

Chapter 12

The Smart Consumer

Comparison Shopper
Compares prices, packaging, physical characteristics, and styles of merchandise in competing stores.

Retail Food Demonstrator
Prepares samples of food products for grocery store customers in order to promote sales; answers customer questions.

Nutrition Aide
Advises low-income family members about how to plan, budget, shop, prepare balanced meals, and handle and store food following prescribed standards.



Career Path
Ask students where comparison shoppers, retail food demonstrators, and nutrition aides might work.

Vocabulary Builder
Have each student make a matching activity listing the *Terms to Know* in one column and randomly ordered definitions in a second column. Assign each student a partner. Have students complete the activities designed by their partners. Then have the designers of the activities evaluate their partners' accuracy.

Terms to Know

produce	organic food
comparison shopping	pesticide
impulse buying	food additive
grade	GRAS list
brand name	nutrition labeling
store brand	Daily Value
national brand	universal product code
generic product	(UPC)
recycling	open dating
unit pricing	

Objectives

After studying this chapter, you will be able to

- evaluate store features to decide where to shop for food.
- identify factors that affect food costs and comparison shop to decide what foods to buy.
- use information on food product labels to make informed decisions about the foods you buy.
- list sources of consumer information.

Meeting Special Needs

Challenge academically gifted students in your class to attain the following higher-order objectives as they study the chapter:

- compare features of various food stores to decide where to shop.
- analyze factors that affect food costs and comparison shop to decide what foods to buy.
- interpret information on food product labels to make informed decisions about the foods they buy.
- use sources of consumer information to obtain help with consumer problems.

Reflect

Ask students how often their families shop at each of the types of stores described on this page.

Activity

Have students review the "Be a Clever Consumer" features that are scattered throughout the text to identify a variety of tips they can use to get the most from their food dollars.

Integrating Math Concepts

Have students visit a farmers' market. Ask them to compare prices with those of a local supermarket.

To be a smart consumer at the grocery store, you need to know how to read labels and compare prices. You need to be able to choose foods that will give you the most nutrition for your money. You also need to understand basic marketing techniques.

Making wise decisions about where to shop and what to buy takes knowledge and practice. As you develop consumer skills, you will be able to plan appealing, nutritious meals while staying within the family budget.

Choosing Where to Shop

Consumers can choose between many kinds of food stores. Some large stores stock thousands of items. Other stores are small and stock just a few specialty items. Some stores sell only food, whereas others also sell drugs, cosmetics, toys, and clothing.

Types of Stores

Being familiar with the different types of stores will help you know what to expect when you shop. You may find one store that meets all your needs, or you may shop in several stores.

Supermarkets vary in size. They are self-service stores, and they carry both food and nonfood items. Many supermarkets have specialty food sections, such as delis and bakeries, 12-1. Some offer customer services, such as home delivery, check cashing, and credit. A number of supermarkets offer consumers such conveniences as in-store pharmacy and banking services, too.

Discount supermarkets sell food in large quantities at reduced prices. You may be able to buy some items by the case or in restaurant-sized containers. Discount supermarkets often sell the same products as other stores. However, they may not carry fresh meat or **produce** (fresh fruits and vegetables). At some discount supermarkets, shoppers must pack their own groceries in bags or boxes.

Twenty-four hour convenience stores can be large or small. They are always open for their customers' convenience. However, customers may pay higher prices because of the increased cost of longer business hours.

Online Resource

Have students visit the Grocery Manufacturers of America Web site at gmabrands.com to identify priority programs in the retail food industry. Ask each student to read a press release or position paper on a topic of interest and summarize it for the class.



photo courtesy of IGA, INC.

12-1 Many supermarkets have deli departments that sell party trays, freshly sliced meats and cheeses, and ready-to-eat salads and entrees.

Specialty stores carry one specific type of product. Dairies, bakeries, butcher shops, and ethnic markets are specialty stores. **Delicatessens** are also a type of specialty store. They sell ready-to-eat foods like cold meats, salads, and rolls. Foods sold in specialty stores are generally high in quality, but they are often high in price, too.

Outlet stores offer reduced prices on products from individual food manufacturers. Some items in an outlet store may not meet the manufacturer's quality standards for retail sale. However, the foods are nutritious.

Food co-ops are owned and operated by groups of consumers. They keep prices low by buying foods in bulk, leaving off profits, and requiring volunteer labor of their members. Most co-ops have limited hours and are open only to their members.

Farmers' markets sell food directly from the farm to the consumer. You may be able to get fresher produce at lower prices by shopping at farmers' market. However, to make wise purchases, you need to recognize signs of quality and know retail prices. See 12-2.

Roadside stands are open near farms during the growing season. They are much smaller than farmers' markets. Usually just on



12-2 Freshness and low prices prompt some consumers to shop for their produce at farmers' markets.

family runs them. Roadside stands specialize in homegrown fruits and vegetables, often at a considerable savings.

Store Features

You may shop at a particular food store because it is the only store near you. If you

have the opportunity to choose among several stores, however, you might want to ask yourself the following questions:

- What services does the store offer?
- Is the store neat and clean? Are the shelves and cases well stocked?
- Are the store's hours convenient?
- Are the employees courteous and helpful?
- Does the store stock a variety of foods, brands, and sizes?
- Are the prices for both advertised and non-advertised items comparable to those of other area stores?
- Are the dairy and meat cases cold and clean?
- Is the produce fresh? Is it well chilled? Is the variety good?

