



National  
Qualifications  
2016

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# 2016 Health and Food Technology

## Higher

### Finalised Marking Instructions

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## General Marking Principles for Higher 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, ie marks should be awarded for what is correct and not deducted for 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) In this question paper, the following command words are used:
    - A: Describe
    - B: Explain
    - C: Evaluate
    - D: Analyse
  - (iii) For each candidate response, the following provides an overview of the marking principles. Refer to the specific Marking Instructions for further guidance on how these principles should be applied.
    - A. Questions that ask candidates to Describe . . .**

Candidates should provide a statement of characteristics or features related to the question. It is more than an outline or a list. 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.
      - A further mark should be awarded for any accurate relevant point that is developed from the same point of knowledge.
    - B. Questions that ask candidates to Explain . . .**

Candidates should make a number of points that relate to the cause and effect and/or make the relationship between things clear in 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 of reason.
      - A further mark should be awarded for any accurate relevant point that is developed from the same reason.
    - C. Questions that ask the candidate to Evaluate . . .**

Candidates should make a number of comments which make a judgement and determine the value of something based on the criteria provided in the question. Candidates may provide a number of straightforward comments or a smaller number of developed comments, or a combination of these.

Up to the mark allocation for this question:

      - 1 mark should be awarded for each accurate relevant evaluative comment

linked to the context of the question.

- A further mark should be awarded for any accurate relevant evaluative comment that is developed from the same point of information.

**D. Questions that ask the candidate to Analyse . . .**

Candidates should make a number of comments related to the context of the question. Candidates should identify appropriate information from the given sources, the relationship between the identified information, and their significance when taken together.

Up to the mark allocation for this question:

- 1 mark should be awarded for each explanation of the impact of one piece of information linked to the context of the question.
- 1 further mark should be awarded for an explanation that is developed, to include the impact of a piece of information from a second source linked to the same identified piece of information. (2 marks)

**or**

2 further marks should be awarded for an explanation that is developed to include the impact of further information from two further sources linked to the same identified piece of information. (3 marks)

Marking Instructions for each question

Question		Expected Answer(s)	Max Mark	Additional Guidance
1.	(a)	<p><b>Possible candidate responses could include:</b></p> <ul style="list-style-type: none"> <li>• Alternative proteins (TVP/quorn/tofu/beans etc) are a good source of protein and when consumed as part of a healthy diet will aid growth, repair and maintenance of body cells.</li> <li>• Alternative proteins (TVP/quorn/tofu/beans etc) are low in fat, so when consumed as part of a healthy diet will lower total fat intake and help meet current dietary advice/prevent CHD/obesity.</li> <li>• Beans/cereals are high in dietary fibre, so when consumed as part of a healthy diet will reduce constipation/bowel disorders.</li> </ul> <p><b>Accept any other justifiable answer</b></p>	2	<p>Candidates should make a number of points that make the issue plain or clear for example by showing connections between the reasons given and the contribution to a healthy diet.</p> <p>Up to the mark allocation for this question.</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be given for each accurate relevant explanation</li> <li>• candidates can be credited <b>up to a maximum of 2 marks</b></li> </ul> <p><i>(up to a maximum of 2 marks)</i></p>

Question		Expected Answer(s)	Max Mark	Additional Guidance
	(b)	<p><b>Possible candidate responses could include:</b></p> <ul style="list-style-type: none"> <li>• A diet high in dietary fibre can hinder iron absorption, which would increase chances of <b>anaemia</b>.</li> <li>• A diet high in dietary fibre will contain ohytic acid, which will remove iron from the body leading to <b>anaemia</b>.</li> <li>• if a diet is high in fruit and vegetables, this may lead to the consumption of a lot of dietary fibre, which may hinder iron absorption and lead to <b>anaemia</b>.</li> <li>• Wholegrain foods can lead to an increase in dietary fibre in the diet, which will hinder the absorption of iron, increasing the risk of <b>anaemia</b>.</li> </ul> <p><b>Accept any other justifiable answer</b></p>	2	<p>Candidates should make a number of points that make the issue plain or clear, for example by showing connections between a diet high in dietary fibre and anaemia.</p> <p>Up to the mark allocation for this question:</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be given for each accurate relevant explanation</li> <li>• candidates can be credited <b>up to a maximum of 2 marks</b></li> </ul> <p><i>(up to a maximum of 2 marks)</i></p>

