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2016 Health and Food Technology

National 5

Finalised Marking Instructions

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General Marking Principles for National 5 Health and Food Technology

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the detailed marking instructions, which identify the key features required in candidate responses.

- (a) Marks for each candidate response must always be assigned in line with these General Marking Principles and the Detailed Marking Instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.
- (c) If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader.
- (d)
 - (i) For marks to be awarded, responses must relate to the question asked. Where candidates give points of knowledge without specifying the context these should be awarded marks unless it is clear that they do not relate to the context of the question.
 - (ii) There are five types of question used in this question paper. Each assesses a particular skill, namely:
 - A: State/give/name/identify
 - B: Describe
 - C: Explain
 - D: Make adaptations to...
 - E: Evaluate the suitability of...
 - (iii) For each question type, the following provides an overview of the marking principles and an example of their application for each type.

Questions that ask candidates to state/give/name/identify

Candidates should list a number of relevant items or facts. These should relate to the context of the question and do not need to be in any particular order up to the total mark allocation.

Questions that ask candidates to describe...

Candidates must define or give an account of points which should relate to the question. They need not be in any particular order. Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these.

Up to the total mark allocation for this question:

- 1 mark should be awarded for each accurate relevant point of knowledge linked to the context of the question.

Question: Describe one way the cake could be stored to keep it in good condition.

Example: *Store in an airtight container/wrap in foil/cling film. (1 mark for correct description of method of storage.)*

Questions that ask candidates to explain

Candidates should make the relationship between things clear, for example by giving accurate relevant points showing connections between these and the context of the question.

Candidates may provide a number of straightforward explanations or a smaller number of developed explanations, or a combination of these.

Up to the total mark allocation for this question:

- 1 mark should be awarded for each accurate relevant point.

Question: Explain two ways in which the man could use the information on food labels to help him make healthier food choices.

Example: *He could check to see how much fat/sugar/salt/fruit/vegetables is in the product so he can choose/avoid these. (1 mark for accurate relevant point linked to the context of the question.)*

Questions that ask the candidate to make adaptations to...

Candidates should make a number of adjustments to improve the dish/recipe given in the question. Candidates may provide a number of adaptations to meet given requirements and would normally be expected to explain the purpose of each.

Up to the mark allocation for this question:

- 1 mark should be awarded for each relevant adaptation.
- A second mark should be awarded for any adaptation that is explained in relation to the requirements of the question as in the following example.

Question: What adaptations could be made (to a given recipe) to help meet current dietary advice?

Example: *The bacon could be grilled instead of fried (1 mark for adaptation). This would meet current dietary advice to eat less fat (a second mark for detail linked to the relevant current dietary advice).*

Questions that ask the candidate to evaluate the suitability of...

Candidates should make a number of evaluative comments which make a judgment based on the information provided, related to the context of the question. Candidates may provide a number of straightforward observations or a smaller number of developed observations, or a combination of these.

Up to the mark allocation for this question:

- 1 mark should be awarded for each relevant evaluative comment linked to the context of the question.
- A second mark should be awarded for any evaluative comment that is developed, as in the following example:

Question: Taking account of the Dietary Reference Values (DRVs) for males aged 50 plus, comment on the suitability of his day's meals.

Example: *The 50+ year old man's intake of sodium is too high and this will make his high blood pressure worse. (1 mark for comment) This will increase his risk of a stroke. (A further mark for the development of the comment.)*

Detailed Marking Instructions for each Question

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
1.	(a)	<p>Candidates should list a number of relevant facts and provide further explanation related to the facts listed.</p> <p>Candidates may provide a number of facts, or a smaller number of developed points, or a combination of these</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant point of knowledge.</p>	4	<p>Candidates should explain the function in the diet of the nutrient specified. Candidates should identify a food source for that given nutrient.</p> <p>1 mark should be given for each correct response made, up to a maximum of 4 marks in total:</p> <p>a maximum of 2 marks may be awarded for correctly identified nutrients a maximum of 2 marks may be awarded for correct food source linked to any one of the identified nutrients</p> <p>Sodium</p> <p>Function Maintenance of fluid/water balance Required for muscle/nerve activity/preventing cramp Required to activate enzymes Required to transport carbon dioxide in the blood</p> <p>Food sources Salt Bacon/sausages/processed meats Cheese Smoked foods Crisps/potato snacks/savoury snacks Convenience foods Foods stored in brine Stock cubes/gravy powder/marmite/bovril</p> <p>Vitamin D</p> <p>Function Formation/maintenance of bones/teeth Promote quicker healing of bone fractures Absorption of calcium/ phosphorus</p> <p>Food Sources Cod Liver Oil breakfast cereals Oily Fish margarine Liver milk Egg Yolk cheese</p>