Supermarket Trends

Today's fast-paced lifestyles are the force behind many supermarket trends. Busy consumers are looking for answers to meal problems, and food stores are responding. Many grocery stores have gone beyond selling standard convenience foods. They now offer fresh, refrigerated, ready-to-eat meal items, such as sandwiches and complete lunch kits.

Supermarkets are also offering take-out foods, such as hot side dishes, entrees, and complete meals. These meal items may save consumers time and money over restaurant take-out foods.

Another supermarket trend is a new twist on an old selling technique—*cross merchandising*. This technique involves pairing items from different grocery sections to prompt consumers to buy and use the products together. For instance, shortcakes might be paired with fresh strawberries. Cross merchandising is now being used to encourage consumers to think about buying meal items together. For example, ready-made salads and loaves of garlic bread might be displayed near fresh pastas and sauces.

A third supermarket trend to meet the needs of busy consumers is self-checkout. Self-checkout saves time by reducing long lines. Shoppers can check out at their own pace and make their purchases with greater privacy. Self-checkout stations have touchscreens that guide consumers through the process of scanning and bagging their own groceries. The stations accept coupons and payment with cash or credit or debit cards. See 12-3.

Resource

Types of Stores, Activity A, SAG. Students are to complete the chart by describing the different types of food stores and listing the advantages and disadvantages of each.

Activity

Have each student think about a particular local food store as he or she writes a response to each of the questions about store features.

Reflect

Ask students which refrigerated or hot ready-to-eat meal items from a supermarket they have tried. Ask how these items compared with restaurant take-out foods.

Meeting Special Needs

Students who have limited lower-arm strength can use easy-grip bag holders when carrying groceries. These holders allow students to handle several plastic grocery bags at one time without straining the students' wrists.

Enrich

● Ask students to investigate the availability of online grocery shopping services in your area.

● Have each student make a map showing the layout of the aisles at a local grocery store. Note which products are stocked in each aisle. Use the map to organize your shopping list.

Break It Down

Have students review the meaning of the term *produce*. Have them answer questions 1–2 under *Review What You Have Read* and complete activity 1 under *Build Your Thinking Skills* at the end of the chapter.

Resource

Using Food Advertisements, Activity B, SAG. Students are to use the food advertisements from a local store to make a shopping list organized according to areas of the store. Then they are to use these lists to plan menus for one day.

FYI

Introduce students to the *Market Order Sheet* found in the Foods Lab Resources section of the TR. Have them compare it to the type of shopping list they might use at home.

Electronic Shopping

Some Internet-using consumers are choosing to shop for groceries electronically. An online grocery shopping service provides a consumer with the computer software needed to use the service. The consumer logs on to the service. Then he or she creates a grocery list from menus of items on the computer screen. When the list is complete, the consumer electronically sends the order and arranges for delivery. Professional shoppers fill the order and deliver it to the consumer's door.

Online shoppers can be nearly as selective as if they were in a store. Consumers choose from a wide variety of brands and sizes displayed on the computer screen. They can specify how they want fresh produce to look. They can read product nutrition and pricing information on the packages shown on the screen. They may be able to use coupons, too.

Online shopping services are not free. Consumers usually pay subscription fees, delivery charges, and a percentage of their total grocery bills. However, many people feel

avoiding traffic, crowded stores, and heavy grocery bags is worth the cost.

Deciding What to Buy

You can make most of your decisions about what to buy by writing weekly menus before you go shopping. Try to plan meals around advertised specials. For example, if ham is a good buy, plan to serve it in several ways during the week. Keep your menus flexible. Suppose you wanted to serve zucchini for one meal, but you find out yellow squash is on sale. You might want to eliminate the zucchini from your menu and add the yellow squash.

Using a Shopping List

A shopping list can help you save time, avoid extra trips for forgotten items, and stick to your food budget. Keep a list handy in your kitchen so you can jot down items when you find you need them. Before going to the store, check the recipes you plan to prepare during the week. Be sure you have all needed ingredients on hand. Check for staples such as flour, sugar, and milk. Add any needed items to your list. Also add advertised specials if you need them and if they really are bargains.

Organize your list according to categories such as produce, dairy, meat, and frozen food. Place the categories in the same order as the store aisles.

Carry your shopping list with you and stick to it. You will be less tempted to buy groceries you do not need.

Factors That Affect Costs

A number of factors affect the costs of products. You can get the best buys if you do comparison shopping and avoid impulse buying. **Comparison shopping** involves evaluating different brands, sizes, and forms of a product before making a purchase decision, 12-4.

Impulse buying, on the other hand, is making an unplanned purchase without much thought.

You can cut costs by using coupons for items you need. However, avoid buying a product you do not need just because you have a coupon for it. Most coupons have expiration dates. Some require you to buy more than



NCR Corporation

12-3 Self-checkout stations offer supermarket shoppers speed, privacy, and control when making grocery purchases.

Strengthening Family Ties

Have students create master shopping lists divided into sections for the types of products found in the various aisles of their favorite grocery stores. Ask students to encourage family members to write needed grocery items in the appropriate sections of the lists. This will make shopping easier for the family meal manager. Students can make copies of their master lists for weekly use.



12-4 Reading labels helps consumers compare products to be sure the items they choose will be the ones that best meet their needs.

item. Be sure you have met all the qualifications before you try to redeem coupons.

Promotions affect the costs of food products. For instance, stores sell some items in multiples, such as three boxes of macaroni and cheese for five dollars. In a case such as this, determine what you would pay for one box. This will help you decide if the multiple price is a good value.