Question	Expected Answer(s)	Max Mark	Additional Guidance
(c)	<p><b>Possible candidate responses could include:</b></p> <p><b>Aspect of the diet: Energy intake</b></p> <p>The energy intake is low for the girl. This could cause weight loss over a prolonged period of time. <b>(Explanation of the impact of the nutrient intake linked to the DRV - 1 mark.)</b> This could affect energy levels, leaving the girl feeling tired. <b>(Possible consequence of the nutrient intake on health - 1 mark.)</b> The white bread roll contains complex carbohydrates which will provide energy contributing to her energy intake. <b>(Conclusion about the contribution made by the lunch - 1 mark)</b></p> <p><b>Aspect of the diet: Protein intake</b></p> <p>The protein intake is high for the girl. Protein could provide a secondary source of energy since energy levels are low. <b>(Explanation of the impact of the nutrient intake linked to the DRV - 1 mark.)</b> As additional protein can be used for energy this will reduce chances of weight loss over a prolonged period of time. <b>(Possible consequence of the nutrient intake on health - 1 mark.)</b> Lentils are high in protein, which is suitable as they are contributing to her protein intake. <b>(Conclusion about the contribution made by the lunch - 1 mark)</b></p>	9	<p>Candidates should make a number of comments related to the 15 year old girl.</p> <p>Candidates should identify appropriate information from table 1, table 2 and the lunch, the relationship between this information and their significance when taken together.</p> <p>For each of three identified aspects of the girl's diet in relation to the DRVs:</p> <ul style="list-style-type: none"> <li>• 1 mark is available for explaining the impact of different aspects of the girl's diet in relation to the DRVs</li> <li>• 1 mark is available for explaining the possible consequences for the girl's health</li> <li>• 1 mark is available for reaching a conclusion about the contribution made by the lunch to the girls's diet</li> </ul> <p>For example, for each identified aspect of the girl's diet candidates could provide either:</p> <ul style="list-style-type: none"> <li>• one point which demonstrates the impact of her diet in relation to the DRVs (1 mark) plus one potential consequence of the impact on her health (1 mark)</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• one point which demonstrates the impact of her diet in relation to the DRVs (1 mark) plus one conclusion about the contribution made by the lunch (1 mark)</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• one point which demonstrates the impact of her diet in relation to the DRVs (1 mark) plus one potential consequence of the impact on her health (1 mark) plus one conclusion about the contribution made by the lunch (1 mark)</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• a combination of the above up to a maximum of 9 marks</li> </ul> <p style="text-align: right;"><i>(up to a maximum of 9 marks)</i></p>

Question	Expected Answer(s)	Max Mark	Additional Guidance
	<p><b>Aspect of the diet: Vitamin B12</b></p> <p>The Vitamin B12 intake is low for the girl. This could result in reduced red blood cell formation.  <b>(Explanation of the impact of the nutrient intake linked to the DRV - 1 mark.)</b></p> <p>If red blood cell count is low this lead to anaemia.  <b>(Possible consequence of the nutrient intake on health - 1 mark.)</b></p> <p>The dairy products in the cheesecake will be the only sources of vitamin B12 contributing to the low intake.  <b>(Conclusion about the contribution made by the lunch - 1 mark.)</b></p> <p><b>Aspect of the diet: Vitamin C</b></p> <p>The Vitamin C intake is high for the girl. This is an antioxidant vitamin which will help to mop up any free radicals  <b>(Explanation of the impact of the nutrient intake linked to the DRV - 1 mark.)</b></p> <p>This could assist in the prevention of cancer/ Coronary Heart Disease in later life.  <b>(Possible consequence of the nutrient intake on health - 1 mark.)</b></p> <p>Orange juice is a suitable addition to the girls' diet as it provides a good source of vitamin C.  <b>(Conclusion about the contribution made by the lunch - 1 mark.)</b></p>		

Question	Expected Answer(s)	Max Mark	Additional Guidance
	<p><b>Aspect of the diet: Calcium</b></p> <p><b>The calcium intake is low. This will hinder the development of healthy bones and teeth. (Explanation of the impact of the nutrient intake linked to the DRV - 1 mark.)</b></p> <p><b>This may contribute to a risk of osteoporosis in later life. (Possible consequence of the nutrient intake on health - 1 mark.)</b></p> <p><b>The white roll is fortified with calcium which is suitable as it contributes to her calcium intake. (Conclusion about the contribution made by the lunch - 1 mark.)</b></p> <p><i>For each identified feature, accept any other correct impact of diet, consequence for health, or the contribution made by the lunch, linked to the appropriate DRV.</i></p>		



