

Question 3 – Candidate 1

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
3.	<p>The current dietary advice for fruit and vegetables is is for it to double from 200g to 400g a day. This is good for food manufacturers as they can replace add fruit and vegetables in other dishes such as a carrot cake or in soup such as leek and potato or is tomato soup. This is dietary target is created because fruit and vegetables contain a good source of antioxidant vitamins (A, C, E) as they ward off free radicals and help to prevent heart diseases and cancers. However, consumers who don't like fruit or vegetables may stop buying the manufacturer food products.</p>

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	and continue to buy products that do not contain them from somewhere else.
	<ul style="list-style-type: none">• Another dietary target is for consumers to increase bread by 45% 50%, preferably whole-meal or brown bread. This is good as a source of dietary fibre which will hold people up and prevent them grazing on fatty foods which could lead to obesity. This is good for bread manufacturers as they can start providing bread as a side to their bread products to encourage consumers to increase their bread consumption. However, this may be bad for food

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	manufacturers as the consumers may simply not eat the bread, the meaning they aren't increasing bread consumption and are wasting bread by not eating it.
	<ul style="list-style-type: none">• Another dietary goal is to reduce sodium intake from 163 mmol - 110 mmol a day. then This is to prevent arteries blocking up leading to heart attacks and strokes. Food manufacturers can do this by using herbs to flavour their food instead of salt so that consumers are consuming less. However, this may be bad for manufacturers as it could change the taste of

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	<p>their product leading to some customers buying products elsewhere.</p>	
	<p>The current dietary goal for total complex carbohydrates is to increase consumption by 15% 25%. This is because it has a good source of dietary fibre meaning it fills you up faster and prevents you over-eat eating, leading to obesity. Food manufacturers can do this by adding more total total complex carbohydrates in their meals or even as a side. However, this may be more expensive for the food manufacturer.</p>	

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	<p>• The current dietary goal for non-milk extrinsic sugars are too stay the same in adults and decrease to no more than 10% in children, this is to prevent obesity and tooth decay as the sugar attacks the enamel in teeth. Food manufacturers can try and add naturally occurring sugar products in their food products such as honey and fruit for flavour to the enhance the taste, instead of adding sugars. This should decrease sugars extrinsic sugar consumption. However, this may change the taste or not be as pleasant, meaning</p>

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	Consumers may buy food elsewhere.
	<ul style="list-style-type: none">The current dietary target for fats is to reduce total fats to no more than 35% of total food energy. This is to help decrease chances of obesity. Manufacturers can try and reduce their saturated fats use such as not using as much fat^{butter} or baking products instead of frying them in oil.The current dietary target for white fish is to stay the same but for oily fish consumption to double from 46g to 88g. This is to The ^{food} manufacturer

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	<p>could help achieve this by having a special offer on oily fish each week to promote consumption of it, or add it in Salads such as Tuna or Salmon in salad. However this may be ineffective as consumers may not still not to choose to purchase it.</p> <ul style="list-style-type: none">• dietary target for cereals is to double from 17g. These contain a good source of NSP (non-starch polysaccharides) & prevent bowel disorders. The Food manufacturers could add breakfast products or add them as toppings. However this may be cost a lot for the food manufacturer to store up and advertise.

Question 3 – Candidate 2

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
3	F- One piece of current dietary
	advice is to reduce the intake
	of free sugars to 5% of energy ^{intake} intake
	O- This is good
	C- In order to meet this goal, many
	manufacturers are cutting down
	the amount of sugar they
	are adding to their products.
	C- An example of this is the
	cutting of ^{the} sugar content in fizzy
	drinks by manufacturers in
	relation to the 'Sugar Tax'
	Scheme introduced by the UK
	government.
	C- By doing this manufacturers are
	helping products to meet the
	current dietary advice goal
	and helping to reduce the
	risk of dietary related conditions.

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	<p>C- Such a condition could be Type 2 diabetes which is linked to high intake of sugar from the diet</p>
	<p>C- By reducing sugar, manufacturers help to reduce the risk of type 2 diabetes</p>
	<p>C- High sugar intake is also linked with the increase of dental caries and decay in children as the sugar feeds the bacteria in the mouth, promoting the production of acid which wears away tooth enamel.</p>
	<p>C- By reducing sugar, manufacturers help to reduce the risk of premature tooth decay in children.</p>

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F - Another goal of current dietary advice is to reduce the intake of salt to 6g a day for adults.

O - This is good

C - In order to meet this goal many manufacturers are reducing the content of salt in products and replacing them with herbs and spices to provide flavour

C - High intakes of salt are linked with high blood pressure and hypertension which increase the risk of Coronary Heart Disease (CHD), heart attacks and strokes

C - By meeting this aim in their products, manufacturers help to reduce the risk of high -

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blood pressure and hypertension,
in turn minimising CHD, strokes
and heart attacks.

F- ~~Q~~ Current dietary advice ~~is~~
aims to increase the consumption
of fruit and vegetables to at least
400g per day.

O- This is good

C- By ensuring their products
meet this goal, manufacturers
help to provide a good source
of vitamins and minerals
for consumers.

C- Vitamins A, C and E are
all antioxidants which mean
they help to ~~protect~~ ^{fight free-radicals}
in the body, reducing the
risk of certain cancers.

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	<p>C- Minerals such as calcium are important in the formation and maintenance of strong bones and teeth helping to prevent at poor bone density and osteomalacia</p>
	<p>C- Certain vegetables are high in iron which is essential in the formation of red blood cells</p>
	<p>C- By providing a good source of fruit and vegetables which contain iron manufacturers help to prevent low blood count and anaemia</p>
	<p>F- Current dietary advice aims to reduce the intake of saturated fat</p>
	<p>O- This is good</p>
	<p>C- By meeting this goal, manufacturers help to prevent CHD, obesity and heart attacks</p>