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
	(b)	<p>Candidates must make a number of factual relevant points. These should relate to the question.</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant point of knowledge</p>	1	<p>Candidates should provide a dietary disease linked to a diet high in sodium.</p> <p>1 mark should be given for a correct answer up to a maximum of 1 mark in total:</p> <ul style="list-style-type: none"> • High blood pressure/hypertension/blood clot/heart attack • (Coronary) heart disease/CHD • Strokes • Renal/kidney disease

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
(c)	<p>Candidates should list a number of relevant facts, and provide further explanation related to the facts listed.</p> <p>Candidates may provide a number of facts, or a smaller number of developed points, or a combination of these</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant point of knowledge.</p>	4	<p>Candidates should identify a relevant piece of Current Dietary Advice Candidates should describe an adaption to help the menu meet this advice.</p> <p>1 mark should be given for each correct response made, up to a maximum of 4 marks in total:</p> <p>a maximum of 2 marks may be awarded for correctly identified current dietary advice a maximum of 2 marks may be awarded for correct adaption being described.</p> <p>Use the following information sites to check answers the candidates give. Current dietary advice Dietary goals Eatwell Plate 8 tips for healthy eating/eating well</p> <p>For example: Current Dietary Advice: Increase intake of total complex carbohydrates/fruit and vegetables/bread/breakfast cereals/rice/pasta/potatoes Adaptation</p> <ul style="list-style-type: none"> • Increase the proportion of pasta in the dish • Replace pasta with wholemeal pasta • Replace flour with wholemeal flour • Increase quantity of onion in the dish
(d)	<p>Candidates must make a number of factual relevant points. These should relate to the question.</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant point of knowledge</p>	1	<p>Candidates should identify the correct organisation.</p> <p>1 mark should be given for each correct reason up to a maximum of 1 mark in total:</p> <ul style="list-style-type: none"> • Environmental Health (Department) • Trading Standards (Department) • Food Standards Agency/Food Standards Scotland/FSA

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
2.	(a)	<p>Candidates should make a number of evaluative comments related to the context of the question.</p> <p>Candidates may provide a number of straight forward evaluations, or a smaller number of developed evaluations, or a combination of these.</p> <p>Up to the mark allocation for this question:</p> <ul style="list-style-type: none"> • 1 mark should be awarded for each relevant evaluation • A further mark should be awarded any evaluation that is developed 	6	<p>Candidates should make comments on the suitability of aspects of the day's meals related to the individual in the case study.</p> <p>a maximum of four marks may be awarded for accurate evaluative comments relating to four different aspects of the day's meals related to the individual in the case study a maximum of two marks may be awarded for developed evaluations linked to the same identified aspect of the day's meals</p> <p>For example, candidate could provide either:</p> <p>four evaluative comments each linked to a different aspect of the pregnant woman's meals (maximum of four marks) or two evaluative comments linked to each of three different aspects of the pregnant woman's meals or two evaluative comments each linked to two different aspects of the pregnant woman's meals + two evaluative comments linked to two further aspects of the pregnant woman's meals</p> <p><i>(up to a maximum of six marks)</i></p> <p>Energy (10·8MJ) - More than she needs -ve less active so increased risk of overweight/obesity -ve Extra weight may be difficult to lose after birth</p> <p>+ve Extra is needed in pregnancy +ve Lays down fat for childbirth/breast feeding</p> <p>NSP/ Dietary Fibre (15·2g)- Less than she needs -ve Increased risk of constipation/haemorrhoids, common in pregnancy -ve May be more likely to snack on high fat/sugar food so increase risk of overweight/obesity</p>