Grades, brands, and packaging are other factors that affect how much you pay for food products. Understanding these factors can help you be a smart consumer.

Grades

Many food products are given a **grade**, which is an indication of quality. Foods with higher grades usually cost more than those with lower grades. Grades are based on factors that affect the appeal of a food rather than its wholesomeness. For instance, a lower-grade peach may not have a uniform shape or a characteristic color. However, it is nutritious and safe to eat. In many cases, only products with the highest grades are sold in fresh form. Lower-grade products are often used as ingredients in processed foods.

Brands

A product's cost is affected by its **brand name**. This is the name a manufacturer puts on

products so people will know that company makes the products. A **store brand**, also called a **house brand**, is a brand sold only by a store or chain of stores. A **national brand** is a brand that is advertised and sold throughout the country. Manufacturers of national brands often package some of their products with store brand labels. However, because the store brands are not promoted with big advertising budgets, they often cost less than national brands.

Q: How can product grades help me make purchase decisions?

A: When choosing foods for dishes where appearance is important, you may want to look for higher grades. However, keep in mind that foods are graded before shipping. Shipping sometimes causes damage that reduces product quality.

In many grocery stores across the country, consumers can choose generic products. A **generic product** is a plain-labeled, no-brand grocery product. Generic products generally cost quite a bit less than national and store brands. The prices are lower because manufacturers spend less money on packaging and advertising. In addition, a generic product may be made of lower-quality ingredients.

Generic food products usually are nutritionally equivalent to brand name items. However, they may not be of the same quality as brand name products. For instance, generic fruits and vegetables may have uneven sizes and shapes. Their colors and textures may vary. You may find generic products to be a good value, especially when uniform appearance is not essential.

Packaging

Another factor that affects the cost of food products is the amount and type of packaging material. Packaging affects the environment as well as product costs. As a smart consumer, you need to make a habit of recycling when deciding what to buy. **Precycling** is thinking

Enrich

Have students write responses agreeing or disagreeing with the following statement: "Clipping coupons is a waste of time."

Integrating Math Concepts

Have each student find examples of five products advertised with multiple pricing. Figure the individual price for each item.

Reflect

Ask students the following:

- For what types of dishes might you want to buy higher grade ingredients?
- Do you tend to always buy certain brands of certain products, or do you base your purchase decisions more on price?
- When would you be willing to choose a generic product over a national brand or store brand?

Activities

- Have students investigate what types of generic products are available in local stores.
- Have students identify what types of information are found on the labels of generic products.

Online Resource

Have students visit the Food Marketing Institute Web site at fmi.org. Ask each student to look up the answer to a frequently asked question about the food retailing industry. Have students share their findings in class.

Enrich

Have each class member survey three other students about the extent to which their ability to recycle or reuse food product packaging affects their purchase decisions. Report back to the class.

Integrating Math Concepts

Give students prices and weights for a variety of food products and have them calculate the unit prices.

Resources

- *Shelf Tag Close-Up*, transparency master 12-1, TR. Use the transparency to illustrate how students can use the different types of information found on a unit price shelf tag when comparing products.
- *Unit Pricing, Activity C, SAG*. Students are to compare pairs of shelf tags showing unit prices and answer the questions that follow.

about how packaging materials can be reused or recycled before you buy a product. For instance, you might plan to use a resealable plastic container to store leftovers. You might choose a product in a glass jar instead of a plastic container because you can recycle the glass. You might avoid buying a single-serving product because of the excessive packaging.

Protect the Planet

Avoid buying individually packaged products, such as one-serving juice containers and single-portion entrees. These smaller packages not only tend to cost more per serving, they also require more packaging material. Choose larger packages instead. You can use small, reusable containers to divide large items into single servings at home.

However, by looking on the product label, you can find the number of servings in each package. The box of raisin bran contains only 9 servings, whereas the box of toasted oats contains 18 servings. To figure the cost per serving, divide the total product price by the number of servings in each package. This calculation tells you the raisin bran costs about

\$.35 per serving. The toasted oats cost about \$.21 per serving. If your family likes both types of cereal, the toasted oats are a better buy.

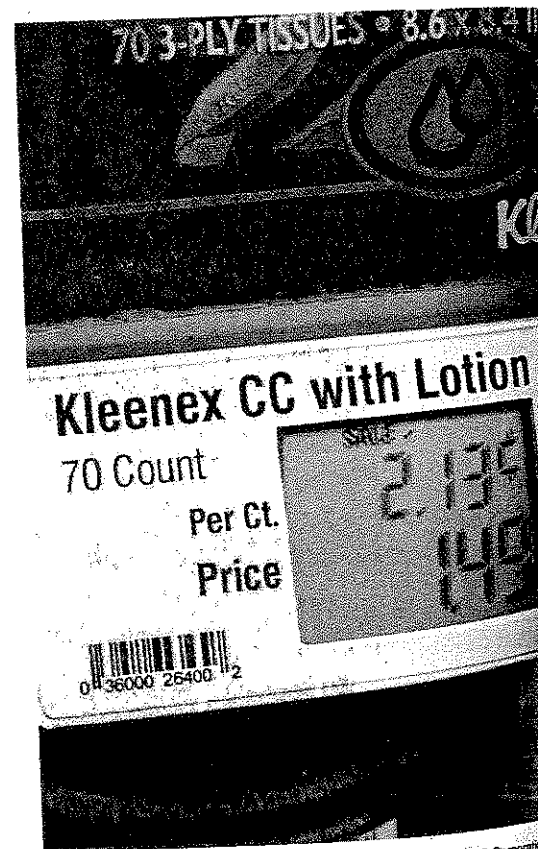
Using Unit Pricing

Many, but not all, grocery stores use unit pricing. **Unit pricing** is a listing of a product's cost per standard unit, weight, or measure. Examples are the cost per dozen, pound (.45 kg), or quart (L). Unit prices generally appear with selling prices on shelf tags underneath the products to which the prices refer, 12-5.

