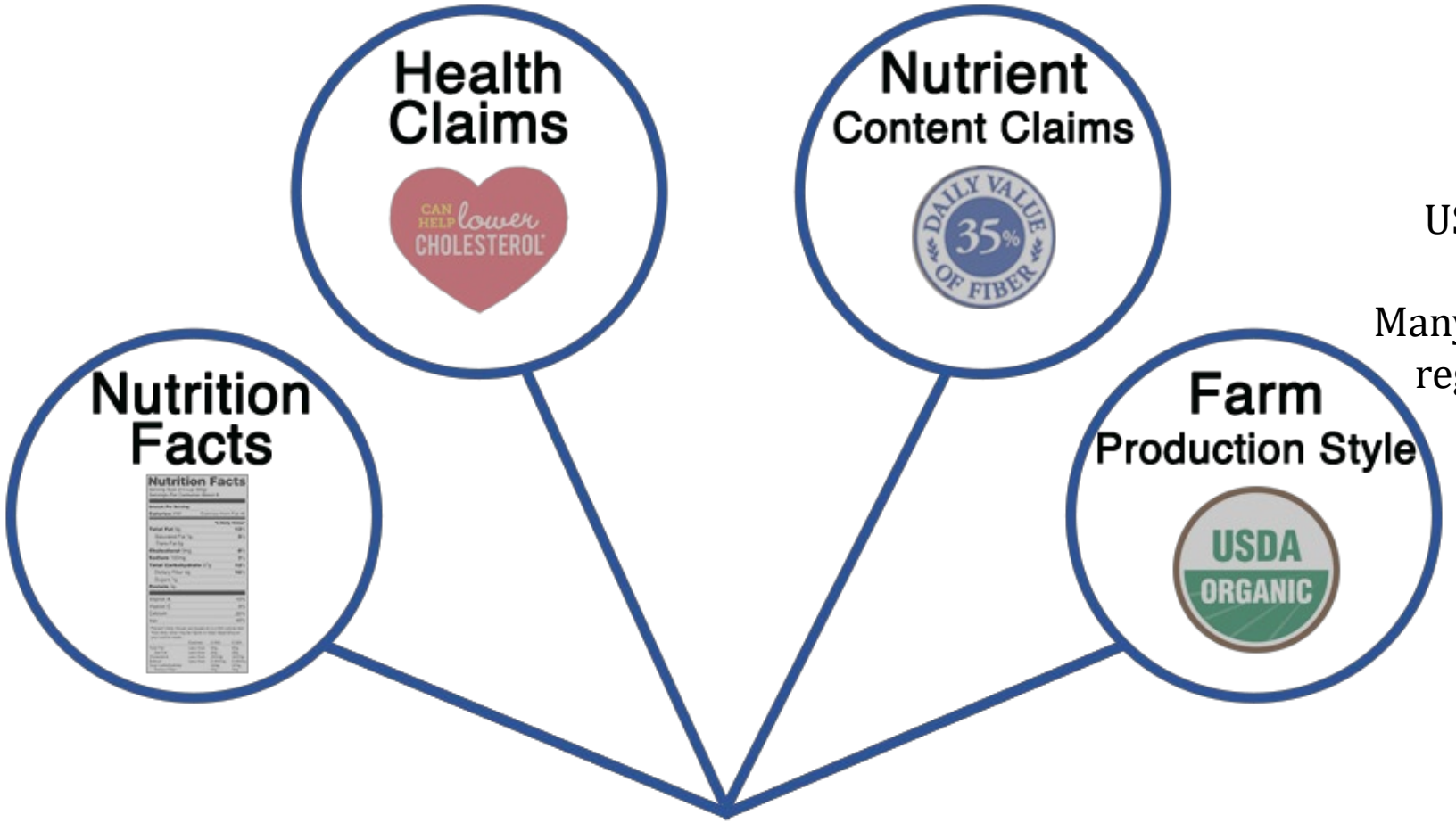
Food Labels

Regulated By:

FDA & USDA (meat/poultry)

FDA

FDA



USDA- Organic seal

Many are unregulated or regulated by private groups

Food Labels

Food Labels

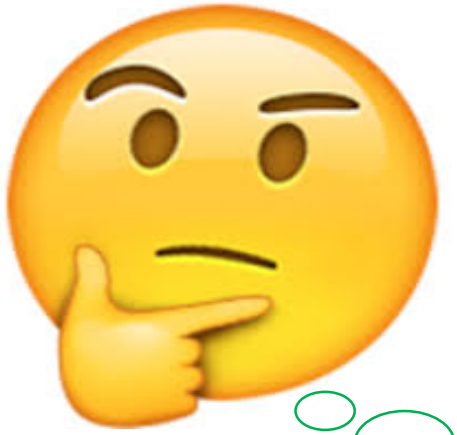
[All-Natural, Non-GMO, 100% Gluten-Free Internet Video!]