Question		Expected Answer(s)	Max Mark	Additional Guidance						
	(d) (i)	<p>Possible candidate responses could include:</p> <p><b>Celebrity endorsement</b></p> <ul style="list-style-type: none"> <li>+ve: Celebrity endorsement can be good for the teenage consumer because if they like the famous person endorsing the product it may encourage them to try new foods therefore increasing their food choice.</li> <li>-ve: Celebrity endorsement can be bad for the teenage consumer because if the celebrity is linked to an unhealthy food product it could encourage the teenage consumer to make poor food choices.</li> </ul> <p><b>Accept any other justifiable answer</b></p>	3	<p>Candidates should make a number of evaluative comments related to the marketing technique and the teenage consumer eg.</p> <table border="1"> <tr> <td>Fact</td> <td>A clear understanding of the marketing technique when promoting food products</td> </tr> <tr> <td>Opinion</td> <td>A judgement of suitability for the teenage consumer</td> </tr> <tr> <td>Consequence</td> <td>The impact on the needs of the teenage consumer</td> </tr> </table> <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"> <li>1 mark should be awarded for each relevant evaluation</li> <li>a further mark should be awarded for any evaluation that is developed</li> </ul> <p style="text-align: right;">(up to a maximum of 3 marks)</p>	Fact	A clear understanding of the marketing technique when promoting food products	Opinion	A judgement of suitability for the teenage consumer	Consequence	The impact on the needs of the teenage consumer
Fact	A clear understanding of the marketing technique when promoting food products									
Opinion	A judgement of suitability for the teenage consumer									
Consequence	The impact on the needs of the teenage consumer									

Question		Expected Answer(s)	Max Mark	Additional Guidance
	(ii)	<p><b>In-store tasting</b></p> <ul style="list-style-type: none"> <li>• +ve: In-store tasting may encourage the teenage consumer to try a new food this is good as they may discover they like/dislike a product therefore they would not waste money buying a product they would not eat.</li> <li>• -ve: When the teenage consumer tastes a new product during in-store tasting it may only be available in that store this may be unsuitable for them as they won't be able to purchase it if they are not in that store.</li> </ul> <p><b>Accept any other justifiable answer</b></p>		<p>Candidates can be credited in a number of ways up to a maximum of 3 marks by providing either:</p> <ul style="list-style-type: none"> <li>• two evaluative comments each linked to one marketing technique (celebrity endorsement or in-store tasting)</li> </ul> <p>plus</p> <ul style="list-style-type: none"> <li>• one evaluative comment linked to the second marketing technique</li> </ul> <p>If a candidate has included a second consequence in their evaluation for any marketing technique this can be awarded an additional mark for a developed answer.</p> <p>(up to a maximum of 2 marks for any one marketing technique)</p>

Question	Expected Answer(s)	Max Mark	Additional Guidance
(e)	<p>Possible candidate responses could include:</p> <p><b>Concept generation</b></p> <ul style="list-style-type: none"> <li>This is when the ideas are developed for the new ready meal to ensure it is different to existing products so this ensures the manufacturer does not replicate existing ready meals.</li> </ul> <p><b>Concept screening</b></p> <ul style="list-style-type: none"> <li>This is when ideas for the new ready meal are kept and some are discarded, this information is then used to develop a specification for the ready meal so a ready meal that meets the needs of the target group.</li> </ul> <p><b>Prototype production</b></p> <ul style="list-style-type: none"> <li>Samples of ready meals that are developed so that the manufacturer may make changes if required.</li> </ul> <p><b>Product testing</b></p> <ul style="list-style-type: none"> <li>Trialling the prototype of the new ready meals are tested by the target group/various age groups/ tasting panels so options can be obtained and any final amendments made.</li> </ul> <p><b>First production run</b></p> <ul style="list-style-type: none"> <li>The new ready meal is trialled in the factory for the first time to check that it can be manufactured in bulk.</li> </ul> <p><b>Launch</b></p> <ul style="list-style-type: none"> <li>The new ready meal is now on sale to consumers, sales will be monitored closely.</li> </ul> <p><b>Accept any other justifiable answer</b></p>	4	<p>Candidates should make a number of points that make the issue plain or clear, for example by showing connections between the stage of product development and the manufacturer.</p> <ul style="list-style-type: none"> <li>a maximum of <b>1 mark</b> may be awarded for <b>each</b> correct explanation</li> <li></li> </ul> <p>For example candidates should provide:</p> <ul style="list-style-type: none"> <li><b>four</b> explanations linked to <b>different stages</b> in the development process</li> </ul> <p style="text-align: right;"><i>(up to a maximum of 4 marks)</i></p>