With unit pricing, you can compare the cost of different forms of products quickly and easily. For example, you can purchase green beans fresh, canned, and frozen. Suppose the unit price labels told you the canned green beans cost \$.06 per ounce (28 g). Frozen green beans cost \$.09 per ounce (28 g), and the fresh green beans cost \$.11 per ounce (28 g). Obviously, the canned green beans would be the most economical.

Unit pricing can also help you compare different package sizes and different brands. For example, unit pricing may tell you that 1 ounce (28 g) of strawberry jam from a small jar costs \$.16 while the same amount of jam from a large jar costs \$.11. Unit pricing may also tell you that Brand X canned pears costs \$.06 per ounce (28 g), whereas Brand Y canned pears costs \$.07 per ounce (28 g).

As a smart consumer, you need to be aware of foods' per serving costs as well as their unit costs. The reason for this can be illustrated by comparing two boxes of breakfast cereal. A 20-ounce box of raisin bran cereal costs \$3.19. A 20-ounce box of toasted oat cereal costs \$3.69. The raisin bran has a lower unit cost.



12-5 Some supermarkets use electronic shelf tags, which readily reflect changes in unit prices due to store sales and price adjustments.

Think Outside the Box

Ask students why they think single-serving products are so popular with consumers, despite the cost and environmental impact. If single-serving products are preferred, have students brainstorm ways to create their own single-serving products. Identify containers that can be used and reused. Bring samples to class to demonstrate the concept.

Organic Foods

As you decide what to buy, you may think about choosing some **organic foods**. These are foods produced without the use of synthetic fertilizers, pesticides, or growth stimulants. Genetic engineering methods and ionizing radiation are also banned in the production of organic products.

The United States Department of Agriculture (USDA) has set standards for organic foods. Organic plant foods must be grown on land that has been free of chemical pesticides for at least three years. (**Pesticides** are agents used to kill insects, weeds, and fungi that attack crops.) Organic standards also limit the types of fertilizers farmers can use to help plants grow. Organic meats and poultry must come from animals raised without the use of

Be a Clever Consumer

Consider the impact of coupons on unit cost. Small packages often have a higher unit cost than large packages of the same product. When using a coupon, however, the small package often becomes the better buy. For instance, suppose a 10-ounce (284 g) box of cereal costs \$2.49 and a 20-ounce (568 g) box costs \$4.39. The small box would have a unit cost of \$.25 per ounce (28 g). The large box would have a unit cost of \$.22 per ounce (28 g). With a \$.75 coupon, the small box would cost \$1.74; the large box would cost \$3.64. With the coupon, the unit cost of the small box would be \$.17; the unit cost of the large box would be \$.18.

antibiotics or hormones to promote growth. Drugs may be used only to treat sick animals. See 12-6.

Along with fresh organic foods, you can buy processed foods that have organic ingredients. Look for the exact percentage of organic ingredients in a product to be stated on the label.

Organic foods often cost quite a bit more than nonorganic products. Many consumers are willing to pay higher prices for organic foods. These consumers often say they are concerned

about the effects standard farming methods may have on foods or the environment.

Food Additives

Another factor that may affect your decisions about what to buy in the supermarket is **food additives**. These are substances that are added to food for a specific purpose, such as preserving the food. Although over 3,000 additives are in use today, they all fill one of the following four basic purposes:

- add nutrients
- preserve quality
- aid processing or preparation
- enhance flavors or colors

The Food and Drug Administration (FDA)

and the USDA rigidly control the amount of additives in foods.

Bel... additive... The FD... "Gener... The FD... on this li... to today... use any... without p...

Enrich

Have each student survey five meal managers about why they have or have not ever bought organic foods. Share findings with the class.

Reflect

Ask students if they would be willing to pay more for organic foods. Why or why not?

FYI

• Organic farmers control pests by mulching and promoting natural predators. They can use natural fertilizers, such as manure and compost, on their crops. However, synthetic fertilizers and sewage sludge are not allowed.

• A product with at least 70 percent organic ingredients may be labeled "made with organic ingredients." However, a product must contain at least 95 percent organic ingredients to be labeled **organic**.

Discuss



12-6 The USDA organic seal assures consumers that organic foods have been produced according to national standards.

Interdisciplinary Connections

Have students visit the produce department of a large supermarket. Ask them to list all the organic fruits and vegetables that are available. In the second column, tell students to note the price of each type of conventionally grown produce. In the third column, tell students to note the price of each type of organically grown produce. Calculate the difference in price between each type of organic and conventionally grown produce.

Buy - who
brand -
brand, name
product, price,
unit pricing, organ
food, pesticide,
GRAS list. Have
them answer ques
Review What You
Have Read. Have
them complete
activity 1 under
Build Your Basic
Skills and activity 2
under Build Your
Thinking Skills at
the end of the
chapter.