Is it worth more money?... Or less?

Is it more or less nutritious?

Was it more or less environmentally friendly to produce?

Is it safer for my long or short term health?



What else makes it more or less appealing?

Would I pay more money for it? Why or why not?

Ethics…
If its a food with an animal origin, were the animal welfare practices sufficient?

What might a consumer <u>imply</u> from this label?

Labels that

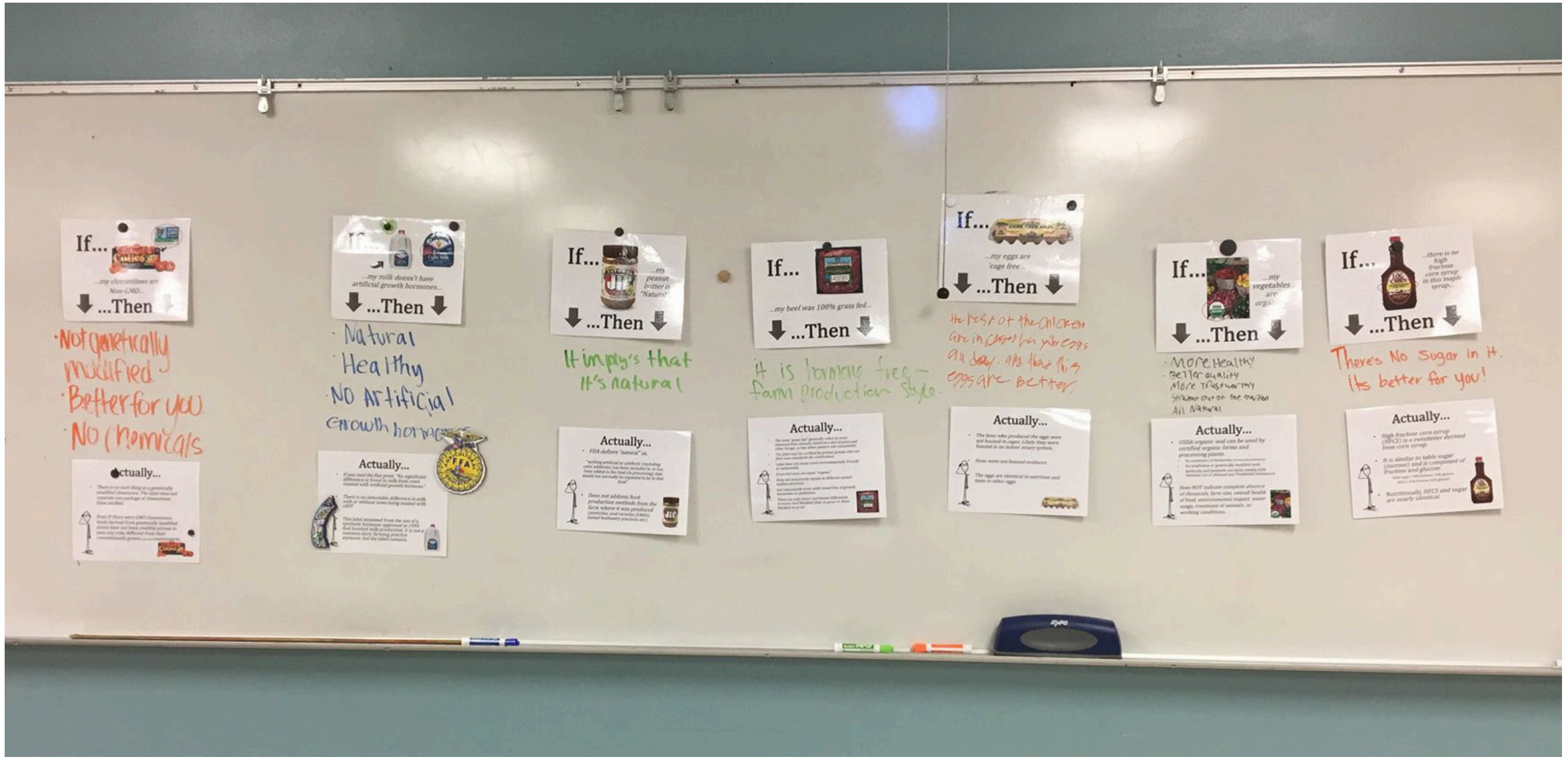
Tell You

Identify foods with an objective (measurable) difference from one package or brand to another.

Labels that

Sell You

Separate foods that don’t actually contain a measurable difference in safety, nutrition, or other factors.


