

WELCOME TO THE

FOOD DETECTIVES

CLUB



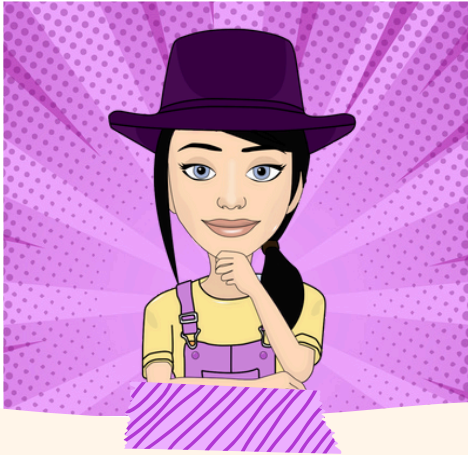
icmr
INDIAN COUNCIL OF
MEDICAL RESEARCH

NIN
NATIONAL INSTITUTE
OF NUTRITION

On a mission to make everyone
SMART FOOD SHOPPERS

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?





Sure!
Come on Detectives,
let's dive into the
adventure of decoding
food products.

Yes!
let's turn Rishi into
a SMART Shopper

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



Let's start
with a chips
packet

So, Rishi these are
the items an ordinary
shopper looks for
on a food label



Brand
Name

Name of
the product

Usage
instructions

Price &
Net
Quantity

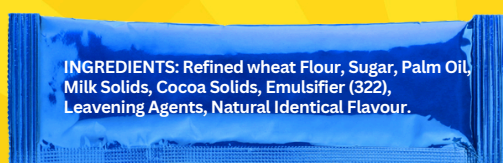
Manufacturing
and expiry
date

Product
Image

INSTRUCTIONS
None
MRP Rs. 20/-
NET QTY: 60g
MFD & USE BY: 03/08/2023
24/02/2024



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





- Water
- Sugar
- Mango pulp
- Additives

It has ...

Now you can try to decode the ingredients of this drink



SOLVE THE PUZZLE OF THIS CHOCOLATE



- _____
- _____
- _____
- _____

Let's decode the secret hidden in nutrition facts



Rishi, look at the nutrition facts behind this biscuit pack.



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 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 | |
| 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 lower depending on you calorie needs.


Let's understand the serving size now

Nutrition Facts

Serving Size 10g
 Serving Per Pack 3

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

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% |

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

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



You should also look for these symbols



Fortification Symbol

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

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



"THIS IS ONLY A BRAND NAME/TRADE MARK AND DOES NOT REPRESENT ITS TRUE NATURE."

In reality it contains more water & sugar than tomatoes

INGREDIENTS: WATER, SUGAR, TOMATO PASTE (22.5%), TOMATO SOLIDS (5%), SALT, ACIDITY REGULATOR - 260, STABILIZERS - 1402, 415, PRESERVATIVE - 211, ONION POWDER, KC POWDER, SPICES AND CONDIMENTS.

Hey Rishi, don't let claims trick you. Be a smart shopper & look at the ingredient list.



INGREDIENTS
INGREDIENTS: WATER, SUGAR, MANGO PULP (11.2%), ACIDITY REGULATORS (INS 330, INS 331(iii)), NATURE - IDENTICAL FLAVOURING SUBSTANCES (MANGO), STABILIZERS (INS 466, INS 415), ANTIOXIDANT (INS 300), FOOD COLOUR (INS 110) AND ANTI-FOAMING AGENT (INS 900a), (INS-INTERNATIONAL NUMBERING SYSTEM)

It claims 100% real juice but that is just a brand name. In reality it contains only 11% of mango

100% real juice
Frooti

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 extraordinary consumer!


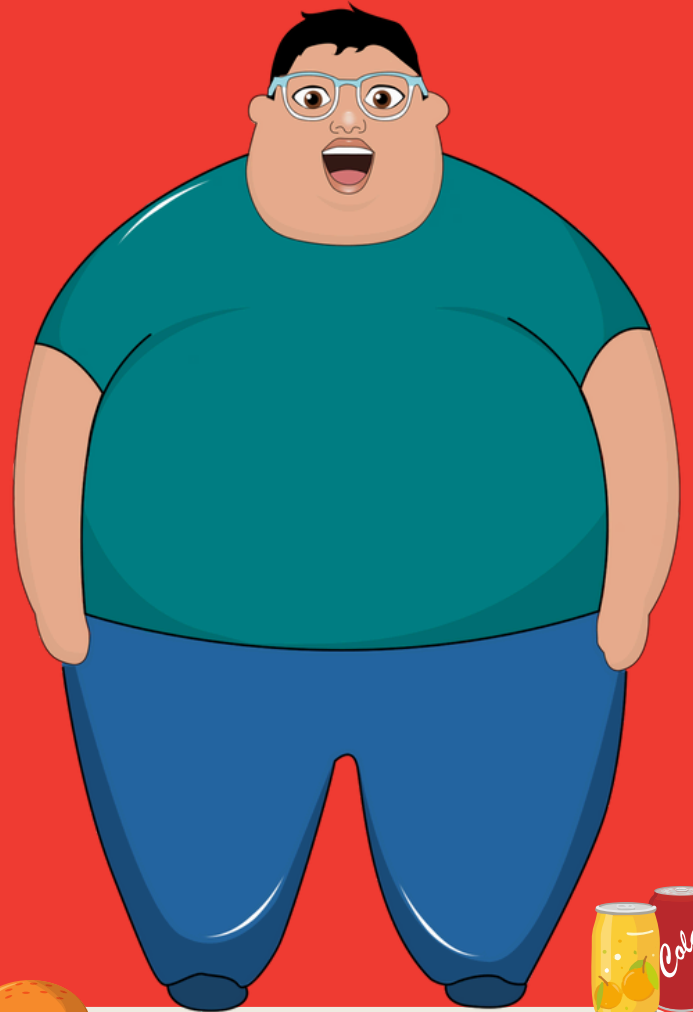
"I HAVE MY OWN DETECTIVE'S LENS, READY TO DECODE THE NUTRICODE OF EVERY PRODUCT!"





Future Rishi can
have two realities:



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

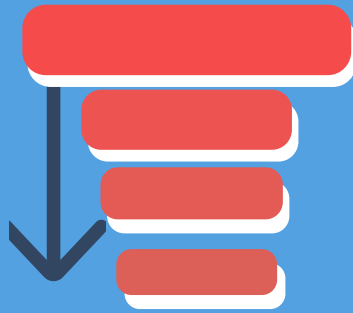


"IF HE REMAINS AN
ORDINARY CONSUMER
WHO DOES NOT READ
FOOD LABELS."



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

ACTIVITIES



Would you choose to have this energy drink??



MATCH THE FOLLOWING

Allergen



Serving size



Ingredients of concern



Fortification





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