Question		Expected Answer(s)	Max Mark	Additional Guidance
2.	(a)	<p><b>Possible candidate responses could include:</b></p> <ul style="list-style-type: none"> <li>• Food manufacturers can add <b>colourings</b> to replace colour lost during food processing making food look more attractive to their consumers.</li> <li>• Food manufacturers can add <b>preservatives</b> to make food last longer this will reduce the amount of food waste.</li> <li>• Food manufacturers can add <b>emulsifiers</b> to help food mix together which will create a stable product which will be appealing to consumers.</li> <li>• Food manufacturers can reduce the calorie content of foods by using sweeteners allowing them to create products for the healthy eating market.</li> </ul> <p><b>Accept any other justifiable answer.</b></p>	3	<p>Candidates should make a number of points that make the issue plain or clear, for example by showing connections between the reasons given and the context of the question.</p> <p>Candidates should explain <b>three</b> relevant points of information explaining the benefits of food additives to the manufacturer.</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be given for each correct explanation related to a <b>different</b> point of information.</li> </ul> <p><i>(up to a maximum of 3 marks)</i></p>

Question	Expected Answer(s)	Max Mark	Additional Guidance						
(b)	<p><b>Possible candidate responses could include:</b></p> <p><b>Colour 1 (Very low)</b>  -ve: The soup has been rated very low for <b>colour</b>. This may make it unattractive to <b>primary school children</b> as it suggests the soup will lack colour and therefore may not appeal to the children.</p> <p><b>Thickness 2 (Low)</b>  +ve: The <b>thickness</b> has been rated low. This could be good as this may indicate the soup has no lumps/ chunks and therefore will not cause primary school <b>children</b> to choke.</p> <p><b>Salty 4 (High)</b>  -ve: The soup has a high score for <b>salty</b>, indicating additional salt has been added. This may make it unsuitable for primary school <b>children</b> as a high salt diet can be damaging to the kidneys of young children.</p>	4	<p>Candidates should make a number of evaluative comments related to the suitability of the soup for primary school children eg.</p> <table border="1" data-bbox="1211 376 2074 652"> <tbody> <tr> <td data-bbox="1211 376 1451 467">Fact</td> <td data-bbox="1451 376 2074 467">A clear understanding of the rating related to primary school children</td> </tr> <tr> <td data-bbox="1211 467 1451 558">Opinion</td> <td data-bbox="1451 467 2074 558">A judgement of suitability for primary school children</td> </tr> <tr> <td data-bbox="1211 558 1451 652">Consequence</td> <td data-bbox="1451 558 2074 652">The impact on the needs of primary school children</td> </tr> </tbody> </table> <p>Candidates may provide a number of straightforward evaluations or a smaller number of developed evaluations, or a combination of these.</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be awarded for each relevant evaluation</li> <li>• <b>a further mark</b> should be awarded for any evaluation that is developed</li> <li>• a maximum of 2 marks may be awarded for developed evaluations linked to the same attribute.</li> </ul> <p style="text-align: right;"><i>(up to a maximum of 4 marks)</i></p>	Fact	A clear understanding of the rating related to primary school children	Opinion	A judgement of suitability for primary school children	Consequence	The impact on the needs of primary school children
Fact	A clear understanding of the rating related to primary school children								
Opinion	A judgement of suitability for primary school children								
Consequence	The impact on the needs of primary school children								

Question	Expected Answer(s)	Max Mark	Additional Guidance
	<p><b>Creaminess 4 (High)</b>  -ve: The soup has a high score for <b>creaminess</b>, which may indicate presence of cream/high fat content. This is bad as the soup will increase total fat intake in the diet of <b>primary school children</b> and contribute to weight gain, <i>this could cause coronary heart disease in later life. (developed answer)</i></p> <p><b>Aroma 5 (Very high)</b>  +ve: The soup has a very high score for <b>aroma</b>, which may suggest a strong smell. This may be good for <b>primary school children</b> as they may like the smell of the soup and be encouraged to try it.</p> <p>Accept any other justifiable answer</p>		<p><i>Candidates can be credited in a number of ways up to a maximum of 4 marks by providing either:</i></p> <ul style="list-style-type: none"> <li>• <b>four evaluative comments each linked to a different aspect of the suitability of the soup for primary school children (eg one comment related to four of the following attributes colour, thickness, salty, creaminess and aroma, up to a maximum of 4 marks)</b></li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• <b>two evaluative comments linked to each of two different aspects of the suitability of the soup for primary school children (eg two comments related to colour and two for salty or any of the other attributes)</b></li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• <b>two evaluative comments linked to one aspect of the suitability of the soup for primary school children (eg two comments related to colour or any of the other attributes)</b>  <b>Plus</b></li> <li>• <b>two comments linked to two different aspect of the suitability of the soup to primary school children (maximum of 4 marks) (eg one comment related to salty and one comment relate to thickness or any of the other attributes)</b></li> </ul> <p>If a candidate has included additional consequences in their evaluation for any attribute these can be awarded an additional mark for a developed answer (see example in expected answers)</p>

