

Assessment Schedule – 2020

Home Economics: Evaluate conflicting nutritional information relevant to well-being in New Zealand society (91470)

Assessment Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<p>Evaluating conflicting nutritional information relevant to well-being in New Zealand society involves:</p> <ul style="list-style-type: none"> analysing the conflicting nutritional information drawing conclusions that relate the nutritional information to well-being. 	<p>Evaluating, in depth, conflicting nutritional information relevant to well-being in New Zealand society involves:</p> <ul style="list-style-type: none"> analysing the underlying intent of the conflicting nutritional information drawing conclusions about the credibility of the nutritional information sources. 	<p>Evaluating, comprehensively, conflicting nutritional information relevant to well-being in New Zealand society involves:</p> <ul style="list-style-type: none"> critically analysing the conflicting nutritional information drawing justified conclusions about the credibility of the nutritional information.

N1	N2	A3	A4	M5	M6	E7	E8
Little evidence of discrimination between valid / invalid information.	Demonstrates some understanding but does not analyse (no nutritional knowledge of their own provided).	Analyses enough information / evidence to draw a conclusion relating to well-being (some nutritional knowledge of their own provided).	Analyses most of the information to draw a conclusion relating to well-being.	Analyses and evaluates , in depth, some intentions / motivation of the information presented.	Analyses and evaluates , in depth, a broad range of intentions / motivations of the information presented.	<p>Justifies their position about the dietary advice and challenges at least ONE inherent assumption.</p> <p>Draws on their own nutritional knowledge, and clearly shows underlying impact on society and lifespan with reference to the sources.</p>	<p>Fully justifies their position about the dietary advice and challenges at least TWO inherent assumptions.</p> <p>Draws on their own nutritional knowledge, and clearly shows underlying impact on society and lifespan with reference to the sources.</p>

N0 = No response; no relevant evidence.

Evidence

Question	Achievement	Achievement with Merit	Achievement with Excellence
<p>(a)</p> <p>Analyse the possible impacts on the well-being of New Zealand society AND the underlying intentions of the different information relating to ultra-processed foods seen in the resources, drawing conclusions about the credibility of the information, and those presenting it.</p> <p>(see appendix for a sample answer)</p>	<p>Kellogg's:</p> <ul style="list-style-type: none"> • High sugar intake from ultra-processed foods (UPFs), such as breakfast cereals, linked to nutritional diseases. • Marketing of high-sugar food to children / families leads to greater consumption of UPFs (i.e. breakfast cereals). • Advice given is sound but differs from some products Kellogg's markets to families. 	<p>Kellogg's:</p> <ul style="list-style-type: none"> • Selling their products, whilst appearing to be interested in their consumers' health by providing nutritional advice and claims referenced to reputable organisations, such as World Health Organization • Use of specific quantities (i.e. five teaspoons of sugar for children) adds credibility and trust for consumers. • Their advice is sound and is probably checked over by reputable nutritionists, although it is not related to a specific Kellogg's product. 	
	<p>Sugar Research Advisory Service:</p> <ul style="list-style-type: none"> • Minimises concerns about consuming UPFs, meaning New Zealanders may continue their high level of consumption. • Cooking skills of New Zealanders may lessen if they think it is normal to consume ready-made meals that are UPFs. • Increased intake of sugar at a young age is addictive and can lead to obesity and a wide range of health issues. 	<p>Sugar Research Advisory Service:</p> <ul style="list-style-type: none"> • To cast doubt on concerns about consuming UPFs. • Deflecting from health problems associated with UPFs to the broad classification of foods as UPFs. • Continuing to encourage consumption of many UPFs. • This is a 'front' organisation for sugar makers in New Zealand and Australia, so will have a favourable bias towards these companies. 	
	<p>Modern Food Dilemmas:</p> <ul style="list-style-type: none"> • Provides some shopping advice to help New Zealanders avoid UPFs, even if these appear to be relieving consumers of guilt around ethical / health concerns. 	<p>Modern Food Dilemmas:</p> <ul style="list-style-type: none"> • Provides advice to readers to avoid UPFs, even if they appear to meet an ethical or nutritional need. • Three dietitians have contributed to the news article and given similar advice. 	

Question	Achievement	Achievement with Merit	Achievement with Excellence
<p>(b)</p> <p>Evaluates the various positions taken in the resources in</p>			<ul style="list-style-type: none"> • The candidate introduces other research about UPFs in their answer. • The candidate provides information about nutritional diseases and well-being in New Zealand.