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
			<p>Protein (59·8g) - More than she needs</p> <ul style="list-style-type: none"> +ve Will help with repair of body tissue during pregnancy/after the birth +ve Needed for growth of foetus +ve Could aid absorption of calcium for development of bones -ve Excess may be stored as fat, contributing to weight gain/overweight/obesity <p>Calcium (750mg) - Less than she needs</p> <ul style="list-style-type: none"> -ve May lose teeth/teeth may deteriorate -ve May lose more blood during the birth as blood may be less likely to clot -ve May increase risk of osteoporosis (in later life) -ve Baby's bones/teeth may not develop properly <p>Iron (9·7mg) - Less than she needs</p> <ul style="list-style-type: none"> -ve May develop anaemia, (common in pregnancy) -ve May feel tired/lack concentration -ve Baby's blood may not form properly <p>Vitamin C (52mg) - More than she needs</p> <ul style="list-style-type: none"> +ve Will help iron absorption so help prevent anaemia, (common in pregnancy) +ve Reduce the risk of infections during pregnancy +ve Will help heal wounds after birth

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
(b)	<p>Candidates should make a number of points, for example by showing connections between factors and the context of the question. These could show justification for the factor. Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate explanation</p>	2	<p>Candidates must explain a number of factors relating to the consumer.</p> <p>1 mark should be given for each correct explanation made up to a maximum of 2 marks in total: a maximum of 1 mark may be awarded for each accurate explanation relating to influence on food choice</p> <p>Online Shopping-</p> <ul style="list-style-type: none"> • Could increase choice as consumer has access to a wide range of retailers • Could increase choice as consumers may be able to compare prices • Allows food to be delivered straight to the door at a convenient time to the shopper so may be able to order more goods • Saves standing in a queue and having to carry heavy shopping so increases choice <p>Advertising</p> <ul style="list-style-type: none"> • Consumers may choose food products they have been made aware of by advertising • Consumers may choose a particular brand of food because they have seen it advertised • Consumers may choose a product because advertising has persuaded them it is beneficial to their health/improve their lifestyle <p>These are examples of acceptable responses not an exhaustive list</p>
(c)	<p>Candidates should make a number of relevant points. These should relate to the question</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant point of knowledge</p>	2	<p>Candidates should explain why additives would be used in a product</p> <p>1 mark should be given for each correct response made, up to a maximum of 2 marks in total:</p> <ul style="list-style-type: none"> • Nutrients may be added to give food qualities it did not have before (Fortification) • Low fat products may not be available without the use of additives • Flavourings/colourings replace what has been lost in processing • To increase shelf life which will reduce waste <p>These are examples of acceptable responses not an exhaustive list</p>

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
3.	(a)	<p>Candidates should list a number of relevant facts, and provide further explanation related to the facts listed.</p> <p>Candidates may provide a number of facts, or a smaller number of developed points, or a combination of these</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant point of knowledge.</p>	4	<p>Candidates should identify stages in food product development. Candidates should explain each identified stage.</p> <p>1 mark should be given for each correct response made, up to a maximum of 4 marks in total:</p> <p>a maximum of 2 marks may be awarded for correctly identified stages in food product development a maximum of 2 marks may be awarded for correct explanation of the stage</p> <p>Stage - Concept Generation</p> <ul style="list-style-type: none"> • This is when the company will develop ideas • This is the thinking stage/thinking up new ideas <p>Stage - Concept Screening</p> <ul style="list-style-type: none"> • All ideas are considered some are kept and some are disregarded • A specification is compiled <p>Stage - Prototype Production</p> <ul style="list-style-type: none"> • The prototype/example/sample soup is developed • The prototype/example/sample soup is measured against the specification • The prototype/example/sample soup is tested for appeal and may be further modified/rejected <p>Stage - Product Testing / Sensory Testing</p> <ul style="list-style-type: none"> • A range of soups are tested by market/various ages/tasting panels so opinions can be obtained • Sensory testing allows for refining/improvements/modifications of the recipe as a result of consumer opinion