Question	Expected Answer(s)	Max Mark	Additional Guidance
(c)	<p>Possible candidate responses could include:</p> <ul style="list-style-type: none"> <li>• More people are eating outside the home, which means potentially there are more people handling the food which increases the opportunity for contamination, increasing the incidence of <b>food poisoning</b>.</li> <li>• If chilled/frozen food is not stored/transported home in a cool box/chilled conditions and left sitting for a considerable amount of time bacteria may multiply and so increase the risk of <b>food poisoning</b>.</li> <li>• Manufacturers provide instructions for the consumer but if inadequate cooking/microwave/reheating of food take place then bacteria are not killed, increasing the incidence of <b>food poisoning</b>.</li> <li>• A food manufacturer provide use-by dates on perishable foods but consumers may ignore giving bacteria an opportunity to multiply in numbers and so increase the risk of <b>food poisoning</b>.</li> <li>• A food manufacturer will have Hazard analysis in place but occasionally the controls put in place may not work causing bacteria to be at high levels increasing <b>food poisoning</b>.</li> </ul> <p>Accept any other justifiable answer</p>	3	<p>Candidates should make a number of points that make the issue plain or clear, for example by showing connections between the reasons given and food poisoning.</p> <p>Up to the mark allocation for this question:</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be given for each accurate relevant explanation.</li> <li>• <b>A further mark</b> should be awarded for any explanation that is developed</li> </ul> <p style="text-align: right;"><i>(up to a maximum of 3 marks)</i></p>





Question	Expected Answer(s)	Max Mark	Additional Guidance						
(b)	<p>Possible candidate responses could include:</p> <ul style="list-style-type: none"> <li>• +ve: <b>Bread</b> contains protein. This is good because protein in the diet is used for growth and repair.</li> <li>• +ve: <b>wholemeal Bread</b> may contain dietary fibre. This is good in the diet as it removes waste from the body.</li> <li>• +ve: <b>Bread</b> may contain calcium. This is good in the diet because calcium is needed for strong bones and teeth <i>and if eaten regularly is less likely to lead to osteoporosis. (This is an example of a developed answer)</i></li> <li>• ve: <b>Bread</b> may contain salt. This is bad in the diet as it may lead to high blood pressure.</li> <li>• -ve: <b>Bread</b> is high in carbohydrates. This can be bad in the diet as if eaten to excess can contribute to obesity.</li> </ul> <ul style="list-style-type: none"> <li>• <b>Accept any other justifiable answer</b></li> </ul>	4	<p>Candidates should make a number of evaluative comments related to the contribution of bread in the diet.</p> <table border="1" data-bbox="1211 320 2074 461"> <tr> <td data-bbox="1211 320 1420 389">Fact</td> <td data-bbox="1420 320 2074 389">A clear understanding of what bread contributes to the diet</td> </tr> <tr> <td data-bbox="1211 389 1420 426">Opinion</td> <td data-bbox="1420 389 2074 426">A judgement of suitability</td> </tr> <tr> <td data-bbox="1211 426 1420 461">Consequence</td> <td data-bbox="1420 426 2074 461">The impact of the needs of the diet</td> </tr> </table> <p>Candidates may provide a number of straightforward evaluations or a smaller number of developed evaluations, or a combination of these.</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be awarded for each relevant evaluation</li> <li>• <b>a further mark</b> should be awarded for any evaluation that is developed</li> <li>• A maximum of <b>2 marks</b> can be awarded for developed evaluations linked to the same identified aspect of the contribution of bread in the diet.</li> </ul> <p><i>Candidates can be credited in a number of ways up to a maximum of 4 marks</i> by providing either:</p> <ul style="list-style-type: none"> <li>• <b>four</b> evaluative comments each relating to four different identified aspects of the contribution of bread in the diet</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• <b>two</b> evaluative comments each relating to two different identified aspects of the contribution of bread in the diet.</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• <b>two</b> evaluative comments each relating to different identified aspects of the contribution of bread in the diet.</li> </ul> <p style="text-align: center;"><b>Plus</b></p> <ul style="list-style-type: none"> <li>• <b>two</b> evaluative comment relating to a third identified aspect of the contribution of bread in the diet.</li> </ul> <p>If a candidate has included additional consequences in their evaluation for any attribute these can be awarded an additional mark for a developed answer (see example in expected answers). <i>(up to a maximum of 4 marks)</i></p>	Fact	A clear understanding of what bread contributes to the diet	Opinion	A judgement of suitability	Consequence	The impact of the needs of the diet
Fact	A clear understanding of what bread contributes to the diet								
Opinion	A judgement of suitability								
Consequence	The impact of the needs of the diet								

