

## Candidate 1

QUESTION		MARGIN
1a)	<p>A diet with a low intake of fruit and <sup>vegetables</sup> can lead to childhood obesity, as the children are more likely to snack on unhealthy foods that are high in fat, salt and sugar as they don't get the full feeling <sup>the dietary fibre</sup> from fruit and vegetables, leading to weight gain.</p>	
	<p>A diet high in sugar can lead to childhood obesity, as sugar is used as energy, but when in excess it can be converted into fat and lead to weight gain and therefore obesity.</p>	
	<p>A child within a low income family can become obese, as more <sup>cheap</sup> low quality foods which are high in fat, salt and sugar are consumed which can lead to weight gain and therefore obesity.</p>	
	<p>An inactive child can lead to obesity, as no exercise is being completed to burn off excess calories, meaning fat deposits in the body are left alone leading to weight gain and obesity.</p>	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
1b(i)	
<p>Training staff at a club about <sup>the correct</sup> storage of food can prevent food poisoning, as keeping food at the correct temperatures prevent bacterial growth which cause sickness when consumed.</p> <p>Training staff at a school club about the importance of hand-washing can prevent food poisoning, as the correct washing routines will prevent cross-contamination from foods which will stop the spread of bacteria.</p>	
ii)	
<p>Purchasing ingredients from reputable suppliers means that they are thoroughly checked on their products and procedures, <sup>by environmental officers</sup> as a result the food bought is healthy and not contaminated which stops bacterial growth.</p> <p>Buying from reputable suppliers also ensure that you are getting the exact product and amount that you paid for, so that you <del>cannot</del> know exactly what how the food is stored and cooked in order to prevent food poisoning</p>	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
1C)	<p>The girls iron intake is lower than recommended. This is not suitable as iron is needed to provide haemoglobin to transport oxygen around the body; therefore an in-sufficient intake can lead to her becoming very tired. If continued she may develop anaemia, especially when she loses blood due to the menstrual cycle, if it has already begun. The <del>spinach</del> <sup>spinach</sup> <del>in the lunch</del> <sup>in the lunch</sup> is one of the only sources of iron leading to her low <sup>iron</sup> intake.</p> <p>The girls energy intake is lower than recommended. This is not suitable as energy is needed for the girl to complete daily tasks. This low intake will make her feel weak <sup>and tired</sup> which could lead to injury when competing in exercise at the club. The macaroni pasta in the lunch is one of the only sources of carbohydrates <sup>which</sup> contributes to her low <sup>energy</sup> intake.</p> <p>The girls fibre intake is lower than recommended. This is not suitable as fibre is needed to</p>

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

combine with water to bulk-out faeces and allow for smooth passage through the body. With a low intake the girl ~~will~~ <sup>may</sup> be constipated which is painful and can lead to bowel disease <sup>later in life</sup> if continued. The salad in the lunch is one of the only sources of fibre contributing to her low <sup>fibre</sup> intake.

d) The milkshake has been rated 4/5 for sweetness. This is not suitable as this indicates that it is high in sugar. As a result this sugar, due to being used as energy, may convert to fat if not burned off which can lead to weight gain and even obesity later in life if continued. The milkshake has been rated 1/5 for colour. This is suitable as this indicates no/low additives have been added to the shake. As a result this prevents hyperactivity and <sup>in children</sup> ~~bad~~ behaviours that additive can cause <sup>in children</sup>.

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
	<p>The milkshake has been rated 5/5 for fruitness. This is suitable as this indicates a high fruit level which provides fibre to the children. As a result the children will feel more full and are less likely to snack on other high sugar foods, reducing the risk of dental caries (more at end of paper)</p>
2a)	<p>Many cook-chill products are available on the market. As a result this is suitable as this provides a varied diet for the students. Cook-chill meals are often cheaper than buying individual ingredients. This is suitable as many students are on a low-income and are therefore more affordable to buy. Many cook-chill foods are high in salt. This is not suitable as this can increase the students blood pressure, which can lead to a high blood pressure and stroke later in life.</p>

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
2b)	fruit and vegetables are high in dietary fibre.	
	This is suitable as fibre combines with water	
	to make faeces bulky to allow for easy	
	passage through the body. As a result	
	constipation is much less likely and therefore	
	reduces the risk of bowel disease.	
	Fruit and vegetables make you feel fuller for	
	longer due to fibre. <del>As a</del> This is suitable	
	as there is less ambition to eat sugary	
	snacks which allows for a lower intake	
	of sugar. This steadies blood sugar levels	
	and helps deal with Type 2 Diabetes.	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
3b)	<p>Oily fish is rich in omega-3. This is suitable as omega-3 helps break down LDL cholesterol in the arteries and clears it from the bodies system. As a result there is less chance of a heart attack occurring due to blocked arteries.</p>
	<p>Oily fish is rich in protein. This is suitable as protein is essential for the growth and maintenance of muscles. It also allows for cuts and wounds to be healed effectively.</p>
3c)	<p>An environmental <sup>health</sup> officer ensure cooking equipment is in order, this protects the consumer as it prevents raw products from being consumed which can cause food poisoning.</p>
	<p>An environmental health officer also ensures staff are well-trained in food hygiene, this prevents cross-contamination and therefore protects the consumer the risk of bacteria being</p>