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
			<p>Stage - Information and advertising materials designed for packaging</p> <ul style="list-style-type: none"> • Food labels in compliance with food labelling regulations will be designed • Suitable packaging will be developed/investigated/costed and produced • The legal and advertising team will begin to develop materials/plan for selling the soup <p>Stage - First Production Run</p> <ul style="list-style-type: none"> • The new soup will be produced in bulk in a factory and can be assessed • Quality assurance will be carried out to ensure the soup is an acceptable standard for sale <p>Stage - Marketing Plan</p> <ul style="list-style-type: none"> • The marketing team meet to decide about the pricing (eg low cost to attract interest/medium to high cost to imply luxury) • An advertising/marketing plan is created to help launch <p>Stage - Launch</p> <ul style="list-style-type: none"> • Food exhibitions/store launch/press release may be selected as the most suitable method to launch the soup • Range of promotional techniques may be used to promote the sale of the soup (in store tasting/special offers/money-off coupons/television advertisements) <p>Stage - Market Research</p> <ul style="list-style-type: none"> • Look for gap in the market • Collect consumer opinions

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
(b)	<p>Candidates should make a number of points that make the issue plain or clear, for example by showing connections between their reason and the context of the question.</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant reason</p>	2	<p>Candidates must describe a number of relevant advantages and disadvantages of organic produce to the consumer.</p> <p>1 mark should be given for each correct reason up to a maximum of 2 marks in total:</p> <p>Advantages</p> <ul style="list-style-type: none"> • May be fewer side effects/allergies • Some people think organic food tastes better • Causes less harm to the environment so appeals to consumer's ethical beliefs • Produced without artificial pesticides/fertilisers/chemicals so is better for the consumer/better for health. <p>Disadvantages</p> <ul style="list-style-type: none"> • Organic produce may be more expensive • Organic products may not have as long a shelf life • Organic products may be less uniform in size/shape/may not look as attractive • Evidence of health benefits are not proven • Choice may be more limited • No pesticides used so could have insects/damage

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
(c)	<p>Candidates should make a number of evaluative statements related to the context of the question.</p> <p>Candidates may provide a number of straightforward evaluations, or a smaller number of developed evaluations, or a combination of these.</p> <p>Up to the mark allocation for this question:</p> <ul style="list-style-type: none"> • 1 mark should be awarded for each relevant evaluation • A second mark should be awarded for any evaluation that is developed 	4	<p>Candidates should make comments on the suitability of the Organic Box in relation to the case study.</p> <p>1 mark should be given for each accurate response up to a maximum of 4 marks in total:</p> <p>a maximum of four marks may be awarded for accurate evaluations relating to three aspects of the organic box a maximum of two marks may be awarded for developed evaluations relating to the same identified aspect of the organic box</p> <p>For example, candidate could provide either:</p> <p>four evaluative comments each linked to a different aspect of the organic box or two evaluative comments linked to each of two different aspects of the organic box or two evaluative comments each linked to a different aspect of the organic box + two evaluative comments linked to a third aspect of the organic box</p> <p>Organic Fruit and Vegetable Box</p> <p>Potatoes, onions, apples and a mixture of seasonal fruits and vegetables</p> <ul style="list-style-type: none"> • Suitable as there is a selection of basic fruit/vegetables (potatoes, onions, apples) which will help them plan their meals • Suitable as they get a mixture of items so may like the idea of planning meals round them • May be less suitable as the customer may not like the idea of not knowing what they will get • May be less suitable as the customer may not like some of the items sent • May be less suitable as they might not know how to prepare some of the items • May be less suitable as they may wish to buy specific items which are not in the box

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
			<p>£5 delivery charge</p> <ul style="list-style-type: none"> • May be suitable as customers are working and might consider the cost acceptable • May be suitable as they feel the cost is worth the time saved shopping • May be suitable as they save the cost of fuel needed to go shopping • May be less suitable as this will increase the cost of their shopping <p>Delivery Monday to Friday 9am – 5pm</p> <ul style="list-style-type: none"> • May be suitable as although the customers work full time, somebody may be at home to take the delivery • May not be suitable as no one may be at home to take the delivery as the customer works full time <p>Recipe sheet included</p> <ul style="list-style-type: none"> • Suitable as this may give them ideas for preparation/cooking the items • May be suitable if they receive an item they do not know how to cook <p>Soil association organic standard</p> <ul style="list-style-type: none"> • Good as it gives a guarantee that it meets the soil association guidelines for producing organic foods • May be less suitable as foods which have this guarantee may be more expensive <p>Two sizes of box available</p> <ul style="list-style-type: none"> • Good as the small box may be the right size for a single person/couple • Good as they could buy a large box when they are entertaining • May be less suitable as the small box may still be too big and some may be wasted <p>The examples given are not exhaustive - any alternatives accepted should be in the correct context</p>

