Looking Under the Label

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Food Labels

What do you see??
Location:

Front of food package

Health Claims

Nutrient Content Claims

Back or side of food package

Nutrition Facts

Farm Production Style

Front of food package

USDA Organic

Food Labels
Food Labels

What it tells you:

- **Health Claims**: A claim describing the relationship between a food and the reduced risk of a disease.
- **Nutrient Content Claims**: A claim characterizing the level of a nutrient in the food.
- **Nutrition Facts**: Ingredients, nutrient content (by serving), vitamins, minerals, and allergens.
- **Farm Production Style**: Details about farming practices used to produce the food.
Regulated By:

FDA & USDA (meat/poultry)

FDA

Health Claims

Nutrient Content Claims

Nutrition Facts

Farm Production Style

USDA- Organic seal

Many are unregulated or regulated by private groups

Food Labels
Food Labels

All-Natural, Non-GMO, 100% Gluten-Free Internet Video!
What might a consumer imply from this label?

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

Is it more or less nutritious?

Was it more or less environmentally friendly to produce?

What else makes it more or less appealing?

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

Is it safer for my long or short term health?

Would I pay more money for it? Why or why not?
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... Not genetically modified... Then Better for you. No chemicals.

If... Natural... Then Healthy. No artificial ingredients.

If... It implies that it’s natural... Then it is healthy. Fewer calories are better.

Actually... It’s better for you. No sugar in it.

Always buy organic and locally grown foods.
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

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