



Rewarding Learning

**ADVANCED
General Certificate of Education
2012**

Home Economics

Assessment Unit A2 1

assessing

Consumer Issues

[AN211]

THURSDAY 24 MAY, MORNING

**MARK
SCHEME**

Section A

AVAILABLE
MARKS

- 1 (a) Explain how consumers can avoid food poisoning from Campylobacter bacteria. (AO1, AO2)

Mark Band ([0]–[3])

Overall impression: basic

- inadequate knowledge and understanding of food poisoning from Campylobacter bacteria
- demonstrates a limited ability to apply this knowledge and understanding to the question
- demonstrates a limited ability to explain how consumers can avoid food poisoning from this bacteria
- quality of written communication is basic

Mark Band ([4]–[7])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of food poisoning from Campylobacter bacteria
- demonstrates a reasonable to good ability to apply this knowledge and understanding to the question
- demonstrates a reasonable to good ability to explain how consumers can avoid food poisoning from this bacteria
- quality of written communication is reasonable to good

Mark Band ([8]–[10])

Overall impression: very good to highly competent

- clear knowledge and understanding of food poisoning from Campylobacter bacteria
- demonstrates a very good to highly competent ability to apply this knowledge and understanding to the question
- demonstrates a very good to highly competent ability to explain how consumers can avoid food poisoning from this bacteria
- quality of written communication is very good to highly competent

Some examples of suitable points to be explained by the candidate:

- raw poultry and meat; Campylobacter is found in most raw poultry and is common in raw meat so consumers should avoid cross contamination, e.g. storing raw and cooked foods together and don't use the same work surfaces, or utensils when preparing raw and cooked food, cook food thoroughly, especially meat, so that it is piping hot, as this will destroy any Campylobacter
- infected pets, birds and other animals; it is possible to get Campylobacter from infected animals and birds so consumers should wash hands thoroughly with soap and warm water after contact with pets, other animals and birds
- farm visits; consumers are advised to pay special attention to hygiene during farm visits, washing hands after any contact with animals, and eating only in designated areas

All other valid points will be given credit

[10]

- (b) Describe the work carried out by the Environmental Health Department to reduce the possibility of food poisoning for consumers. (AO1, AO2)

Mark Band ([0]–[5])

Overall impression: basic

- inadequate knowledge and understanding of the work of the Environmental Health Department in relation to the prevention of food poisoning
- demonstrates a limited ability to apply this knowledge and understanding to the question
- demonstrates a limited ability to describe this work
- quality of written communication is basic

Mark Band ([6]–[10])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of the work of the Environmental Health Department in relation to the prevention of food poisoning
- demonstrates a reasonable to good ability to apply this knowledge and understanding to the question
- demonstrates a reasonable to good ability to describe this work
- quality of written communication is reasonable to good

Mark Band ([11]–[15])

Overall impression: very good to highly competent

- clear knowledge and understanding of the work of the Environmental Health Department in relation to the prevention of food poisoning
- demonstrates a very good to highly competent ability to apply this knowledge and understanding to the question
- demonstrates a very good to highly competent ability to describe this work
- quality of written communication is very good to highly competent

Some examples of suitable points to be described by the candidate:

- hygiene; the EHO inspects the places where food is handled – docks, airports, public houses, markets, food shops and restaurants to ensure that food safety and food hygiene regulations are being adhered to. Food stalls and other vehicles carrying food are also included. They check the hygienic conditions in these places and that the food in them is not contaminated in any way
- complaints; the EHO investigates complaints about unsatisfactory food, for example, contaminated food bought from a shop, a foreign object found in the food or a dirty eating place. In serious cases of poor food hygiene, the EHO will arrange for legal proceedings to be taken against the offender

- advice; rather than enforce the law, EHOs would much prefer food handlers to be made aware of their responsibilities and their rights in environmental health. EHOs run courses on food safety. EHOs organise specialised lectures for personnel working in the food industry. Successful candidates receive a certificate in the practices and principles of food hygiene
- water; EHOs carry out monitoring of drinking water in food premises, public supplies and group water schemes. Private individuals may have water tested for a fee and advice regarding the result on any analysis
- port health; EHOs are responsible for the monitoring of food imports from non EU countries and issuing of exemption certificates at designated ports

All other valid points will be given credit

[15]

25

- 2 (a) Consider the impact of celebrity and cartoon endorsement of food on the diet and health of children. (AO1, AO2)

Mark Band ([0]–[3])

