



21. Eat responsibly

Joonas Jokinen M.A. Sport Sciences

Your choice

- Your dietary choices tell a lot about you and who you are – especially the unconscious choices
- Favoring **local** food ensures:

Freshness
(taste)

Low
carbon
footprint

Local
employment

Your choice

- Your dietary choices tell a lot about you and who you are – especially the unconscious choices
- Favoring **organic (luomu)** food ensures:

No artificial
pesticides &
fertilizers

Easier control of
the food quality
(for consumer)



Your choice

- Your dietary choices tell a lot about you and who you are – especially the unconscious choices
- Favoring **fair trade** food aims to ensure:

Better
conditions for
local farmers

Better market
position of local
farmers



Labeling tells you about the product

- Product labeling gives you a lot of handy information
- **Ingredients list** tells you all the ingredients use in the production of the food product
- **Nutrition facts list** tells you how much energy and nutrients 100 grams of product contains



37% Less
Fat Than
Whole Milk

KIRKLAND
Signature™

*Produced
without
artificial
growth
hormone
(rBST)

2% REDUCED FAT MILK

Nutrition Facts

Serv. Size 1 Cup (240mL)
Servings Per Container 16
Calories 120
Fat Cal. 45

*Percent Daily Values (DV) are
based on a diet of 2,000 calories.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 5g	8%	Potass. 400mg	11%
Sat. Fat 3g	15%	Total Carb. 12g	4%
Trans Fat 0g		Fiber 0g	0%
Cholest. 20mg	7%	Sugars 12g	
Sodium 125mg	5%	Protein 8g	

- 2% Milkfat
- Vitamin A & D
- Grade A
- Pasteurized
- Homogenized

INGREDIENTS: Reduced Fat Milk, Vitamin A Palmitate, Vitamin D3.

Distributed by: Costco Wholesale Corporation, P.O. Box 34535
Seattle, WA 98124-1535 • 1-800-774-2678 • www.costco.com

FAT REDUCED FROM 8g TO 5g

Kirkland Signature product is guaranteed to meet or exceed the
quality standards of the leading national brands. If you're not completely
satisfied, your money will be refunded.



Mid By: Plant # on Bottle
ITEM 8

KEEP REFRIGERATED

*No significant difference has
been shown between milk
derived from rBST-treated
and non-rBST-treated cows.

K-123

ONE GALLON (3.78L)

SEP

30 151/188 Plant #39-13

Homework...

- Bring an any product package with you to the next class -> we will take a closer look at them
- What is a health claim? If possible bring a product with you that has a health claim in it