READ THAT LABEL



HOW do we CHOOSE what to BUY?

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Nelson Literacy Directions

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1 Choices!

Read the Labels Before You Buy



Every time we shop in a supermarket, we have to make decisions. Each company wants us to buy their products. People need to know what they are buying before they can choose which product is the best. So read those labels first!

Get Informed

If we do not have accurate information about products, we could buy the wrong ones. We might choose a product that is:

- poor quality
- dangerous
- less nutritious
- stale or "off", or
- harmful to the environment.

Packaging Design

Manufacturers use packaging for many reasons. One reason is to design products that look attractive to catch our attention.

Shelf Location

In stores many items are located at eye-level on shelves. We can see those products more easily and we may buy those products first.



Persuasive Words

To persuade us to buy certain brands, stores place signs near products that sound good, such as:



- A NEW, IMPROVED Computer Game!
- FRESHER Fruit and Vegetables
- New LONGER LASTING Batteries
- A New BIODEGRADABLE Toilet Cleaner
- More NATURAL Yoghurt
- New RECYCLED Supermarket Bags!



But is something the best just because it:

- has the brightest packaging
- is a popular brand name, or
- uses persuasive words?

What we really need is reliable, factual information. Luckily, most countries have laws about what must appear on labels.

So take the time to read the labels!



2 Product Names

Read Carefully Before You Buy



When we are deciding what food or drinks to buy, we need to understand what product names mean on the packaging labels.

Labels on Products

It is important that we read packaging labels to check if the ingredients match the product names on the labels.

Tins of Spaghetti

Tins labelled "Spaghetti in Tomato Sauce" must only contain spaghetti in tomato sauce. They cannot contain any other foods.

100% Mince

A meat package labelled as "100% Mince" must only contain mince and no other ingredients. Read the use-by date on the label, too.

Sugar

Sugar used to sweeten products should come from sugar cane. Check the label for sugar content and any artificial sweeteners.

Read the Labels

You might think that reading labels is easy. But we still need to read the words carefully.

Does Banana-Flavoured Milk Contain Bananas?

Not always – it may only have banana-flavoured chemicals in the milk.

Are Flavours Natural?

Look carefully at the labels on foods or drinks that specify what kinds of flavours and ingredients were used to make it. It is important that we know the difference between natural and artificial flavours.

Does Orange Drink Contain Oranges?

No. Orange drink isn't the same thing as orange juice. It may contain only five per cent orange juice! Orange drink may also contain sugar, artificial flavour, colours and additives.



FRESHER!

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