Overall impression: basic

- inadequate knowledge and understanding of celebrity and cartoon endorsement of food
- demonstrates a limited ability to apply this knowledge and understanding to the question
- demonstrates a limited ability to consider the effects of celebrity and cartoon endorsement of food on the diet and health of children
- quality of written communication is basic

Mark Band ([4]–[7])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of celebrity and cartoon endorsement of food
- demonstrates a reasonable to good ability to apply this knowledge and understanding to the question
- demonstrates a reasonable to good ability to consider the effects of celebrity and cartoon endorsement of food on the diet and health of children
- quality of written communication is reasonable to good

Mark Band ([8]–[10])

Overall impression: very good to highly competent

- clear knowledge and understanding of celebrity and cartoon endorsement of food
- demonstrates a very good to highly competent ability to apply this knowledge and understanding to the question
- demonstrates a very good to highly competent ability to consider the effect of celebrity and cartoon endorsement of food on the diet and health of children
- quality of written communication is very good to highly competent

Some examples of suitable points to be considered by the candidate:

- influence; children are responsive to these types of advertising strategies in particular because they like them. They remember and recognise the product associated with the celebrity or the cartoon character and use this to influence parental buying behaviour
- children's food choices; the use of recognisable and memorable celebrities and cartoons makes the associated foods popular. These strategies are mostly used to endorse foods high in fat, sugar and salt, which is a concern because the food eaten as children can determine diet and subsequent quality of life in later years
- obesity; this type of irresponsible advertising aimed solely at children is blamed by many for the rising obesity figures in children although it is worth recognising that, while this may be a contributing factor, there are many issues to consider in relation to obesity
- dental caries; extensive endorsement of high sugar sweets snacks and drinks can be attributed to poor dental health in young children

All other valid points will be given credit [10]

(b) Describe the requirements of the Food Labelling Regulations 1996 in relation to each of the following:

- date marking
- nutritional labelling
- ingredients list. (AO1, AO2)

Mark Band ([0]–[5])

Overall impression: basic

- inadequate knowledge and understanding of the Food Labelling Regulations 1996
- demonstrates a limited ability to apply this knowledge and understanding to the question
- demonstrates a limited ability to describe the requirements of these regulations in relation to date marking, nutritional labelling and ingredients list
- quality of written communication is basic

Mark Band ([6]–[10])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of the Food Labelling Regulations 1996
- demonstrates a reasonable to good ability to apply this knowledge and understanding to the question
- demonstrates a reasonable to good ability to describe the requirements of these regulations in relation to date marking, nutritional labelling and ingredients list
- quality of written communication is reasonable to good

Mark Band ([11]–[15])

Overall impression: very good to highly competent

- clear knowledge and understanding of the Food Labelling Regulations 1996
- demonstrates a very good to highly competent ability to apply this knowledge and understanding to the question
- demonstrates a very good to highly competent ability to describe the requirements of these regulations in relation to date marking, nutritional labelling and ingredients list
- quality of written communication is very good to highly competent

Some examples of suitable points to be discussed by the candidate:

Date marking

- there are two types:
 - *Best before* will be appropriate to most foods and indicates the period for which a food can reasonably be expected to retain its optimum condition (e.g. it will not be stale)
 - *Use by* is the required form of date mark only for those foods which are highly perishable from a microbiological point of view and which will have a product life after manufacture of a relatively short period, after which their consumption would present a risk of food poisoning

Nutritional labelling

- nutrition labelling is compulsory only when a nutrition claim is made (e.g. *low fat* or *high fibre*) and must be given in a specified format. The requirements for the presentation of nutrition information also apply when such information is given voluntarily
- as a minimum, labels need to give the amount of energy (expressed as kJ and kcal), protein, carbohydrate and fat (all expressed in grams) provided by 100 g or 100 ml of the food, plus the amount of any nutrient for which a claim has been made. Values per quantified serving may be given in addition to, but not in place of, values per 100 g or 100 ml. Details of certain other nutrients for which no claim has been made may be given voluntarily

Ingredients list

- ingredients must generally be listed in descending order of weight at the time of their use in the preparation of the food (often referred to as “the mixing-bowl stage”). The ingredients list must include a heading consisting of, or including, the word “ingredients”
- QUID system; if an ingredient is featured in the name of a product, e.g. Chicken and Ham Pie, the quantity must be declared as a %
- all components including water and additives must be included

All other valid points will be given credit [15]

Section A

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Section B

AVAILABLE
MARKS

- 3 Discuss the work of the Consumer Council for Northern Ireland.
(AO1, AO2, AO3)

Mark Band ([0]–[5])

