

## Module Two

Supermarket Safari

# GET YOUR BODY BUZZING = EXPRESS Workbook

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### Supermarket Safari

#### **Reading Food Labels**

The supermarket is a very sophisticated market place. Although buying and selling has been going on for years, we are now faced with more choices than ever. There are thousands of food products on the shelf in a supermarket. With all this competition, manufacturers need to be creative if they are to sell their products.

Supermarkets are designed so that choosing products is easy, quick and painless. Much time and money goes into finding the best and most productive way of achieving this. One simple way is to put claims and nutrition information on a packet, the better people think it is for them.

The design of the supermarket is important. Shelf structure, placement of products, colour, lighting and music all work together to optimise sales. Profits can increase merely by repositioning products. We may spend more money in one place than another just because of the layout of the supermarket.

The trick is to use the supermarket to your advantage.

#### Lets start by looking at what is on a packet.

- Name of the product
- Manufacturer's name and address
- Use by date
- Nutrient claims like cholesterol free, lite, low fat, high fibre, National Heart Foundation Tick
- Ingredient list where ingredients appear in order of quantity from most to least. This is
  useful for identifying an ingredient, which you might be allergic to or cannot eat
- A nutrition information panel which allows you to assess the product and verify claims

#### Some indicators of whether you are choosing a healthy food include:

**Energy** - kilojoules and calories

Fat- total and saturated (less than 3-8g/100g serve)

Carbohydrate – total, GI and sugars (less than 10g of sugars/100g serve)

Dietary fibre – at least 3g/100g serve

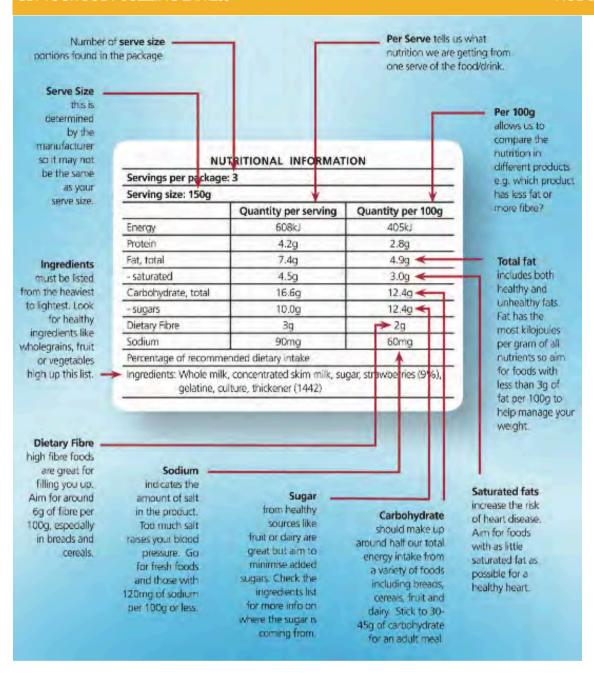
Sodium – less than 400mg/100g serve

#### Other important information:

- Cholesterol free Many CF products are still high in fat, even saturated fat. Make sure you check the fat content on the label.
- Oven baked, not fried so what? The product may have been sprayed with oil to make it brown and crunchy and still contain a lot of fat. BBQ or savoury shapes are a perfect example. They contain almost 25% fat despite being oven baked not fried!
- Sugar-free or no added sugar this usually means free of sucrose but other types
  of sugar may be present which contain the same amount of energy such as fructose
  and corn syrup.
- Lite or light these terms may refer to being light in colour, flavour, texture, taste or fat content of the food. It does not always mean a healthy or low fat choice. Just go back to the nutrient information panel.
- Percentage free this statement is not a trick but you do have to think backwards to sort it out, 93% fat free still means it contains 7% or 7g/100g fat.
- National Heart Foundation Tick developed and managed by the National Heart Foundation, the 'Pick the Tick' campaign has now been retired. You may see the 'Tick' until the end of 2018 as these labels are phased out.

#### Resources

- 1. There are some great resources available on reading food labels.
  - http://www.diabetesqld.org.au/healthy-shopping/resources.aspx
- 2. Shopping list template
- 3. Six simple meals using supermarket basics



Life is like a jigsaw - one day it all comes together.

- Maggie Beer