If...
...Then
Not genetically modified
Better for you
No chemicals
If...
...my milk doesn't have artificial growth hormones...
...Then
Natural
Healthy
NO Artificial
Growth hormones
Actually...
If...
...my peanut butter is "Natural"
...Then
It simply's that it's natural
Actually...
If...
...my beef was 100% grass fed...
...Then
It is humane free - farm production style.
Actually...
If...
...my eggs are "cage free"...
...Then
the rest of the chicken are in cages for yr eggs all day. why that this eggs are better.
Actually...
If...
...my vegetables are organic
...Then
More Healthy
Better quality
More Trustworthy
Straight out of the garden
All Natural
Actually...
If...
...there is no high fructose corn syrup in this maple syrup...
...Then
There's No Sugar in it. Its better for you!
Actually...

Secondary

Career, Economics, and Health Lesson Plan

Students will evaluate food package labels, determine their meaning, and use the Claim, Evidence, and Reasoning model to determine the value of the label in relation to food production practices, nutrition, health, and food safety. Students will engage in critical thinking to recognize the impact of food package labels in relation to marketing, consumer perceptions of food, and farming practices.

Looking Under the Label

National Agriculture in the Classroom

www.agclassroom.org

Our grocery store choices ripple through the agriculture industry.

Consumers perceive a specific food label as being superior.

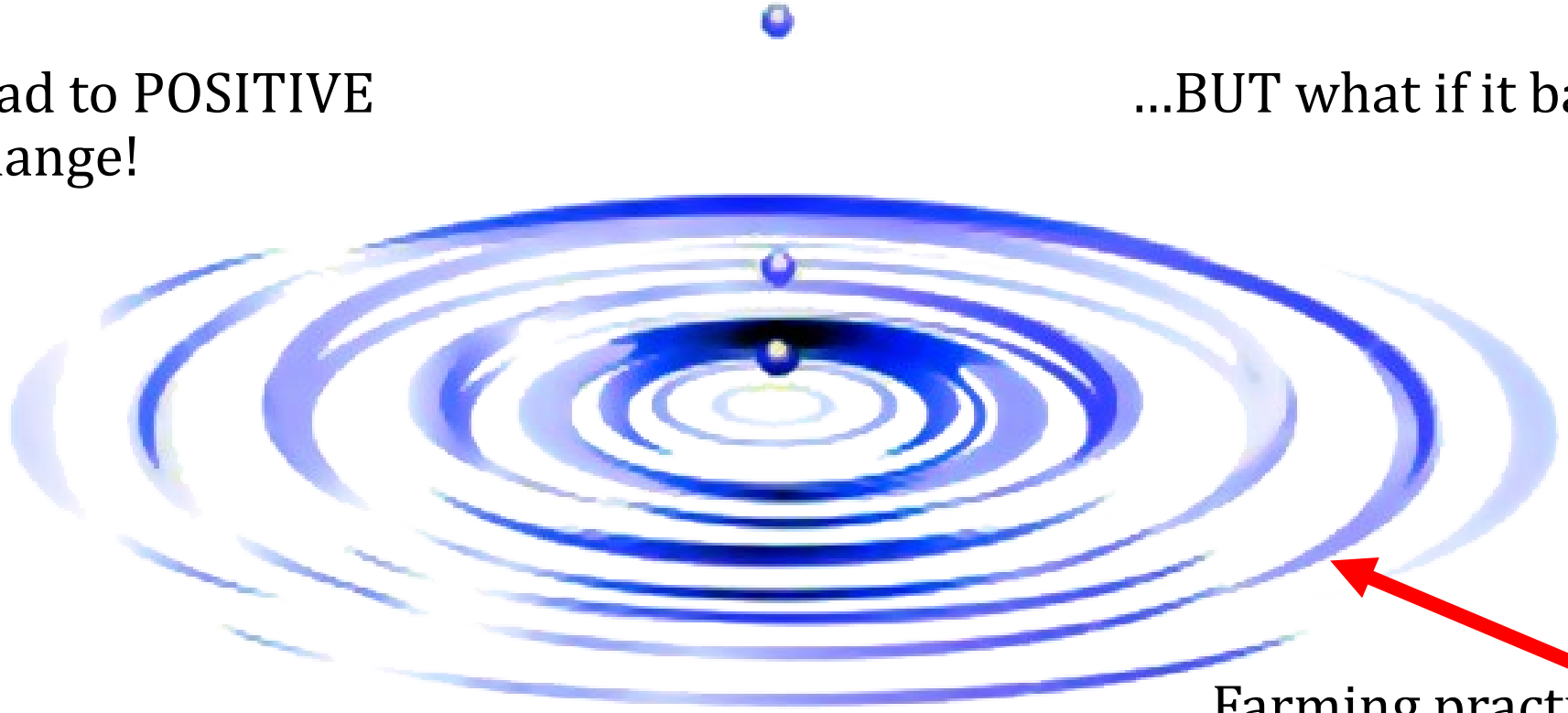
Laws of supply and demand make that food more valuable.

Farming practices change

Our grocery store choices ripple through the agriculture industry.

This *may* lead to POSITIVE change!

…BUT what if it backfires?



Farming practices change