Question	Expected Answer(s)	Max Mark	Additional Guidance						
(c)	<p>Possible candidate responses could include:</p> <p>(i) <b>Organic foods</b></p> <ul style="list-style-type: none"> <li>• +ve: Organic food is produced without any artificial fertilisers/pesticides this is good for the consumers as if they are environmentally aware they are more likely to choose organic food .</li> <li>• +ve: Organic foods may taste better/better flavour <b>this is good</b> for the <b>consumers</b> as they consider they are getting a better quality/more flavoursome product.</li> <li>• +ve: Organic foods are becoming more popular this provides increased competition between retailers <b>this is good</b> for the <b>consumer</b> as it means more competitive prices.</li> <li>• -ve: The health benefits of organic foods are still not proven <b>this is bad</b> as <b>consumers</b> may be paying a high price for no valid reason.</li> </ul> <p><b>Accept any other justifiable answer</b></p>	2	<p>Candidates should make a number of evaluative comments related to consumer food choice.</p> <table border="1" data-bbox="1211 336 2074 544"> <tr> <td data-bbox="1211 336 1440 395">Fact</td> <td data-bbox="1440 336 2074 395">A clear understanding of organic</td> </tr> <tr> <td data-bbox="1211 395 1440 454">Opinion</td> <td data-bbox="1440 395 2074 454">A judgment of suitability for the consumer</td> </tr> <tr> <td data-bbox="1211 454 1440 544">Consequence</td> <td data-bbox="1440 454 2074 544">The impact on the needs of consumer food choice.</td> </tr> </table> <p>Candidates may provide a number of straightforward evaluations or a smaller number of developed evaluations, or a combination of these.</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be awarded for each relevant evaluation</li> <li>• <b>a further mark</b> should be awarded for any evaluation that is developed</li> </ul> <p><i>Candidates can be credited in a number of ways up to a maximum of 2 marks by providing either:</i></p> <ul style="list-style-type: none"> <li>• <b>two</b> evaluative comments each linked to <b>two</b> different points about organic foods.</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• <b>One</b> evaluative comment linked to a point about organic which has been developed.</li> </ul> <p style="text-align: right;"><i>(up to a maximum of 2 marks)</i></p>	Fact	A clear understanding of organic	Opinion	A judgment of suitability for the consumer	Consequence	The impact on the needs of consumer food choice.
Fact	A clear understanding of organic								
Opinion	A judgment of suitability for the consumer								
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Question	Expected Answer(s)	Max Mark	Additional Guidance						
	<p>(ii) <b>Possible candidate responses could include:</b></p> <ul style="list-style-type: none"> <li>• Food manufacturers can add colourings to replace colour lost during food processing making food look more attractive to their consumers.</li> <li>• Food manufacturers can add preservatives to make food last longer this will reduce the amount of food waste.</li> <li>• Food manufacturers can add emulsifiers to help food mix together which will create a stable product which will be appealing to consumers.</li> <li>• Food manufacturers can reduce the calorie content of foods by using sweeteners allowing them to create products for the healthy eating market.</li> </ul> <p><b>Accept any other justifiable answer</b></p>	<p><b>2</b></p>	<p>Candidates should make a number of evaluative comments related to consumer food choice.</p> <table border="1" data-bbox="1211 336 2074 544"> <tr> <td data-bbox="1211 336 1440 395">Fact</td> <td data-bbox="1440 336 2074 395">A clear understanding of Fairtrade</td> </tr> <tr> <td data-bbox="1211 395 1440 454">Opinion</td> <td data-bbox="1440 395 2074 454">A judgment of suitability for the consumer</td> </tr> <tr> <td data-bbox="1211 454 1440 544">Consequence</td> <td data-bbox="1440 454 2074 544">The impact on the needs of consumer food choice.</td> </tr> </table> <p>Candidates may provide a number of straightforward evaluations or a smaller number of developed evaluations, or a combination of these.</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be awarded for each relevant evaluation</li> <li>• <b>a further mark</b> should be awarded for any evaluation that is developed</li> </ul> <p><i>Candidates can be credited in a number of ways up to a maximum of 2 marks by providing either:</i></p> <ul style="list-style-type: none"> <li>• <b>two</b> evaluative comments each linked to <b>two</b> different points about Fairtrade foods.</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• <b>One</b> evaluative comment linked to a point about Fairtrade which has been developed.</li> </ul> <p style="text-align: right;"><i>(up to a maximum of 2 marks)</i></p>	Fact	A clear understanding of Fairtrade	Opinion	A judgment of suitability for the consumer	Consequence	The impact on the needs of consumer food choice.
Fact	A clear understanding of Fairtrade								
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Question		Expected Answer(s)	Max Mark	Additional Guidance						
4.	(a)	<p>Possible candidate responses could include:</p> <ul style="list-style-type: none"> <li>• Consumer organisations such as the <b>Trading Standards Department</b> will test measuring equipment <b>which is good</b> as it ensures consumers are not being overcharged for foods bought by weight.</li> <li>• Consumer organisations such as <b>Environmental Health Department</b> helps to <b>protect</b> the consumer as the inspect food premises which is good as if they don't meet food safety legislation they could be shut down.</li> <li>• Consumer organisations such as the <b>Food Standards Agency</b> <b>protect</b> the consumer by providing information such as hygiene ratings for local restaurants <b>which is good</b> as this will reduce the risk of food poisoning to consumers.</li> </ul> <p>Accept any other justifiable answer</p>	3	<p>Candidates should make a number of evaluative comments related to how an identified consumer organisation protects the consumer when buying food.