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
4.	(a)	<p>Candidates should make a number of points that make the issue plain or clear, for example by showing connections between factors and the context of the question. These could show justification for the factor.</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate explanation</p>	2	<p>Candidates must explain why market research is carried out.</p> <p>1 mark should be given for each correct explanation made up to a maximum of 2 marks in total:</p> <ul style="list-style-type: none"> • To gauge consumer opinions eg whether there is a need for a particular product and if it will sell • If there is a gap in the market • What competition exists from other manufacturers? • To establish what the market trends are
	(b)	<p>Candidates must make a number of factual relevant points. These should relate to the question.</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant point of knowledge</p>	2	<p>Candidates should state two reasons why manufacturers carry out sensory testing</p> <p>1 mark should be given for each correct reason up to a maximum of 2 marks in total:</p> <ul style="list-style-type: none"> • Allows the manufacturer to find out consumers' likes and dislikes of a product • Allows the manufacturer to identify strengths/weaknesses of a product • Allows the manufacturer to modify/improve products • Allows the manufacturer to check for consistency of products • Allows the manufacturer to check quality control systems • Allows the manufacturer to abandon a product before launch if test results show the product is likely to be unsuccessful • Basing a product on consumer opinion will increase the likelihood of producing a successful product

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
	(c)	(i) & (ii)	4	<p>Candidates can be credited in a number of ways up to a maximum of 4 marks.</p> <p>Candidates should identify the most suitable lunch product. Candidates could provide a number of accurate explanations to justify their choice.</p> <p>1 mark should be given for each accurate response up to a maximum of 4 marks in total:</p> <p>1 mark should be awarded for correct choice of lunch product – B 1 mark should be awarded for each relevant reason offered in support of the candidate’s choice of product, up to the total mark allocation. Some examples of valid reasons are given below. Where all reasons relate to one feature (eg quantity), a maximum of 2 marks should be awarded for reasons offered.</p> <p>For example, in respect of the correctly identified lunch product, candidates could provide either:</p> <p>three reasons each linked to a different aspect of the lunch product or two reasons linked to one aspect of the lunch plus one reason linked to a different aspect of the product</p> <p><i>(up to a maximum of four marks)</i></p> <p>Where a candidate identifies an incorrect lunch product: no marks should be awarded for choice one mark should be awarded for each relevant reason offered in support of the choice provided:</p> <ul style="list-style-type: none"> • the aspect identified is the best or equal best reason. • the link to the case study is relevant. <p><i>(up to a maximum of 3 marks)</i></p>

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
			<p>Cardboard sheet</p> <ul style="list-style-type: none"> • can be recycled which is good for the eco-friendly student <p>Contents</p> <ul style="list-style-type: none"> • Variety of toppings give a choice to suit different likes/needs/tastes of the students <p>Appearance 4stars/excellent/best</p> <ul style="list-style-type: none"> • Students more likely to choose a food familiar to them • Looks colourful/tasty/ready to eat- more likely to appeal to the students <p>Flavour 3stars/good/second best rating</p> <ul style="list-style-type: none"> • Students are more likely to enjoy the product • Students are more likely to make repeat purchases <p>Cost ££/inexpensive/one of the cheapest/best value</p> <ul style="list-style-type: none"> • Students may be more likely to buy it • Students may not have a lot of money to spend
(d)	<p>Candidates should make a number of points that make the issue plain or clear, for example by showing connections between the explanation and the context of the question. Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant explanation</p>	2	<p><i>Candidates can be credited up to a maximum of 2 marks.</i></p> <p>Candidates should give a number of relevant explanations for the outcomes in the question.</p> <p>1 mark should be given for each accurate explanation up to a maximum of 2 marks in total.</p> <p><i>For example</i></p> <ul style="list-style-type: none"> • Demonstrations and taste sessions to allow customers to taste before buying, and so encourage sales at the café • They could produce a colourful poster to advertise the products served on the menu to catch the eyes of the students