Interdisciplinary Con...
Work with the math department...
protein. Ask the math teachers to...
problems.
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FYI

More organic farms are springing up in response to demand from restaurants. Farmers are even conducting Chef Days to talk to the chefs about what they want the farm to grow. The restaurant menu reflects this trend by mentioning the farm where the produce was grown.

Resource

Shopping for Food, Activity D, SAG. Students are to complete the statements about shopping for food.

Discuss

Ask students why a store would advertise food products that are not on sale. (to remind consumers they need the products)

Reflect

Ask students when the meal managers in their homes do most of the shopping?

Break It Down

Have students review the meanings of the terms *comparison shopping*, *impulse buying*, *grade*, *brand name*, *store brand*, *national brand*, *generic product*, *precycling*, *unit pricing*, *organic food*, *pesticide*, *food additive*, and *GRAS list*. Have them answer questions 3-9 under *Review What You Have Read*. Have them complete activity 1 under *Build Your Basic Skills* and activity 2 under *Build Your Thinking Skills* at the end of the chapter.

permission from the FDA for use of additives that are not on the GRAS list.

Q: Aren't organic foods more nutritious than foods grown by conventional methods?

A: Tests have not shown organic foods to be more nutritious or safer than nonorganic foods. Consumer panels have found the look and taste of organic and nonorganic foods to be similar, too.

Shopping Tips

Following some shopping guidelines will help you decide what to buy when you shop for food. These tips will also help you save money without sacrificing nutrition, quality, or taste.

- Read labels to be sure you know what you are buying.
- Compare brands and then select the brand that best meets your needs.
- Compare prices on a cost per serving basis.
- Buy foods that are in season when possible. Foods that are in season are generally low in price and high in quality.
- Take advantage of advertised specials, but be sure advertised prices are sale prices. Some stores feature regular prices in their advertisements.
- Compare the costs of different forms of the same food, such as canned, fresh, and frozen.
- Prepare foods from scratch if you have the time. Most convenience foods cost more than homemade ones.
- Use nonfat dry milk and margarine in cooking instead of fluid milk and butter to stretch dairy dollars.
- Avoid higher costs for cubed and sliced meats and cheeses. Buy large pieces and cut them at home.
- Plan meals that focus more on plant foods, such as dried legumes, which cost less than meat. See 12-7.

Interdisciplinary Connections

Work with the math department to prepare students to figure unit prices, percent Daily Values, and calories from carbohydrates and protein. Ask the math teachers to review figuring percentages along with using basic multiplication and division to solve application problems.



USA Pilsa Federation

12-7 Meatless entrees, such as this hearty, nutritious rice dish, are economical alternatives to main dish meats.

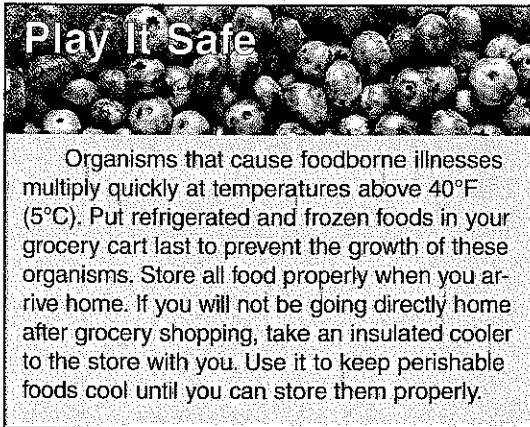
- Resist the temptation to make impulse purchases encouraged by store displays.
- Do not take a grocery cart if you plan to buy just one or two items. You will be less tempted to buy items you do not need if you have to carry them through the store.
- Shop when stores are least crowded—usually midmorning or midafternoon on weekdays.
- Shop for groceries just after you have eaten. You are less likely to buy unneeded items when you are not hungry.
- Do your grocery shopping by yourself. Shopping with another person makes some people more likely to buy foods they do not need.

Using Food Labeling

Food labels provide a wealth of information that can be helpful to consumers. Federal law requires the following items on food labels:

- the common name and form of the food
- the volume or weight of the contents, including any liquid in which foods are packed
- the name and address of the manufacturer, packer, or distributor
- a list of ingredients, in descending order according to weight.

For instance, suppose a label lists "chicken, noodles, and carrots." The product would need to contain, by weight, more chicken than noodles and more noodles than carrots.



Play It Safe
Organisms that cause foodborne illnesses multiply quickly at temperatures above 40°F (5°C). Put refrigerated and frozen foods in your grocery cart last to prevent the growth of these organisms. Store all food properly when you arrive home. If you will not be going directly home after grocery shopping, take an insulated cooler to the store with you. Use it to keep perishable foods cool until you can store them properly.

Information about other nutrients, such as thiamin and monounsaturated fat, is optional. However, foods about which manufacturers make nutritional claims and foods with added nutrients must include additional information on the label.

At the bottom of larger nutrition labels, standard information about Daily Values is shown for 2,000- and 2,500-calorie diets. **Daily Values** are dietary references that appear on food labels.

They are designed to help consumers use label information to plan healthy diets. The reference of Daily Values includes maximums for fat,

saturated fat, cholesterol, and sodium for both calorie levels. Daily minimums for total carbohydrate and fiber are also given. This reference information is the same on all nutrition labels that include it.

Percent Daily Values based on a 2,000-calorie diet are given for each of the nutrients listed on the label. Your daily calorie needs may be higher or lower than

2,000 calories. Therefore, your Daily Values may also be higher or lower. You will need to keep this in mind when reading the percent Daily Values on food labels.

