



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

Number of serve size portions found in the package.

Serve Size this is determined by the manufacturer so it may not be the same as your serve size.

Per Serve tells us what nutrition we are getting from one serve of the food/drink.

Per 100g allows us to compare the nutrition in different products e.g. which product has less fat or more fibre?

Ingredients must be listed from the heaviest to lightest. Look for healthy ingredients like wholegrains, fruit or vegetables high up this list.

Dietary Fibre high fibre foods are great for filling you up. Aim for around 6g of fibre per 100g, especially in breads and cereals.

Sodium indicates the amount of salt in the product. Too much salt raises your blood pressure. Go for fresh foods and those with 120mg of sodium per 100g or less.

Sugar from healthy sources like fruit or dairy are great but aim to minimise added sugars. Check the ingredients list for more info on where the sugar is coming from.

Carbohydrate should make up around half our total energy intake from a variety of foods including breads, cereals, fruit and dairy. Stick to 30-45g of carbohydrate for an adult meal.

Total fat includes both healthy and unhealthy fats. Fat has the most kilojoules per gram of all nutrients so aim for foods with less than 3g of fat per 100g to help manage your weight.

Saturated fats increase the risk of heart disease. Aim for foods with as little saturated fat as possible for a healthy heart.

NUTRITIONAL INFORMATION		
Servings per package: 3		
Serving size: 150g		
	Quantity per serving	Quantity per 100g
Energy	608kJ	405kJ
Protein	4.2g	2.8g
Fat, total	7.4g	4.9g
- saturated	4.5g	3.0g
Carbohydrate, total	16.6g	12.4g
- sugars	10.0g	12.4g
Dietary Fibre	3g	2g
Sodium	90mg	80mg
Percentage of recommended dietary intake		
Ingredients: Whole milk, concentrated skim milk, sugar, strawberries (9%), gelatine, culture, thickener (1442)		

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

- Maggie Beer