Overall impression: basic

- inadequate knowledge and understanding of the work of the Consumer Council for Northern Ireland
- demonstrates a limited ability to apply this knowledge and understanding to the question
- demonstrates a limited ability to discuss the work of this consumer organisation
- quality of written communication is basic

Mark Band ([6]–[10])

Overall impression: adequate to minimally competent

- adequate to minimally competent knowledge and understanding of the work of the Consumer Council for Northern Ireland
- demonstrates adequate to minimally competent ability to apply this knowledge and understanding to the question
- demonstrates adequate to minimally competent ability to discuss the work of this consumer organisation
- quality of written communication is adequate to minimally competent

Mark Band ([11]–[15])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of the work of the Consumer Council for Northern Ireland
- demonstrates a reasonable to good ability to apply this knowledge and understanding to the question
- demonstrates a reasonable to good ability to discuss the work of this consumer organisation
- quality of written communication is reasonable to good

Mark Band ([16]–[20])

Overall impression: very good to highly competent

- clear knowledge and understanding of the work of the Consumer Council for Northern Ireland
- demonstrates a very good to highly competent ability to apply this knowledge and understanding to the question
- demonstrates a very good to highly competent ability to discuss the work of this consumer organisation
- quality of written communication is very good to highly competent

Some examples of suitable points to be discussed by the candidate:

- transport; the Consumer Council protects and promotes the interests of all passengers travelling to, from or within Northern Ireland, they help individual passengers with their transport complaints and also work with transport providers to help prevent complaints arising in the first place. They campaign for better public transport and work with all the main transport providers, key stakeholders and Government to ensure transport services meet passengers' needs
- water; the Consumer Council represents consumers on water and sewerage matters. They do this by working with the Northern Ireland Assembly, Northern Ireland Water and the economic and environmental regulators to make sure that consumers are at the centre of any decisions and policies. They also work with stakeholders to ensure Northern Ireland Water delivers value for money in providing its services
- energy; the Consumer Council has a responsibility to represent energy consumers in Northern Ireland. They do this by working with the energy companies, the Utility Regulator and our social partners, and by lobbying Government to ensure that consumers are placed at centre of all decision making. There are many challenges facing the energy industry including: tackling fuel poverty; delivering competition; developing renewable energy and energy efficiency measures; and deciding on Northern Ireland's energy future. They also handle complaints about electricity, natural gas and coal
- money affairs; the Consumer Council works to help all consumers gain the skills and confidence to manage their money and make it work for them. They do this by developing policy, carrying out research and running information campaigns on financial capability, inclusion and financial markets such as banking and insurance. They also work with Government banks and building societies, to drive change and ensure that consumers are at the centre of policies and decisions that affect all consumers
- education; a key priority for the Consumer Council is the delivery of consumer knowledge, skills and information for all. They do this by working with consumers of all ages: schools and colleges, youth sector, community and voluntary groups, adult education and training providers. They also work with businesses to improve their understanding of consumer law and standards of customer care. The education team also empowers consumers to make responsible choices. Their information, resources and publications are accessible for all and are available in various formats and languages
- business; the Consumer Council provide factsheets, presentations and activities aimed at raising businesses awareness of consumer law and best practice in customer care. These can be used to train staff on issues such as complaint handling and returns policies. They also provide information on energy, water and sustainability issues to help businesses cut costs and act responsibly

All other valid points will be given credit

[20]

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- 4 Evaluate **four** savings options in relation to personal circumstances, interest rates and flexibility. (AO1, AO2, AO3)

Mark Band ([0]–[5])

Overall impression: basic

- inadequate knowledge and understanding of savings options
- demonstrates a limited ability to apply this knowledge and understanding to the question
- demonstrates a limited ability to select four appropriate examples of savings options
- demonstrates a limited ability to evaluate these four savings options in relation to personal circumstances, interest rates and flexibility
- quality of written communication is basic

Mark Band ([6]–[10])

Overall impression: adequate to minimally competent

- adequate to minimally competent knowledge and understanding of savings options
- demonstrates adequate to minimally competent ability to apply this knowledge and understanding to the question
- demonstrates adequate to minimally competent ability to select four appropriate examples of savings options
- demonstrates adequate to minimally competent ability to evaluate these four savings options in relation to personal circumstances, interest rates and flexibility
- quality of written communication is adequate to minimally competent

Mark Band ([11]–[15])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of savings options
- demonstrates a reasonable to good ability to apply this knowledge and understanding to the question
- demonstrates a reasonable to good ability to select four appropriate examples of savings options
- demonstrates a reasonable to good ability to evaluate these four savings options in relation to personal circumstances, interest rates and flexibility
- quality of written communication is reasonable to good

