Nutrition App

The basic idea of the app is to increase the awareness of the consumers on how to read the nutrition labels correctly and to know the difference between what is claimed on the packaging and what is actually in the product.

This will essentially help the consumers make an informed choice rather than being misled by what they are taught to believe.

1. For example, if qualitative expression is used to describe the amount contained in the packaged product, consumers often peg it at a much larger percentage. For egs nutrition label research indicate that when food packaging claims like “HIGH” in fiber, consumers peg it at 80% or more, whereas the actual amount could be as low as 35-40%. (Apparently, in certain countries, you are legally allowed to claim “High” if you have 35-40& of the ingredient). However, the consumers are UNAWARE of these laws. The same is true when “LOW” is used. Consumers peg it at much lower percentage, whereas the ingredient is present in much higher percentage.
2. The same goes with claims of “ZERO” like zero sugar, zero trans-fat etc. Apparently, the food companies can claim “ZERO” when the ingredient is present a certain value like 5mg etc (need to confirm the exact amount). It does not require to have the absolute absence of the ingredient itself.
3. Also, people do not know the scientific names of many chemicals mentioned on the packaging. They could be just different names of the same ingredient (that is bad for health) “sugar” and “fructose corn syrup” for example. MALTO DEXTRIN is equally bad or worse than sugar.
4. In general, the quantities of ingredients are listed as “per serving” and NOT as percentage of the whole packaging. It makes all the difference when it comes to the purchasing decisions.