

Korrekturhinweise

Food ratings

	akzeptiert	nicht akzeptiert
0	<i>about 32</i>	
1	half to five stars 0,5 – 5 stars ½ to 5 stars half – to five stars half to 5 stars	a wide distance certain ingredients different methods good to bad one to five stars
2	a third 1/3 of the products a third of everything a third of it a third of products a third of them a third products one third third of all products third of the products	a few products federal products few products fruit and vegetables good products high-rated food on the good ratings products scoring well products with less stars several products the majority two main supermarkets vegetables
3	voluntary volentury volontrie voluntarily voluntery voluntry	not completed not so good not that advanced not used on all not useful for some only for the companies really complex
4	50 pieces of evidence 50 cases of evidence 50 evidences 50 pieces of evidences 50 pieces of evident	15 pieces of evidence 50 50 pages of evidence 50 percent 50 percent of evidences 50 pieces a half daily intake guide few products half of the products positive aspects thousands of products
5	too highly to high to highly too high	better five stars good high higher star levels higher than others highly low

		very good with five stars
6	trial try	advantage an example good reception high degree trust negative thing by customers revolution trail
7	a lower star rating a lower rating less stars low star ranking low star rating lower rating lower ratings lower star ratings lower stars rating lower-star rating	bad fibres better ratings high degree of trust higher star rating less carbohydrates lowest ratings newer production dates no stars the government

Begründungen

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Alexandra Jones says: "Stars is just one of about 32 of these kinds of systems that's been adopted now internationally." Globally, the number of different methods of evaluating food is therefore about 32.

1

Alexandra Jones says: "The star rating works as an overall rating on foods. So basically your food can go down if it's got a lot of saturated fat, sodium, sugar and energy but you can get some points back for the fibre content, the protein and what we call fruit and vegetable content. That gives you an overall score from half to five stars." In the system described, foods can therefore receive a rating that ranges from half to five stars.

2

Alexandra Jones says: "So, our studies last year showed that stars were still only on around a third of all products." The expert's research has therefore shown that out of all food items, the system has only been used on a third.

3

The interviewer asks: "So if they are only getting one or two stars they tend not to have the stars at all?" Alexandra Jones answers: "Yeah, I mean, that's not... that's perhaps not particularly surprising because this system is voluntary." Customers therefore cannot find the rating on all products because the system is voluntary.

4

The interviewer asks: "So, do you have a sense, Alexandra, of how much consumer confidence there is in the five-star system? Do shoppers trust it?" Alexandra Jones answers: "Yeah, well, look, I've reviewed over 50 pieces of evidence that have come out since stars were implemented." To find out about customers' belief in the system, the expert has therefore analysed more than 50 pieces of evidence.

5

Alexandra Jones says: "What I expect you'll hear today on your feedback is that there has been a lot of attention on particular products that seem to score too highly, and the great thing about the review now is that we have a chance to improve those kind of loopholes in the system and get on with making it mandatory." The expert therefore thinks that comments on the system will focus on specific food items that are rated too highly.

6

Geoffrey Annison says: "I think the thing to remember is that the health star rating was brought in in mid-2014, it was brought in for five years on a voluntary basis and it was thought to be very much as a trial and the end of the trial was, it is now over as we go into the review period." When the system was introduced, it was therefore seen as a trial.

7

Geoffrey Annison says: "It certainly has come onto products with high star ratings but in the latter part of the five years, more and more products have also come onto the market with a lower star rating." More recently, the system has therefore also been used on food items with a lower star rating.