Mark Band ([16]–[20])

Overall impression: very good to highly competent

- clear knowledge and understanding of savings options
- demonstrates a very good to highly competent ability to apply this knowledge and understanding to the question
- demonstrates a very good to highly competent ability to select four appropriate examples of savings options
- demonstrates a very good to highly competent ability to evaluate these four savings options in relation to personal circumstances, interest rates and flexibility
- quality of written communication is very good to highly competent

Some examples of suitable points to be evaluated by the candidate:**Credit Union**

- personal circumstances; credit unions keep money within a community, because there are no outside shareholders to pay, this can be a source of security for consumers
- interest rates; credit unions aim to pay a dividend on savings once a year to all their members. This can be as much as 8% of the amount that people have saved, but is typically 2 or 3%. Life savings insurance is included, at no cost to the member
- flexible; consumer can save as much or as little as they like, weekly, monthly or as often as they wish. Can pay in at convenient local shops or collection points, or direct from wages or salary

Easy Access Accounts

- personal circumstances; these accounts are ideal for money that the consumer may need to dip into from time to time, to cover unforeseen expenses for example. But if there is more spare cash than needed to deal with any emergencies the consumer will probably get a better return from an account which limits withdrawals
- interest rates; banks and building societies effectively charge savers a premium for the right to get hold of their money at any time. This translates into generally lower interest rates on easy access accounts than on accounts which require customers to give notice of withdrawals in advance. The rates on easy access accounts are variable so they can be cut (or increased) at any time. However, these accounts generally pay more interest than current accounts
- flexibility; very flexible as it is possible to withdraw money at any time without having to warn the account provider weeks or even months in advance, certain accounts even offer a cash card to withdraw money from an ATM. Even with phone and web-based accounts money is usually available within a few days. Some easy access accounts have withdrawal restrictions

Cash ISA

- personal circumstances; a cash ISA is probably the best option for the first £5,640 of savings for those who pay income tax
- interest rates; the tax savings on ISAs can be significant. For example, if a cash ISA was paying 3% annual interest, a basic-rate (20%) taxpayer would have to find a non-ISA account paying 3.75% to get the same return after tax. The consumer can move money into a new cash ISA without losing the tax-break if the interest rate on the existing account becomes uncompetitive
- flexibility; the maximum that can be paid in to a cash ISA is capped and the customer cannot exceed their annual allowance. Not all accounts accept transfers in and often those offering the highest interest rates are only available for this year's allowance. If you withdraw money from an ISA, it loses its tax-free status

Fixed Rate Bond

- personal circumstances; fixed rate bonds are ideal for consumers with a sum of money they won't need to access for a number of years. Fixed rate bonds often have relatively high minimum investments. Some products are only available to those with £10,000 or even £25,000
- interest rates; this type of savings account pays a set rate of interest for a certain period of time. Generally, the longer the term, the higher the interest rate. When interest rates are generally low, fixed rate bonds may pay better rates than variable accounts if providers expect interest rates in the wider economy to rise over the coming years. However, tying money away for a long period could mean that the customer is stuck on an interest rate that becomes uncompetitive
- flexibility; some bonds will allow monthly interest payments to be taken out of the account to provide a regular income. Often only one deposit is allowed – consumers will not be able to pay in additional funds once the account has been opened. Usually a withdrawal cannot be made during the fixed term. Penalties such as loss of interest will be incurred if access is needed before the bond matures. Some providers prohibit early withdrawals altogether

All other valid points will be given credit

[20]

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Section B

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Section C

AVAILABLE
MARKS

5 The following advice is given on the Sustain website to encourage consumers to choose greener and more ethical food:

- buy local, seasonally available ingredients
- buy food from farming systems that minimise harm to the environment such as certified organic produce and
- choose Fairtrade-certified products.