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	consumed is very low.	
	An environmental health officer also ensures the food being served is what the consumer paid for, and that food is fresh if said so. This prevents the seller from presenting food which is unlike what the consumer paid for, and is safe for consumption	
	(4a) Many people eat out / have takeaways with friends. This is not suitable as the peer pressure of eating <sup>out</sup> with friends can lead to a high consumption of foods high in fat. As a result cholesterol levels will rise and may cause coronary heart disease. Many people are educated on the importance of fruit and vegetables in their diet. This is suitable as this nutritional knowledge allows for a sufficient intake of dietary fibre from the fruit and vegetables. As a result fibre keeps	



ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	<p>the bodies cells healthy and works with water to prevent constipation and therefore bowel disease. This fibre also allows you to feel fuller for longer, which prevents snacking on high sugar foods and reduces the risk of dental carries and weight gain. Many people cannot afford the fresh ingredients for healthy and nutritious meals. This is not suitable as by having a low available income more processed foods are consumed, which are high in salt and can cause high blood pressure</p>	
4b)	<p>Food additives such as antioxidants can be added, which can benefit the consumer by fighting off free radicals and protecting the body's cells. Food additives such as preservatives can be used to give food a longer shelf life, which benefits the consumer by reducing waste food.</p>	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
	<p>Food additives such as food colourings can be added to improve the colour and look of a food, which benefits the consumer as they are more likely to eat a food which looks good.</p> <p>Food additives such as flavourings can be added to improve or add a flavour to the food, which benefits the consumer by giving a richer taste and smell which is more appealing.</p>
4c)	<p>The Advertising Standards Authority (ASA) ensure that adverts containing high sugar foods are not aired on dedicated childrens channels. As a result children don't want and crave unhealthy snacks as much, which helps protect consumers.</p> <p>The ASA also deal with public complaints about adverts, and ensure that they are not false or offensive to many viewers in order to protect consumers.</p>

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
5a)	Eggs trap air well when used in baked products, and works well as a self-raising agent
	Eggs also hold ingredients together well in baked products, and <sup>therefore</sup> produce a steady structure.
5b)	Fairtrade products are often more expensive than non-fairtrade products. This is not suitable as <sup>consumers</sup> people on low budgets will be unable to afford them, and will opt for products that are almost identical but for a more affordable price. As a result shops may stop selling fairtrade goods due to losing money, and therefore farmers wages may lower.
5c)	Genetically modified foods (GM) are made to a specific purpose, such as to be bigger or last longer without rotting. This is suitable for consumers as more fruit can be bought in bulk due to its longer shelf-life. and may be for even

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
	a cheaper price. As a result more fruit is being consumed which provides the necessary nutrients for the consumer to function healthily.
5c)	The mixed bean and vegetable chilli contains vegetables. This is suitable as it allows the vegetarian to follow the advice for at least five portions of fruit and vegetables a day. The potato wedges will contain carbohydrates. This is suitable as it allows the vegetarian to follow the carbohydrate advice, so that 50% of his overall energy intake contains carbohydrates.
	The mixed bean and vegetable chilli contains very low sugar levels. This is suitable as it allows the vegetarian to not exceed the dietary advice of 5% of overall energy intake being free sugars.
	The overall lunch is low in salt. This is suitable as it allows the vegetarian to not exceed the

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
2c)	
2d)	

dietary advice of 6g of salt per day.

A diet low in vitamin C will hinder the absorption of calcium, as vitamin C is needed in order for calcium to be absorbed by the body.

A diet too high in dietary fibre will hinder the absorption of calcium, as the fibre binds with calcium and makes it very difficult to be absorbed.

An ~~illness~~ illness, such as cystic fibrosis, will hinder the absorption of calcium, as the body's <sup>nutrient absorption</sup> digestive system does not work correctly and calcium may pass through, meaning there is not enough calcium being absorbed.

<sup>High</sup> food miles <sup>products</sup> are known for polluting the environment due to transport. This is not suitable as many consumers will refuse to buy products which have

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
3a)	

harmed the environment, as a way to try prevent the producer to continue doing so. Therefore consumers will opt for a more local food choice as a way of protest. ~~as well as following their~~

The more food miles on a product the more expensive it is due to transport costs, tax and processing. This is not suitable as consumers on a low income will be unable to afford them, as a result their food choice will consist of more local foods due to being more affordable.

During concept screening the manufacturer must complete more market research such as <sup>about fish</sup> questionnaires so that ideas brought forward <sup>on the fish product</sup> are what the customers want and would spend their money on to prevent losses of finance.

During prototype production the manufacturer must test the new fish product on his exact target market so that knowledgeable feedback is given, in

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
	order to make vital improvements to the fish product in order to meet sales targets.
	During the first production run the manufacturer should ensure the most efficient production facilities are being used <sup>to produce the fish</sup> as by using effective equipment there is less waste being created and more high quality <sup>fresh fish</sup> products being produced which will greatly help to achieve or even exceed sales targets.
	During launch the manufacturer must ensure that the products launch is greatly advertised to the target market, as <sup>the</sup> fish sales targets can only be reached if the consumers know that the product is available to buy. ' which must be handled well as sales can often be low until the customers know of the product and of its high quality.

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1d) <small>cont.</small>	The milkshake has been rated 4/5 for aroma.	
	This is suitable as by having a good smell	
	the children are more likely to consume and like	
	the product.	