<p>relation to ultra-processed foods and well-being in New Zealand. Draw a conclusion using reasoned arguments from your own nutritional knowledge and understanding.</p> <p>(see appendix for a sample answer)</p>			<ul style="list-style-type: none"> • Candidates may also include recent reports that link consumption of UPFs by people with underlying conditions (e.g. heart disease, obesity, Type 2 Diabetes). • Kellogg’s shows it knows what New Zealand families should be eating, but that is in stark contrast to its ranges of heavily marketed UPFs (i.e. breakfast cereals) that are unhealthy. • Sugar Research Advisory Service (SRAS) is working to deflect from issues surrounding UPFs. It is doing this rather than the food industry to make more changes to their products / removing many UPFs altogether from their product ranges. • The food industry’s concern for New Zealanders’ well-being can be seen in the food it actually produces and markets.
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Appendix

Question	Sample answers
<p>(a)</p> <p>Analyse the possible impacts on the well-being of New Zealand society AND the underlying intentions of the different information relating to ultra-processed foods seen in the resources, drawing conclusions about the credibility of the information, and those presenting it.</p>	<p>Resource 1: Kellogg's</p> <p>The Kellogg's website for New Zealand provides an image of a company that understands the importance of breakfast foods. This is done by providing selective information to the public about its products available in NZ, and what a healthy breakfast should comprise. If you read only the advice on this webpage, New Zealanders would enjoy a low sugar intake, an adequate fibre intake and be encouraged to make healthy breakfast choices. However, this website also promotes breakfast cereals that Kellogg's produces and markets heavily in New Zealand. The most heavily marketed products, especially to New Zealand families, are actually ultra-processed foods (UPFs). The one shown, Coco Pops Chex, has a very low Healthy Star rating of 1.5 from 5, indicating it is not a good choice for New Zealand families. These breakfast cereals are not assisting New Zealand families to make healthy breakfast choices. The way these UPFs are marketed as breakfast cereals, with bright colours and cartoon characters, is designed to sell them into New Zealand homes. These cereals provide a high sugar intake and a low fibre intake, which are together linked to obesity and other related nutritional diseases (i.e. Type 2 diabetes and poor gut health) in New Zealand. There is no suggestion of the need to serve with fresh fruit and / or yoghurt or milk and the calcium and protein the milk or yoghurt would provide for growth and bone density.</p> <p>Underlying intentions</p> <p>Kellogg's appears to be interested in helping educate the public to make good food choices. However, the company promotes and sells UPFs that are breakfast cereals (e.g. Coco Pops Chex). That might be taken to imply that the company's desire to make a profit is of greater concern to it than children's health. If New Zealanders' health was the primary concern of Kellogg's, it might only produce wholesome breakfast cereals and not UPFs marketed to children and their parents. Claims such as "70% of our cereal portfolio is more than 4 Health Stars" suggests a company promoting healthy eating. However, this is not correct as the Coco Pops are only 1.5 Health Stars.</p> <p>Credibility of Information</p> <p>The information Kellogg's provides is credible and reliable and has probably been written by the company's nutritionists. However, Kellogg's fails to highlight the dangers of eating UPFs that are breakfast cereals. It only highlights only the positive aspects of the food (e.g. 'Multigrain pillows', that it does have some stars, that it is served with milk). Use of words such as "building" and the nutritional information are not relevant to the Coco Pops. The Coco Pops are very high in sugar as it is the second ingredient. There are also additives, such as emulsifiers and stabilisers, colouring and flavouring.</p>
	<p>Resource 2: Sugar Research Advisory Service (SRAS)</p> <p>This article in the Sugar Research Advisory Service (SRAS) newsletter casts doubt on the recent research about the health impacts of consuming a lot of ultra-processed foods (UPFs). It also suggests that it is simplistic to think UPFs should be limited in modern food supply. New Zealanders may think, on reading this article, that many UPFs (i.e. sugary breakfast cereals, white bread and ready meals) are acceptable to continue using. This advice is not in the best interests of New Zealanders as these foods are not the best choices for health. These foods are generally lower in fibre, higher in sugar, and will contain a lot of additives that we would not use at home. Ready meals also may be contributing to a lack of cooking skills among New Zealanders, as well as increased incidences of heart disease and Type 2 Diabetes.</p> <p>Underlying intentions</p> <p>SRAS is funded by Sugar Australia and New Zealand. It has a strong financial motivation to continue to sell foods that contain sugar, many of which are the ultra-processed foods that this article supports (at least in part). SRAS wants sugar and foods that contain it to remain an important part of New Zealand eating patterns, and to go unchallenged by research and the media. They suggest there is no evidence about the addictiveness of UPFs, and</p>

that they reduce the intake of micro-nutrients in the diet. The use of the colouring of fruit and vegetables similar to that of the UPFs on the page subtly implies a correlation between the two and that UPFs are like fruit and vegetables.