Argue the merits of each piece of advice. (AO1, AO2, AO3)

Mark Band ([0]–[7])

Overall impression: basic

- inadequate knowledge and understanding of ethical and green food issues for the consumer
- demonstrates a limited ability to apply this knowledge and understanding to the question
- demonstrates a limited ability to argue the merits of each piece of advice listed in the question
- quality of written communication is basic

Mark Band ([8]–[14])

Overall impression: adequate to minimally competent

- adequate to minimally competent knowledge and understanding of ethical and green food issues for the consumer
- demonstrates adequate to minimally competent ability to apply this knowledge and understanding to the question
- demonstrates adequate to minimally competent ability to argue the merits of each piece of advice listed in the question
- quality of written communication is adequate to minimally competent

Mark Band ([15]–[20])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of ethical and green food issues for the consumer
- demonstrates a reasonable to good ability to apply this knowledge and understanding to the question
- demonstrates a reasonable to good ability to argue the merits of each piece of advice listed in the question
- quality of written communication is reasonable to good

Mark Band ([21]–[25])

Overall impression: very good to highly competent

- clear knowledge and understanding of ethical and green food issues for the consumer
- demonstrates a very good to highly competent ability to apply this knowledge and understanding to the question
- demonstrates a very good to highly competent ability to argue the merits of each piece of advice listed in the question
- quality of written communication is very good to highly competent

Some examples of suitable points to be argued by the candidate:

Buy local, seasonally available ingredients

- Green issues
 - buying locally grown and prepared food can cut down on fossil fuel and energy use by the consumer and the food industry; this contributes to greenhouse gas emissions that are significant contributors to climate change
 - locally grown produce is more likely to have used sustainable farming methods such as enriching the soil, protecting air and water quality, and minimising energy consumption
 - 95% of our food is over packaged using non-environmentally friendly plastic packaging materials, most locally produced food is available to be selected by hand and with minimum packaging
 - seasonal food; does not need to be imported, does not require energy-intensive conditions such as heated greenhouses and reduces the likelihood of energy-intensive methods of storage and transport such as refrigeration and air-freighting
- Ethical issues
 - the local community benefits, as buying locally is directly supporting local businesses, leading to employment, and ensures that the money is kept within that local community and not contributing to the ever increasing profits of mega supermarkets

Buy food from farming systems that minimise harm to the environment such as certified organic produce

- Green issues
 - energy; organic production methods are usually less energy-intensive than industrial agriculture. They do not use artificial fertiliser, which takes an enormous amount of energy and water to produce and results in emissions of the powerful greenhouse gas nitrous oxide
 - environment; organic standards require farmers to protect the environment, primarily by severely restricting the use of pesticides, and prohibit the use of artificial chemical fertilisers. Instead, organic farmers rely on developing a healthy, fertile soil and growing a mixture of crops
 - wildlife; organic farming depends on encouraging a diverse ecosystem to maintain soil fertility and to keep pests under control naturally. It does this by encouraging nature's own predators by maintaining hedgerows and creating open, "wild" spaces at the side of fields, and changing the crops planted each season, to keep soil fertile and avoid the need for chemicals
 - genetically modified (GM); crops and ingredients are banned

- Ethical issues
 - animal welfare; certified organic farmers must also operate to high standards of animal welfare. Under organic rules, all aspects of animal welfare are tightly controlled, including rearing, shelter, feeding, transportation and slaughter. Organic animals cannot be given growth promoting hormones, regular doses of antibiotics or genetically modified (GM) feed. Sick animals are treated using homeopathic and complementary remedies, unless a vet says an animal needs antibiotics; in which case they must be given. To ensure that no residues are left, a set period of time has to pass before the animal can produce products for sale as organic. These are on average three times as long as those required by law for non-organic food

Choose Fairtrade-certified products

- Green issues
 - the Fairtrade standards requires producers to work to protect the natural environment
 - producers are also encouraged to minimise the use of energy especially energy from non-renewable sources
 - the Fairtrade premium (money paid on top of the Fairtrade minimum price) is invested in environmental development projects which will contribute to the range of solutions needed to address climate change
 - the Fairtrade system’s environmental standards forbid the use of GM seeds by farmers and encourage active monitoring in nearby fields to reduce the risks of environmental contamination
 - the use of agricultural chemical is minimised and Fairtrade premiums are often used to train producers in sustainable techniques such as composting and integrating recycled materials
- Ethical issues
 - Fairtrade is about better prices, decent working conditions and fair terms of trade for farmers and workers in the developing world
 - the Fairtrade minimum price defines the lowest possible price that a buyer of Fairtrade products must pay the producer; when the market price is higher than the minimum price, the market price is payable
 - a Fairtrade premium is paid on top of the Fairtrade minimum price; this is invested in social, environmental and economic development projects decided upon democratically by a committee of producers within the organisation or of workers on a plantation, e.g. schools, clinics, electricity
 - workers on plantations are guaranteed legal minimum wages or above, decent working conditions and the right to join a trade union
 - there is no forced or child labour

All other valid points will be given credit [25]

Section C

Total

| |
|-----------|
| 25 |
| 25 |
| 70 |