

Teacher Resource

Episode 21
4th August 2015

Food Origins

FOCUS QUESTIONS

1. Discuss with another student the sort of information found on food packaging and labels.
2. What does it mean when products are labelled 'made in Australia'?
3. Why is it important for people to know where their food comes from?
4. What happened to some people who ate frozen berries that were imported from China?
5. What did some people say about the labelling of the frozen berries?
6. Describe the new labelling system that is being introduced.
7. When is the new labelling system being introduced?
8. Why have some people criticised the new labelling system?
9. Do you think it is important to know where your food comes from? Why or why not?
10. Will the Government's new food labels change what you buy? Explain your answer.

ACTIVITY

What is the difference?

Many consumers want to buy food from a certain country. Statements about where food has been made or grown are found on product labels, packaging or in advertising. Below are some examples:

- Made in Australia
- Product of Australia
- Grown in Australia
- Proudly Australian Owned
- 100% Australian Owned

In pairs, discuss what these terms mean to you, in relation to the origin of the food. What is the difference between each of these statements?



KEY LEARNING

Students will investigate the Government's new food labels that show country of origin. They will also survey people about what influences their purchasing decisions.

AC AUSTRALIAN CURRICULUM

Design and Technologies Years 3 and 4

Investigate food and fibre production and food technologies used in modern and traditional societies ([ACTDEK012](#))

Design and Technologies Years 7 and 8

Investigate the ways in which products, services and environments evolve locally, regionally and globally through the creativity, innovation and enterprise of individuals and groups ([ACTDEK030](#))

Science Year 4

Represent and communicate ideas and findings in a variety of ways such as diagrams, physical representations and simple reports ([AC SIS071](#))

Science Year 5

Communicate ideas, explanations and processes in a variety of ways, including multi-modal texts ([AC SIS093](#))

Share and compare your thoughts with the class. Check this website to find out what they all mean and how they are different [ACCC for country of origin definitions](#).

- Are these terms clear? Why or why not?
- Is it important to you to know where your food comes from? Why or why not?

ACTIVITY

Why is it important to know where your food comes from?

As a class brainstorm a list of reasons why it is important to know where your food comes from. For example:

- freshness
- reduce food miles – smaller carbon footprint
- support local industry
- health and safety
- humane treatment of animals
- sustainable farming methods
- understand the process of food production
- food quality

Students will then order the reasons from most important to least important. Compare and discuss your results with your classmates. Were your priorities similar or different?


Design a poster or infographic which illustrates one or more of the reasons why you think it's important to know where your food comes from.

ACTIVITY

Country of origin food labels

Individually or in pairs, examine the [Country of Origin Food Labels](#) that the Government is going to make compulsory for food products sold in Australia.








- What is your opinion about the new food labels?
- Will the new labels have an impact on what you buy?
- Why do consumers want labels that clearly show where the food was grown or made?
- Do you think the labels are clear to consumers? Why or why not?
- What changes would you make to the labels? How could they be made clearer? Describe and illustrate.
- Create your own design for the country of origin labelling.

 Australian Government

Country of Origin Food Labels

Mandatory labels



'Made in' country of origin claims

						
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'Grown in' country of origin claims



'Packed in' statements (imported ingredients)

'Packed in' statements must also include a country of origin (made in or grown in) claim

	
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Imported products

Imported food products must continue to declare their original country of origin

	
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Providing additional information

Companies will be encouraged to provide information on the origin of significant ingredients where possible

		
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For more information: industry.gov.au/cool

ACTIVITY

Survey

Design a survey and interview people to find out about what influences their decisions and choices about what they buy in relation to where the product is from. Do they look for Australian made and owned products? Why or why not?

Preparation	Design your survey <ul style="list-style-type: none">- Who will you survey? Try to survey a cross section of people (including friends and family, classmates).- Write questions that you will ask in your survey. Write open-ended questions. Open-ended questions have no right or wrong answer and can't be answered with a 'yes' or 'no'.
Survey	Conduct your survey and record your results.
Sort	Sort and enter the information you have gathered into a report.
Representation	<ul style="list-style-type: none">- What is the best way to represent the data you have collected?- Summarise the information you have gathered and create a graph, using excel.- Alternatively draw a diagram or infographic to highlight the survey results.
Analysis	Analyse your results and identify conclusions supported by the evidence. Use the data to answer questions. <ul style="list-style-type: none">- What do the results tell you about country of origin food labels?- Write a short report explaining the survey results.- Did you have a big enough sample size? If you surveyed a larger group of people how would this improve the representation of different eye colours?- What interesting things did the data tell you about the people you interviewed?

USEFUL WEBSITES

ABC News – Government announces new labelling system for Australian food

<http://www.abc.net.au/news/2015-07-21/tony-abbott-announces-new-labelling-system-for-australian-food/6636662>

Australian Competition and Consumer Commission – Country of Origin

<https://www.accc.gov.au/consumers/groceries/country-of-origin>

Department of Industry and Science - Country of Origin Food Labels

<http://www.industry.gov.au/industry/IndustrySectors/FoodManufacturingIndustry/Documents/Country-of-Origin-Food-Labels.pdf>

Behind the News – Food Labelling

<http://www.abc.net.au/btn/story/s3953591.htm>

Behind the News – Food Standards

<http://www.abc.net.au/btn/story/s3699382.htm>