

HOMEWORK ASSIGNMENT 1

DUE DATE: Monday October 15th (Late assignments will be subject to a 1/5th reduction in the assignment grade per day).

INSTRUCTIONS: Collect a single food label that makes a nutritional claim (for example, less fat, low carb, zero cholesterol, etc.), and research the basis of this claim and its' compliance with regulations established by the Canadian Food Inspection Agency (Guide to Food Labelling and Advertising, <http://www.inspection.gc.ca/english/fssa/labeti/guide/toce.shtml>). You will need to go through the table of contents of this document and identify those sections that are applicable to your food label.

TO BE SUBMITTED:

- 1) **TITLE PAGE:** This must include your name, student number, email contact, course number and title, and the title of the assignment (you are free to be creative on this last item).
- 2) **ORIGINAL COPY OF THE FOOD LABEL:** The food label **MUST** include the claim and the nutritional information (i.e., ingredients, energy, macro- and micro-nutrient content, etc.). This part should be attached to the end of the assignment.
- 3) **SUMMARY OF THE FOOD LABEL:** In no more than one page, provide a summary of the nutritional contents of the food item. This discussion should provide a comparison to the RDA, AI, etc., for the specific nutrients.
- 4) **SUMMARY OF THE NUTRIENT CLAIM:** Provide a one paragraph description of the nutrient claim. In other words, don't just reiterate what's indicated on the item, but need to provide a brief explanation (i.e., what does it mean in a nutritional science context).
- 5) **IS THE NUTRIENT CLAIM VALID?** In this section, you will need to discuss how "true" the claim is and discuss how you believe this might have an effect on consumers. So, if a food item claims "no cholesterol", for example, would you think this is a good choice for consumers, given the other nutrients in the food? This section **MUST** be based (and referenced) to the relevant sections of the Canadian Food Inspection Agency document. Also describe how this food item compares to a similar item without the claim. This section should be no more than 2 pages.
- 6) **CONCLUSION:** In this section, provide a summary (no more than ½ page) of the nutrient claim, its' relative "truthfulness" to Canadians, and the overall impression that you have as a Kinesiology student and consumer.

FORMATTING:

The assignment **MUST** use 12 point font, standard letter spacing, one-inch margins, double-spaced, single-sided.