Let's Fix Our Food

WELCOME TO THE FOOD DETECTIVES CLUB

On a mission to make everyone

SMART FOOD SHOPPERS

icmr INDIAN COUNCIL OF MEDICAL RESEARCH | NIN NATIONAL INSTITUTE OF NUTRITION

CHARACTER INTRODUCTION

Miss Naina Nutrina

Miss Naina Nutrina is your go-to-guru for explaining label details in a snap!

Miss Sia Ingranza

Miss Sia Ingranza holds the Key to unlock secrets of ingredient list & nutritional values!

Rishi

Ordinary

Consumer who does not have knowledge about food labels.

Mr.Reyan Symbo

Mr. Reyan Symbo, with his magnifying glass, can decipher the quality of food products!

Mr. Samar Claim

Mr. Samar Claimist has the power of decoding hidden meanings behind food label claims!

As Rishi enters the grocery store, his eyes catch sight of a shiny new energy drink.

Just as he's about to take a sip, his eyes catch the confusing jumble of information on the can he thinks of consulting the food detectives to know if he should SIP IT OR SKIP IT?

Ms. Nutrina comes forward to give an overview of the food label

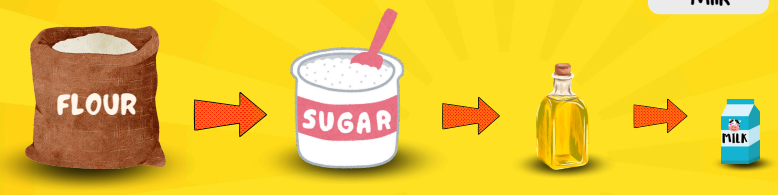
Now let's see what Ms. Ingranza has to say about the label

Refined wheat flour

Sugar

Palm Oil

Milk



REMEMBER

The 1st ingredient is present in maximum amount, then the 2nd, and so on...

AVOID

SUGAR, FAT, SALT/SODIUM, REFINED FLOUR (MAIDA), are Ingredients of Concern

If these are the first 5 ingredients in a product

STAY AWAY

Let's decode the secret hidden in nutrition facts

Recommended Dietary Allowance (RDA)

RDA is the amount of nutrient one should eat in a day, as recommended by the government

% Daily value* tells you what % of a nutrient is in the product

For example

11% Saturated fats means:

11% of RDA is present in the product

DECODE THE SODIUM %

Nutrition Facts

Serving Size 10 g
Serving Per Pack 3

Amount Per Serving		
Calories 200	Calories From Fat 200	
Total Carbohydrate	15 g	3%
Dietary Fiber	2 g	3%
Sugars	3 g	
Protein	30 g	
		% Daily value*
Total Fat	10 g	35%
Saturated Fat	1.5g	11%
Trans Fat	0.0 g	
Cholesterol	0 mg	1%
Sodium	210 mg	15%

Vitamin A	3%	• Vitamin C	3%
Calcium	6%	• Iron	6%

*Percent Daily values are based on a 2000 calorie diet. Your daily values may be higher or lewer depending on you calorie needs.

Nutrition Facts

Serving Size 10g
Serving Per Pack 3

Amount Per Serving	
Calories 200	Calories From Fat 200
Total Carbohydrate 15 g	3%
Dietary Fiber 2 g	3%
Sugars 3 g	
Protein 30 g	
	% Daily value*
Total Fat 10 g	35%
Saturated Fat 1.5g	11%
Trans Fat 0.0 g	
Cholesterol 0 mg	1%
Sodium 210 mg	15%

This means:

Serving per pack = 3 biscuits = 10g

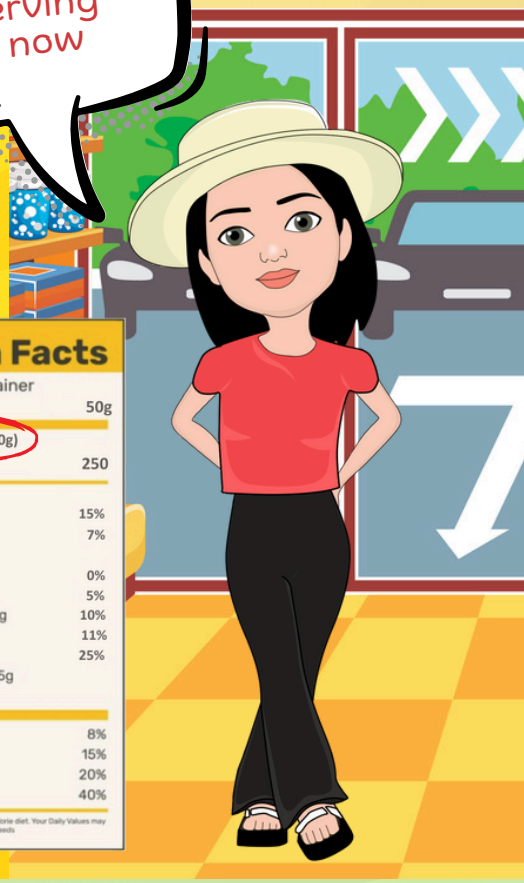
Here nutrient info is mentioned per serving = 3 biscuits

Here nutrient info is mentioned per 100g but you need to know per serving

Therefore

CALCULATE....
(per serving=50g
as mentioned on the label)

Let's understand the serving size now



Nutrition Facts

8 servings per container
Serving size 50g

Amount per serving (100g)	
Calories	250
% Daily Value*	
Total Fat 10g	15%
Saturated Fat 2g	7%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	5%
Total Carbohydrate 30g	10%
Dietary Fiber 2g	11%
Total Sugars 1g	25%
Incl. Added Sugars 5g	
Protein 5g	
Vitamin A 2mcg	8%
Vitamin C 5mcg	15%
Calcium 200mg	20%
Iron 10mg	40%

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

Mr. Symbo comes forward to decode the mystery of symbols

Mandatory

For all packaged foods & beverages.

For packaged drinking water

For all milk & milk products

Not a quality symbol, it states that the manufacturer is licensed by the FSSAI

Veg symbol

Non-Veg symbol

Optional

Quality symbol for all Agricultural products like masalas, spices and ghee

Quality symbol for all organic products

Vegan symbol

Rishi you should always look behind the pack for these symbols

Fortification is the process of adding an essential nutrient to a food product to prevent mass deficiencies

Fortification Symbol

EXAMPLE

- Salt is fortified with Iodine.
- Milk is fortified with vitamin D.
- Wheat and Rice are fortified with Iron.

Allergen Declarations:

Look out for allergen symbols if you are allergic

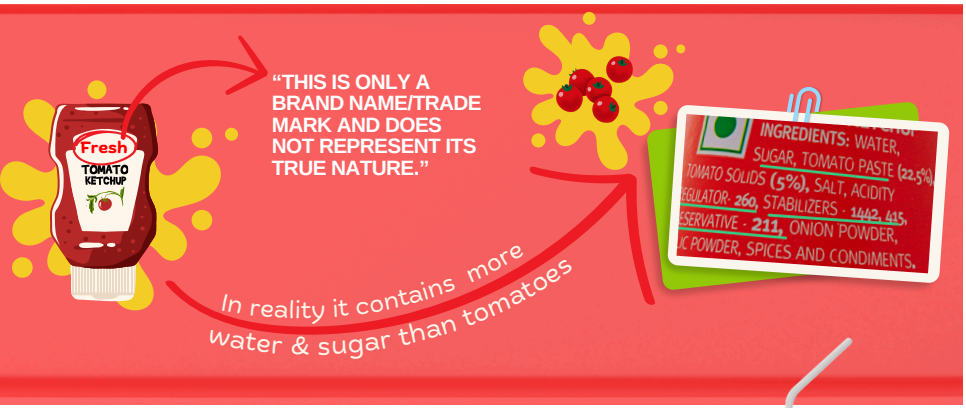
Contains Gluten

Contains Soy

Contains Peanut

Contains Milk

Mr. claim comes forward to dive into the secret life of claims

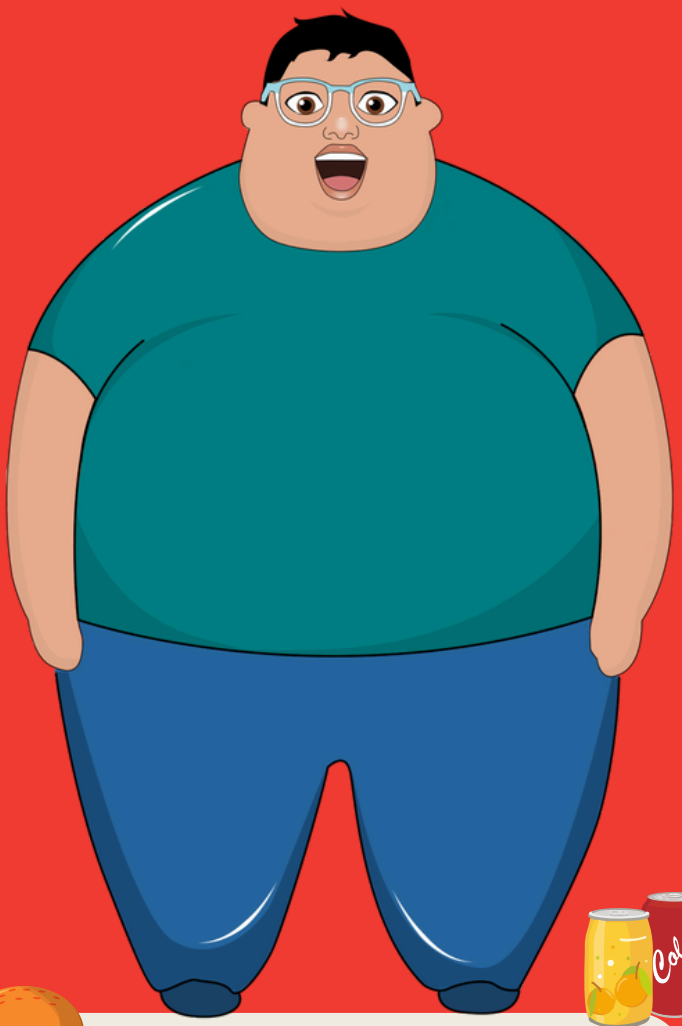


Rishi, next time you are at a grocery store, grabbing a snack, give that label a read!


This energy drink does not have real energy..
I think I should keep it back
Wow! I have leveled up from an ordinary to extra-ordinary consumer!
"I HAVE MY OWN DETECTIVE'S LENS, READY TO DECODE THE NUTRICODE OF EVERY PRODUCT!"

Future Rishi can have two realities:

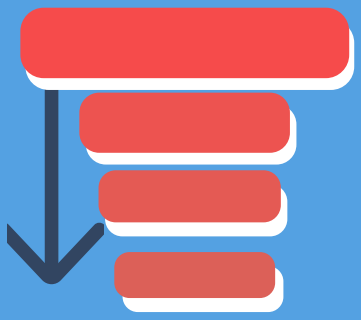
"IF HE FOLLOWS THE DETECTIVES AND BECOMES A SMART CONSUMER!"



"IF HE REMAINS AN ORDINARY CONSUMER WHO DOES NOT READ FOOD LABELS.

ACTiVITiES

Now, try decoding the ingredients of Rishi's energy drink



Would you choose to have this energy drink??

MATCH THE FOLLOWiNG

Allergen

Serving size

Ingredients of concern

Fortification

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