Many manufacturers make health and/or nutritional claims about their food products on product labels. Health claims link the effect of a nutrient or food to a disease or health condition. For instance, a can of unsalted vegetables might have a claim linking a diet low in sodium with a reduced risk of high blood pressure. The FDA regulates the conditions under which these claims can be used. The FDA has also set standard definitions for terms used in nutritional claims, such as *lowfat*, *high fiber*, and *reduced calories*. You can use claims on product labels to help you find foods with the nutritional qualities you want. See 12-9.

Universal Product Code

Another item found on food labels is the **universal product code**, or **UPC**. This is a series of lines, bars, and numbers that appears on packages of food and nonfood items.

Discuss

Ask students how consumers might use the name and address of the manufacturer, packer, or distributor found on a food product label. (to help them contact the appropriate company if they have a problem with the product)

Resource

Nutrition News, color transparency CT-12, TR. Use the transparency to illustrate for students the different types of information included on a nutrition label.

Enrich

Ask each student to write a response to the following statement: "Foods with more than 30 percent of their calories coming from fat are bad for you."

Reflect

Ask students which of these claims might persuade them to choose one product over another.

FYI

People who read nutrition information on food labels eat 5 percent less fat than people who don't.

Nutrition Labeling

Another type of information the FDA requires on almost all food packages is **nutrition labeling**. This is a breakdown of a food product's contributions to an average diet. You can identify this labeling by the heading "Nutrition Facts." See 12-8.

The first item that appears under the heading on a nutrition label is the *serving size*. This is stated in both household and metric measures. The number of *servings per container* appears next. Serving sizes are the same for similar food products to help consumers make comparisons between products.

Calorie information includes the number of calories per serving along with the number of calories from fat. This can help you limit fat to no more than 35 percent of your total calories.

Nutrients found in each serving of food products also appear on nutrition labels. The nutrients listed are those that are most directly linked to the health concerns of today's consumers. The list must include the amount of total fat, saturated fat, *trans* fat, cholesterol, sodium, total carbohydrate, dietary fiber, sugars, and protein. Vitamin A, vitamin C, calcium, and iron are listed as well.

Think Outside the Box

Ask students how the arrangement of most grocery stores helps consumers protect perishable foods. Note how grocery baggers place frozen food items together in the same bag. Hot prepared foods are bagged separately for transport home. What other practices can be followed to help assure foods arrive home safely on hot summer days?

Integrating Math Concepts

Have students look at nutrition labels on food products. Figure the percent Daily Values of listed nutrients for people needing 2,800 calories per day and for people needing 1,600 calories per day.

FYI

The first five numbers of the UPC identify the manufacturer. The next five numbers identify the product and its size, style, or form. If a "0" appears on the bar to the left of the code, the product is a regular grocery item.

Reflect

Ask students how much attention they pay to the prices that appear on the cash register at the checkout counter. Have they ever noticed prices that differed from those marked on shelf tags?

Resource

Using Food Labeling, Activity E, SAG. Students are to answer questions about a given food product label.

Break It Down

Have students review the meanings of the terms *nutrition labeling*, *Daily Value*, *universal product code (UPC)*, and *open dating*. Have them answer questions 10-13 under *Review What You Have Read* and complete activity 2 under *Build Your Basic Skills* at the end of the chapter.

percent Daily Values

nutrients

serving size and servings per container

calorie information

Nutrition Facts

Serving Size 1/2 cup (228g)
Servings Per Container 1

Amount Per Serving

Calories 230 Calories from Fat 18

% Daily Value*

Total Fat 2g 3%

Saturated Fat 2g 10%

Trans Fat 0g

Cholesterol 10mg 3%

Sodium 133mg 6%

Total Carbohydrate 43g 14%

Dietary Fiber 0g 0%

Sugars 28g

Protein 10g

Vitamin A 2% Vitamin C 3%

Calcium 35% Iron 1%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g

Calories per gram:
Fat 9 Carbohydrates 4 Protein 4

conversion guide

reference of Daily Values

12-8 Some food products may carry a simpler version of the nutrition label. However, all nutrition labels provide consumers with valuable information.

Grocery checkers pass the UPC on items over a laser beam scanner. As the items pass over the scanner, the store's computer reads the codes. The correct prices are then rung up on the computer terminal at the clerk's counter. The computer prints a description of the items and their prices on the customer's receipt.

Open Dating

Many products have dates printed on their labeling. Some of these dates are printed in codes that are used mostly by manufacturers. However, **open dating** uses dates consumers can clearly recognize on perishable and semi-perishable foods. It can help you obtain products that are fresh and wholesome. Dates also

Interdisciplinary Connections

Solicit the assistance of an English teacher to help students write letters about consumer problems. Review the parts of a letter that should be included. Show a sample of a letter written about a consumer problem. After the letters are written, ask the English teacher to evaluate the letters for grammar, spelling, organization, and style.

Q: Does "no sugar added" on a label mean the same thing as "sugar free"?

A: No. Added sugars refer to sugars manufacturers put in foods during processing. However, many foods, such as milk, fruits, and juice products, contain natural sugars. The number of grams of sugar shown on a Nutrition Facts panel includes both added and naturally occurring sugars.

help you know which product to use first. Manufacturers use four types of dates.

A **pack date** is the day a food was manufactured or processed and packaged. It tells you how old the food is at the time you buy it. Canned foods often have this type of date.