Credibility of Info

The information is, in part, credible. However, as SRAS wants to downplay health concerns associated with UPFs the article deflects readers from the health issues associated with these by implying the 'modern' convenience foods need to be used in our current social environment. SRAS is funded by Sugar NZ and Sugar Australia, so is biased with an interest in promoting sugar.

Resource 3: Modern Food Dilemmas

This news article by the *New Zealand Herald* suggests to New Zealand consumers that it is not always simple to make positive changes to their food choices to benefit the wider society. The article comments on two food dilemmas:

- The first dilemma is about making a change to a plant-based diet to hopefully make a positive impact on the New Zealand and world environment by eating less meat.
- The second is about providing an alternative to sugar and in so doing hopefully help New Zealanders reduce their intake of this sweet substance (New Zealand has a high rate of people who are overweight or obese and this has been a cost / burden to society, particularly in the form of chronic health conditions cause by obesity).

So, whilst it appears that low-sugar ice creams and plant-based meat alternatives are helpful innovations, these are ultra-processed foods (UPFs) items that will actually have little positive impact on New Zealanders' health. In both cases, the food industry is using a current trend to develop and sell other UPFs and further confuse consumers trying to make healthy and sustainable choices at the supermarket. On the other hand, the plant-based burger might mean more meat eaters swap to alternatives. This might have a positive impact on methane emissions produced during meat production.

Underlying Intentions

This news article was written to remind readers that making food decisions based on health and ethical concerns can be difficult. It is often not made any easier by food manufacturers that are quick to follow societal concerns (e.g. environmental impacts of food processing or packaging and the use of environmentally friendly packaging). Although they may produce heavily processed foods that appear to assuage people of guilt. The article is written to promote healthy discussion and thought by consumers around the food items they could place in their supermarket trollies. One of the dietitians reminds readers that a plant-based, whole-food eating pattern is recommended over consuming UPFs.

Credibility of Information

This article is written by Niki Bezzant, a New Zealand food and health writer and ex-editor of the *Healthy Food Guide*. She appears to have researched her article well, and has included comments from three dietitians, who are credible as they are trained in how food choices can affect people's health. One of the dietitians is employed by Countdown supermarket, which means she is likely to be aware of consumer food trends such as plant-based eating and the weight-loss products that Countdown promotes. She may be biased towards the sale of UPFs as these are profitable for supermarkets to sell. Dietitian Angela Berrill comments that ultra-processed plant-based meat alternatives are not recommended for people's health. She comments on the level of additives in them, and, whilst not stating they are harmful to health, implies they are not desirable additions to peoples' diets. She also notes the level of salt in these UPFs. Claire Turnbull makes a similar comment about the potential negative health effects of another ultra-processed food item, ice cream with artificial sweeteners.

Question	Sample answers
<p>(b) Evaluates the various positions taken in the resources, in relation to UPFs and well-being in New Zealand.</p>	<p>The article about modern food dilemmas at the supermarket by the New Zealand herald provides practical advice about the ideal diet being whole-food based, rather than centred on ultra-processed food items (UPFs). This was the case even if UPFs were marketed as if they are good for the environment or for people’s health. UPFs need to be described as having been processed, and containing added ingredients such as colouring, flavouring, emulsifiers and so forth. This reduces nutrient availability in the small intestine. When these foods replace unprocessed or minimally processed foods, the diet begins to lack micronutrients and fibre. Student reports (based on research papers they have studied) indicate the increasing volume of evidence that consuming UPFs is having a detrimental effect on the diet in Western communities, as well as on nutrition-related diseases that are regarded as epidemics in New Zealand. The food industry appears to care more about following current health and / or environmental trends in the production of UPFs. This means that UPFs can be marketed as health-promoting or ethical food choices. Many UPFs are also targeted at children and families (e.g. Kellogg’s Coco Pops Chex), as well as many snack bars and ready-made meals. These are affecting the health of populations because of the processing of the food. The ingredients used are most often unavailable in people’s kitchens, and have high sugar, ‘bad’ fats and salt in UPFs. The resource from Kellogg’s shows that whilst the company knows what a good breakfast should be, it continues to heavily market UPFs as breakfast cereals to vulnerable children. This can lead to children developing a preference for sweet food from a young age. Sugar Research Advisory Service (SRAS) also seemed to acknowledge that most UPFs do not meet food / dietary guidelines, and yet they try to deflect from these poor nutritional choices by saying UPFs are a broad group of foods, and are not all unhealthy. This may be the case; however, the fact remains that UPFs are continuing to be researched (Note: candidates may reflect on their own knowledge), and many studies indicate that there is a strong link between the consumption of UPFs and the contraction of nutrition-related diseases (e.g. heart disease, bowel cancer, Type 2 Diabetes and so forth).</p>

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 2	3 – 4	5 – 6	7 – 8