</p> <table border="1"> <tr> <td>Fact</td> <td>A clear understanding of a consumer organisation</td> </tr> <tr> <td>Opinion</td> <td>A judgment of suitability for the consumer</td> </tr> <tr> <td>Consequence</td> <td>The impact of the protection to consumer</td> </tr> </table> <p>Candidates may provide a number of straightforward evaluations or a smaller number of developed evaluations, or a combination of these.</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be awarded for each relevant evaluation</li> <li>• <b>a further mark</b> should be awarded for any evaluation that is developed</li> </ul> <p>Candidates can be credited in a number of ways up to a <b>maximum of 3 marks</b> by providing either:</p> <ul style="list-style-type: none"> <li>• <b>three</b> evaluative comments <b>each</b> linked to a <b>different consumer organisation</b> and how they <b>protect the consumer</b></li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• <b>two</b> evaluative comments linked to <b>one consumer organisation</b> and how they <b>protect the consumer</b></li> </ul> <p><b>Plus</b></p> <ul style="list-style-type: none"> <li>• <b>one</b> evaluative comment linked to a <b>different consumer organisation</b> and how they <b>protect the consumer</b></li> </ul> <p>If a candidate has included additional consequences in their evaluation about a consumer organisation these can be awarded an additional mark for a developed answer (see example in expected answers).</p> <p style="text-align: right;"><i>(up to a maximum of 3 marks)</i></p>	Fact	A clear understanding of a consumer organisation	Opinion	A judgment of suitability for the consumer	Consequence	The impact of the protection to consumer
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Question	Expected Answer(s)	Max Mark	Additional Guidance						
(b)	<p>Possible candidate response could include:</p> <p>(i) <b>fruit and vegetables</b></p> <ul style="list-style-type: none"> <li>• +ve: Manufacturers are helping consumers increase fruit/vegetable intake by having prepared vegetables available in the supermarket this is good as the consumer does not have to spend time preparing/peeling <i>so are more likely to eat them/purchase them. (developed answer)</i></li> <li>• +ve: Manufacturers are helping consumers increase by using fruit and vegetables to bulk out healthy-option dishes this is good as it ensures consumer consumption.</li> <li>• -ve: Manufacturers have introduced a range of fruit smoothies to help consumers meet the target/goal of increasing fruit and vegetables, this may be bad as many of these products are high in sugar <i>so may cause weight gain/dental caries/increase sugar consumption. (developed answer)</i></li> <li>• -ve: Manufacturers are introducing pre-prepared fruit/vegetables to help consumers meet the target /goal for increasing fruit and vegetables this is bad as it may result in a loss of food preparation skills in the long run.</li> </ul>	<b>4</b>	<p>Candidates should make a number of evaluative comments related to how manufacturers are helping consumers meet current dietary advice.</p> <table border="1" data-bbox="1211 376 2074 620"> <tbody> <tr> <td data-bbox="1211 376 1440 504">Fact</td> <td data-bbox="1440 376 2074 504">A clear understanding of how manufactures are helping consumers meet current dietary advice.</td> </tr> <tr> <td data-bbox="1211 504 1440 560">Opinion</td> <td data-bbox="1440 504 2074 560">A judgement of suitability for the consumer</td> </tr> <tr> <td data-bbox="1211 560 1440 620">Consequence</td> <td data-bbox="1440 560 2074 620">The impact on the consumer</td> </tr> </tbody> </table> <p>Candidates may provide a number of straightforward evaluations or a smaller number of developed evaluations, or a combination of these.</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be awarded for each relevant evaluation</li> <li>• <b>a further mark</b> should be awarded for any evaluation that is developed</li> <li>• a maximum of 2 marks may be awarded for developed evaluations linked to the same way that manufacturers are helping consumers meet current dietary advice.</li> </ul>	Fact	A clear understanding of how manufactures are helping consumers meet current dietary advice.	Opinion	A judgement of suitability for the consumer	Consequence	The impact on the consumer
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Question	Expected Answer(s)	Max Mark	Additional Guidance
	<p>(ii) <b>salt intake</b></p> <ul style="list-style-type: none"> <li>• +ve: Manufacturers are helping consumers reduce salt intake by using less salt in processed foods this is good for the consumer as they do not need to make any effort to achieve a reduction in salt intake.</li> <li>• +ve: Manufacturers are helping consumers reduce salt intake by using additional natural flavourings/ herbs/spices this is good as the consumer still has flavour without the salt intake.</li> <li>• -ve: Manufacturers are helping consumers reduce salt intake by providing labels/traffic light labelling however this may be bad as each manufacturer can adopt their own labelling scheme which may be confusing to consumers.</li> </ul> <p><b>Accept any other justifiable answer</b></p>		<p><i>Candidates can be credited in a number of ways up to a maximum of 4 marks by providing either:</i></p> <ul style="list-style-type: none"> <li>• <b>two</b> evaluative comments each linked to how manufacturers are helping meet <b>fruit/vegetable</b> consumption.</li> </ul> <p><b>Plus</b></p> <ul style="list-style-type: none"> <li>• <b>two</b> evaluative comments each linked to how manufacturers are helping meet <b>salt intake</b>.</li> </ul> <p><b>Or</b></p> <ul style="list-style-type: none"> <li>• <b>three</b> evaluative comments <b>each</b> linked to how manufacturers are helping meet <b>fruit/vegetable</b> consumption</li> </ul> <p><b>Plus</b></p> <ul style="list-style-type: none"> <li>• <b>one</b> evaluative comment linked to how manufacturers are helping meet <b>salt intake</b> or visa versa</li> </ul> <p>If a candidate has included additional consequences in their evaluation for any attribute these can be awarded an additional mark for a developed answer (see example in expected answers).</p> <p style="text-align: right;"><i>(up to a maximum of 4 marks)</i></p>