A **pull or sell date** is the last day a store should sell a product. The pull date allows for some storage time in your refrigerator. Milk, ice cream, and cold cuts often have pull dates stamped on their containers or packages.

An **expiration date** is the last day a consumer should use or eat a food. Yeast and baby food have expiration dates.

A **freshness date** is often found on bakery products like bread and rolls. A product with an expired freshness date has passed its quality peak. However, you can still use it.

 **Help with Consumer Problems**

From time to time, you may have problems with food products or the businesses that sell them. Many sources of consumer help exist. The source that will best be able to assist you will depend on your particular problem.

Food stores can help you with a quality problem caused by the way they handled a food product. For instance, you might discover a loaf of bread you just purchased is moldy. If you return the bread, most store managers will

Nutrient Content Claims

cholesterol free	Fewer than 2 milligrams of cholesterol and 2 grams or fewer of saturated fat per serving.
fat free	Fewer than 0.5 grams of fat per serving.
fresh	Food is raw, has never been frozen or heated, and contains no preservatives.
high fiber	5 grams or more fiber per serving. (Foods making high-fiber claims must also meet the definition for low fat, or the level of total fat must appear next to the high-fiber claim.)
light/lite	A nutritionally altered food product that contains one-third fewer calories or half the fat of the "regular" version of the food. This term can also be used to indicate the sodium of a low-calorie, lowfat food has been reduced by 50 percent. In addition, labels may state that foods are light (lite) in color or texture.
*low calorie	40 calories or fewer per serving.
*low cholesterol	20 milligrams or fewer of cholesterol and 2 grams or fewer of saturated fat per serving.
*low fat	3 grams or fewer fat per serving.
*low sodium	140 milligrams or fewer sodium per serving.
reduced calories	At least 25 percent fewer calories per serving than the "full-calorie" version of the food.
sodium free	Fewer than 5 milligrams of sodium per serving.
sugar free	Fewer than 0.5 grams of sugar per serving.

*Foods with a serving size of 30 grams or fewer or 2 tablespoons or fewer must meet the specified requirement for portions of 50 grams of the food.

12-9 Manufacturers must adhere to these definitions when making nutrient content claims about food products.

refund your money or give you a new loaf. See 12-10.

Product manufacturers can help you with a food quality problem that is due to a processing error. Suppose when you open a package of rice mix, you find the seasoning packet is missing. Look on the package for a toll-free telephone number, Web site, or address you can use to contact the manufacturer. Keep the package handy so you can refer to it for specific product information the manufacturer might need. Be polite as you make a brief complaint and reasonable request for what action you would like the manufacturer to take. For instance, you might ask for a coupon for a free package of rice mix.

The *Food Safety and Inspection Service (FSIS)* can help you with a food safety problem involving meat, poultry, or egg products. The FSIS is the branch of the USDA that handles product recalls, or removal of products from the market. If you found metal shavings in a can of beef stew, the FSIS might contact the manufacturer to recall the product.

The *FDA* is the agency that handles food safety complaints linked to products that do not

contain meat or poultry. If you found a piece of glass in a box of cereal, the FDA would handle the investigation. Be prepared to provide



photo courtesy of IGA, INC.

12-10 Most food stores have a customer service counter to help address shoppers' questions and problems.

Vocabulary Builder

Ask students to compare *pack date*, *pull or sell date*, *expiration date*, and *freshness date*. Ask which of these types of dates is most helpful to consumers.

For Example...

Ask each student to bring in a package label that displays one of the nutrient content claims shown in Figure 12-9. Review the labels in class and discuss the significance of each claim as it relates to the particular food product.

Enrich

Ask each student to read an article from an issue of *Consumer Reports*. Then write a summary of what was learned from the article.

Resource

Consumer Resources, Activity F, SAG. Students are to identify which source of consumer help and information they would rely on in given situations. They are also to state their reasons for choosing each source they identify.

Online Resource

Have students visit the Federal Trade Commission (FTC) Web site at ftc.gov to view the range of consumer protection topics. Ask each student to read an article related to diet, health, or fitness and summarize it for the class. Discuss the benefits of using government Web sites to find accurate and up-to-date information.

Activity

Have students visit the Council of Better Business Bureaus, Inc. Web site at bbb.org to investigate the types of complaints BBBs do and do not handle.

Break It Down

Have students answer question 13 under *Review What You Have Read* at the end of the chapter.

detailed product information when you call. See 12-11.

City, county, or state health departments address safety problems you might have with food from restaurants. They inspect facilities, issue warnings and fines, and close businesses when needed.

Better Business Bureaus (BBBs) can help you when you have a problem with the way a food store or restaurant conducts business. BBBs promote honest advertising and selling practices. Imagine the prices at a food store

checkout regularly ring up higher than the shelf tags. If the store manager does not give you a satisfactory response, a BBB can contact the store on your behalf. The BBB can also offer to resolve your complaint by other means, if necessary.

These sources of help do more than handle consumer complaints. They can answer questions and provide a variety of consumer information. Some also do testing, grading, and inspecting to ensure the quality and safety of the food supply.

What Do You Need When Making a Product Complaint?

- Your name, address, and telephone number
- Brand name, product name, and manufacturer of the product
- Size and type of package
- Codes and dates from product package
- Name and location of store and date you purchased the product

For food safety complaints, you will also need

- Original package or container
- Foreign object found in the food product (if applicable)
- Any uneaten portion of the food

12-11 Having all the necessary information available will make it easier for the appropriate agency to process your product complaint.