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
5.	(a)	<p>Candidates should list a number of relevant facts, and provide further explanation related to the facts listed.</p> <p>Candidates may provide a number of facts, or a smaller number of developed points, or a combination of these.</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate relevant point of knowledge.</p>	4	<p>Candidates should identify ways to reduce saturated fat content in the diet. Candidates should explain how this way causes the saturated fat content to reduce.</p> <p>1 mark should be given for each correct response made, up to a maximum of 4 marks in total:</p> <p>a maximum of 2 marks may be awarded for correctly identified way to reduce saturated fat a maximum of 2 marks may be awarded for correct explanation of how this causes saturates fat content to reduce</p> <p>Way : Grill food</p> <ul style="list-style-type: none"> Saturated fat in the food melts and drips out into the tray below and then removed so intake is reduced <p>Way : Cut down on animal derived products</p> <ul style="list-style-type: none"> Animal fat contains a high proportion of saturated fat so will therefore reduce the mount in the diet <p>Way : Cut down the intake of processed foods</p> <ul style="list-style-type: none"> These foods often contain high amounts of hidden saturated fat <p>Way : Compare nutrition labels when shopping,</p> <ul style="list-style-type: none"> This will allow consumers to pick foods lower in saturated fat <p>Way : Use lower saturated fat alternatives</p> <ul style="list-style-type: none"> Use margarine instead of butter <p>Way - can be a substitution or a practical way</p> <p>Any other correct way of reducing saturated fat in the diet</p>

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
(b)	<p>Candidates must make a number of factual relevant points. These should relate to the question.</p> <p>Up to the total mark allocation for this question:</p> <p>1 mark should be given for each accurate explanation</p>	4	<p>Candidates can be credited up to a maximum of 4 marks. 1 mark should be given for each correct explanation up to a maximum of 4 marks in total:</p> <p>Place of Origin</p> <ul style="list-style-type: none"> • To allow the consumer to make informed choices about their food • Allows consumer to calculate food miles • For political/ethical reasons <p>Use by date</p> <ul style="list-style-type: none"> • Allows the consumer to calculate the shelf life of the food • Allows the consumer to know the shelf life of the food before it becomes unsafe to eat • So the consumer knows the date by which the food should be eaten if it is not to cause food poisoning/unwell • Reduce waste <p>Cooking instructions</p> <ul style="list-style-type: none"> • Allows the consumer to enjoy the food at its best • May prevent the consumer from getting food poisoning/unwell • May help people with limited cooking knowledge/skills <p>Ingredients list</p> <ul style="list-style-type: none"> • So the consumer can identify all the ingredients in the product • Allows the consumer to identify any ingredients they wish to avoid/are allergic to • Order of ingredients may give the consumer an indication of value for money • May help the consumer ascertain the nutritional content/value of the product

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
	c)	<p>Candidates should make evaluative statements related to the context of the question.</p> <p>Candidates may provide straightforward evaluations or a developed evaluation.</p> <p>Up to the mark allocation for this question:</p> <ul style="list-style-type: none"> • 1 mark should be awarded for each relevant evaluation • A second mark should be awarded for any evaluation that is developed 	2	<p>Candidates can be credited up to a maximum of 2 marks.</p> <p>Candidates must evaluate MAP to the consumer.</p> <p>1 mark should be given for each correct evaluation made up to a maximum of 2 marks in total:</p> <p>A maximum of 1 mark may be awarded for each accurate point of evaluation</p> <ul style="list-style-type: none"> • The atmosphere in the package has changed therefore there is a longer shelf life (for perishable foods) • Suitable for environmentally aware consumers as they may prefer the use of natural gases rather than preservatives • The food products look attractive as there is no oxidation due to the change in gases within the packaging which may encourage consumers to buy

[END OF MARKING INSTRUCTIONS]