

WELCOME TO THE

FOOD DETECTIVES

CLUB



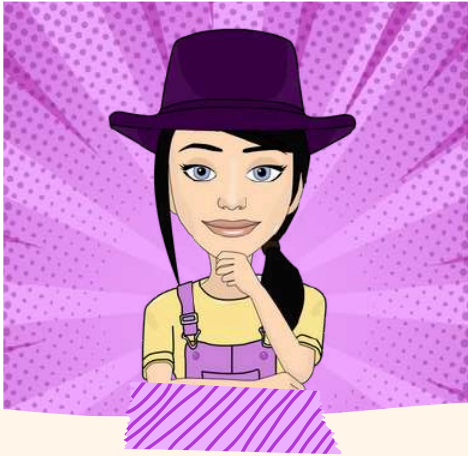
icmr  
INDIAN COUNCIL OF  
MEDICAL RESEARCH

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?



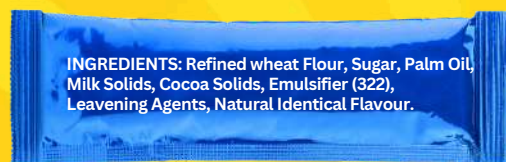


Ms. Nutrina comes forward to give an overview of the food label





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



- Wheat Sugar
- Refined Flour
- Palm Oil
- Milk Solids
- Cocoa Solids
- Emulsifier (322)
- Leavening Agents
- Natural Identical Flavour

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

<b>Nutrition Facts</b>	
8 servings per container	
Serving size	50g
Amount per serving (100g)	250
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)

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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(i)), NATURAL 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 extra-ordinary consumer!


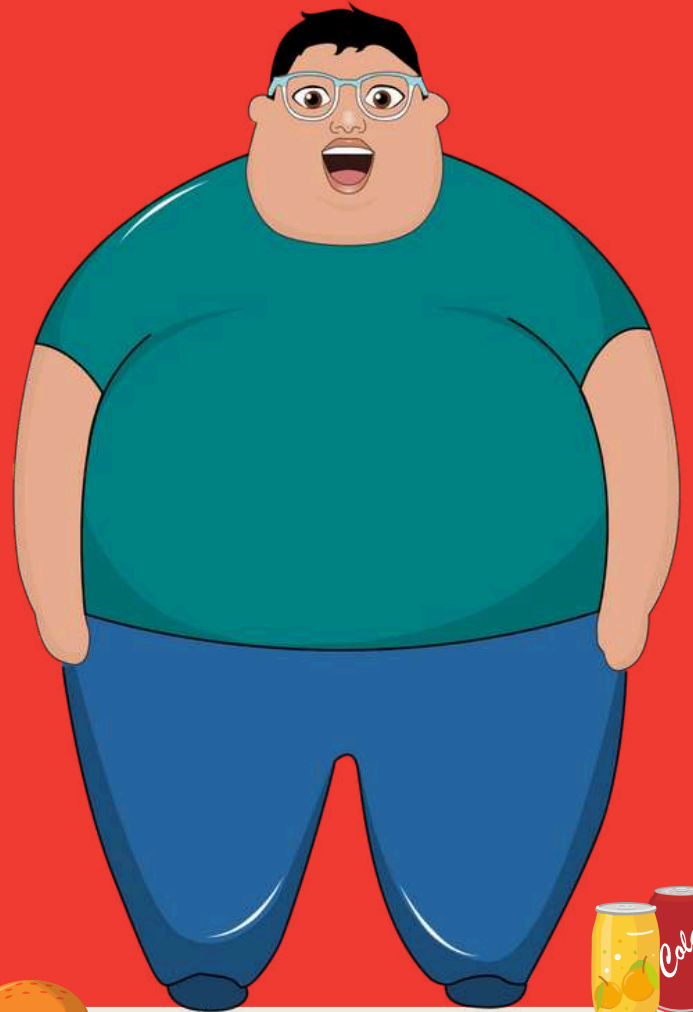


"I HAVE MY OWN DETECTIVE'S LENS, READY TO DECODE THE NUTRICODE OF EVERY PRODUCT!"





Future Rishi can  
have two realities:



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

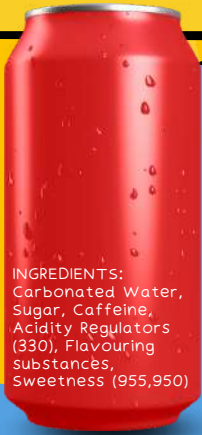


"IF HE REMAINS AN  
ORDINARY CONSUMER  
WHO DOES NOT READ  
FOOD LABELS."



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

# ACTIVITIES



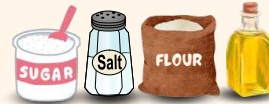
Four red rectangular boxes stacked vertically, with a downward-pointing arrow to the left of them, indicating a list of ingredients to be identified.

Would you choose to have this energy drink??



## MATCH THE FOLLOWING

Allergen



Serving size



Ingredients of concern



Fortification





Website: [www.nin.res.in](http://www.nin.res.in)

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