Community Interactions

Have students prepare a reference card of useful Web sites for researching various types of consumer problems. Include factors to consider when selecting a Web site to make sure the information provided is reliable and accurate. Have students distribute the cards to students in other classes as well as to family members, faculty, and friends.

Chapter 12 Review

The Smart Consumer

Summary

Smart consumers must shop carefully to get the most from their food dollars. They can choose from many types of stores. Evaluating store features can help them decide where to shop. Busy lifestyles are driving many trends in supermarkets and are also the force behind an increase in electronic shopping.

Using a shopping list and comparing costs can help consumers know what to buy. Many factors can affect costs, including product grades, brands, and packaging. Unit pricing makes it easy to compare costs of different brands, forms, and sizes. Knowing about organic foods and food additives can help consumers make purchase decisions, too.

Food labeling provides consumers with information about the food products they buy. Nutrition labeling helps them get the most nutritional value for the money they spend. The UPC speeds checkout. Open dating helps consumers select foods that are fresh and wholesome.

Various resources can help consumers who have problems with food products. These resources can also provide information and other consumer services.

Review What You Have Read

Write your answers on a separate sheet of paper.

1. At what type of food store might consumers have to pack their own groceries in bags or boxes?
2. True or false. Brands and sizes of food products are much more limited for electronic shoppers than for store shoppers.
3. How can a shopping list help a meal manager?

4. A 16-ounce (473 mL) can of green beans usually costs \$.69. This week, a large supermarket chain is advertising 2 cans for \$1.29. Is this a bargain? Explain why or why not.
5. Why do generic products cost less than national and store brands?
6. Consumers can easily compare the cost of different brands, sizes, and forms of the same or similar products with _____.
7. What are two reasons consumers often give for being willing to pay higher prices for organic foods?
8. What are the four basic purposes of food additives?
9. List eight tips to help consumers save money when shopping for food.
10. True or false. The net weight shown on canned foods includes the liquids in which the foods are canned.
11. Why might food products provide people with different percents of their Daily Values than those listed on labels?
12. Describe how the UPC works at the checkout stand in a grocery store.
13. The last day a product should be sold is called the _____.
 - A. expiration date
 - B. freshness date
 - C. pack date
 - D. pull or sell date
14. Name four sources of help with consumer problems.

Resources

- *Chapter 12 Study Sheet*, reproducible master 12-3, TR. Have students complete the statements as they read the chapter.
- *Chapter Review Games CD*. Have students play the chapter review game according to the instructions that appear on the screen.

Career Path

Have students reread the career descriptions of a comparison shopper and a nutrition aide that appear at the beginning of the chapter. Ask students why people working in these occupations would need basic speaking skills.

Build Your Basic Skills

1. **Math.** Do a price comparison study of the cost of different forms of a food product. For example, compare the cost per serving of a chocolate cake made from scratch, a chocolate cake made from a mix, a frozen chocolate cake, and a bakery chocolate cake. (All of these cakes should be two-layer, 8-inch (20-cm) cakes with chocolate frosting.)
2. **Reading.** Mount the entire label from a can of food in the center of a sheet of paper. Label each of the points of information required on food packages. Also label the UPC and each part of the Nutrition Facts panel.

Build Your Thinking Skills

1. **Evaluate.** Visit several supermarkets of comparable size. Using the criteria for choosing a food store given in the chapter, evaluate each store. Write a report summarizing your findings and identifying the store at which you would most like to shop. Explain the reasons for your choice.
2. **Organize.** Organize your family's weekly grocery shopping list to match the order of the food aisles in the store where you shop. Use the list to do the shopping. Share with the class how the list affected the shopping process.

Apply Technology

1. Investigate the lab procedures used to determine the nutritional values of food products itemized on Nutrition Facts panels.
2. Make a list of ways UPC and scanner checkout benefit consumers and food stores.

Using Workplace Skills

Carine is a retail food demonstrator at Johnsen's Supermarket. She tells store customers about food products and answers their questions as she offers them samples she has prepared. The store manager expects Carine to help boost sales of the products she demonstrates.

To be a successful employee, Carine needs basic speaking skills. Put yourself in Carine's place and answer the following questions about your need for and use of these skills:

- A. What are three specific speaking skills that will help you communicate with your customers?
- B. How might store customers respond if you do not have adequate speaking skills?
- C. How might the store manager respond if you do not have adequate speaking skills?
- D. What is another skill you would need in this job? Briefly explain why this skill would be important.

Answer Key to Review What You Have Read questions

1. discount supermarket
2. false
3. A shopping list helps a meal manager save time, avoid extra trips for forgotten items, and stick to the food budget.
4. Yes, two cans of green beans purchased at the regular price would cost \$1.38. The sale price saves the consumer \$.09.
5. less money is spent on packaging and advertising, product may be made of lower-quality ingredients
6. unit pricing
7. concern about the effects standard farming methods may have on foods and concern about the effects standard farming methods may have on the environment
8. add nutrients, preserve quality, aid processing or preparation, enhance flavors or colors
9. (List eight. Student response.)
10. true
11. Percent Daily Values listed on food labels are based on a 2,000-calorie diet. People who have higher or lower calorie needs will have higher or lower Daily Values, respectively.
12. (Student response.)
13. D
14. (Name four:) food stores; product manufacturers; Food Safety and Inspection Service (FSIS); FDA; city, county, or state health departments; Better Business Bureaus (BBBs)