Question	Expected Answer(s)	Max Mark	Additional Guidance
(c)	<p>Possible candidate response could include:</p> <ul style="list-style-type: none"> <li>• <b>A diet too high in energy.</b> If a person consumes more energy in a day's intake than their output, the excess energy will be stored as fat leading to obesity.</li> <li>• <b>A diet low in dietary fibre/ total complex carbohydrates.</b> Due to a lack of consumption of foods high in dietary fibre/total complex carbohydrates a person may snack on high fat/ <b>sugar</b> foods increasing energy intake, this excess energy will be stored as fat leading to <b>obesity</b>.</li> <li>• <b>An increase in fast food eating.</b> More takeaways/ fast food meals are consumed and these can be high in <b>carbohydrate/fat</b> increasing energy intake, this excess will be stored as fat leading to <b>obesity</b>.</li> </ul> <p>Accept any other appropriate answer</p>	3	<p>Candidates should make a number of points that make the issue plain or clear, for example by showing connections between the dietary factor and obesity.</p> <p>Up to the mark allocation for this question:</p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> should be given for each accurate relevant explanation related to a different dietary factor</li> <li>• A further mark should be awarded for any explanation that is developed</li> <li>• candidates can be credited <b>up to a maximum of 3 marks</b></li> </ul> <p style="text-align: right;"><i>(up to a maximum of 3 marks)</i></p>

[END OF MARKING INSTRUCTIONS]