

The Consumer World

Unit 2: Regulations and Consumer Guides

Aims

- To give students practice in scanning for specific information
- To use the information in a letter of advice
- To give students further practice in scanning for specific information and using it to summarise main points in a Buying Guide
- To read for specific information and write advice in a Do's and Dont's leaflet

All of the above practise scanning skills and also information transfer skills with tables

Materials

- CW2.1 Student's File Ice-cream Warning
- CW2.2 Student's File Food and Drugs Regulations (Data File)
- CW2.3 Student's File Letter of Advice
- CW2.3 Teacher's Resource Kit Model Letter for CW2.3
- CW2.4 Student's File The Buying Guide — Thermal Flasks
- CW2.4 Student's File The Buying Guide — Fluorescent Pens
- CW2.4 Teacher's Resource Kit Model Answers for CW2.4
- CW2.5 Student's File Car Restraints for Children
—Do's and Dont's
—Data File
- CW2.5 Teacher's Resource Kit Model Answers for CW2.5
- CW2.6 Student's File 3 t-tests
- CW2.6 Teacher's Resource Kit Model Answers for CW2.6

Procedure

1. CW 2.1-2.3 is a Practical Skills exercise. The students will need to skim through the extracts from the Food and Drugs Regulations, looking for what needs to go on a label and if there are any special regulations about ice-cream. Having found the right information which needs to be used sensibly (and not copied in chunks), students need to briefly tell Mr So what he is doing wrong, and what the consequences could be.

Relevant sections are:

4A - pre-packaged food must be properly labelled

5 - the penalties

First Schedule 24 - *Ice-cream shall contain not less than 5% fat, 10% sugar and 7% milk solids other than fat etc.* We don't know if Mr So is complying and might wish to remind him.

Second Schedule 7 - *He must put his name and address on the packet.*

Third Schedule 2.1 and 2 - *He must list ingredients.*

4. He must put a sell-by date.
5. He must say how to store it.
7. he must give a weight/ volume.

Fourth Schedule - lists para 4 for frozen foods, so we can forget the sell-by date.

The penalties are a possible fine of \$25,000 and up to 6 months imprisonment

2. Students can work in pairs on their own letters, compare products with other pairs, and request teacher feedback. There is a model letter in Teacher's Resource Kit CW 2.3 which can be given out as consolidation.
3. The two activities in CW2.4 are intended to practise reading tables and summarising conclusions.

After giving students about 15 minutes to prepare a response, let them compare theirs with the Consumer Council's result. You do not have to use all these activities. Make a choice.

4. CW 2.5 is an exercise designed to give students practice in taking out the main points and putting them into a summary of essential *Do and Don't* points.

5. CW2.6 is built around the Commercial Television Code of Practice on Advertising Standards.

Teacher's Resource Kit CW 2.3

Model Letter



CONSUMER COUNCIL of HONG KONG

38B, High St,
Cheung Chau

Dear Mr So,

It has been brought to our attention that you are manufacturing and selling carton ice-cream. I feel it only fair to warn you that, at present, you are in breach of the Food and Drugs (Composition and Labelling) regulations. Prosecution could lead to a fine of \$25,000 or 6 months imprisonment.

I suggest you obtain a copy of the regulations from the Government Printer. To summarise them for you, ice-cream must contain at least 5% fat, 10% sugar and 7% milk solids. Your label must carry your name and address, an indication of volume, a list of ingredients in descending order, and some instructions as to storage.

I strongly suggest that you stop selling the ice-cream until you have had a new label printed and are following the regulations.

Yours sincerely,

Senior Officer

Teacher's Resource Kit CW 2.4

Model answers for CW2.4

BUYING GUIDE

On the whole, the Camel was considered a better choice but was also the most expensive (\$86). The Snow Mountain and the Swallow were on average good in terms of safety, in particular the Snow Mountain (which, however, had the problem of producing a slight odour which became strong when the cork stopper was wetted.) Both samples were moderately priced at \$35.

BUYING GUIDE

A majority of the samples gave satisfactory results in writing performance and attained high safety standards. Here is our recommended buying list for your reference:

Fine-tip Models

PAPERMATE (F07)—\$6.5

MARVY (F02)—\$3.5

PILOT (F04)—\$6.0

ZEBRA (F06)—\$3.5

SCHWAN STABILO (F10)—\$5.0

Bold-tip Models

STAEDTLER (B16)—\$5.5

PELICAN (B14)—\$5.5

ZEBRA (B15)—\$5.0

PTT.OT (B13)—\$9.0

Teacher's Resource Kit CW 2.5

Model answer for CW2.5

This demands very strict summary. Let the pairs argue over what to include before presenting their answers.

Obviously there is plenty of room for disagreement, and one person's *Do* can be another person's *Don't*

Don't hold children = Put children in a restrainter on the back seat.

These are only suggestions. Let the class vote.

When you're driving...

Don't hold a child on your lap.

Don't put a child in an adult seat belt.

Don't put a child in a poorly secured car seat.

Always put a child in a restrainter.

Make sure s/he is buckled in safely.

Maintain belts and restrainters in excellent condition.

Teacher's Resource Kit CW 2.6Model answer for CW2.6***I***

- | | | |
|--------------|--------------------|--------------|
| 1. pictorial | 7. result | 13. which |
| 2. used | 8. advertised | 14. to |
| 3. or | 9. No | 15. symptoms |
| 4. ailments | 10. representation | 16. are |
| 5. which | 11. be | 17. serious |
| 6. that | 12. shall | |

II

- | | | |
|---------------|-------------|---------|
| 1. commercial | 7. or | 13. or |
| 2. is | 8. to | 14. or |
| 3. contains | 9. or | 15. one |
| 4. children | 10. be | 16. not |
| 5. any | 11. duty | |
| 6. the | 12. loyalty | |

III

- | | | |
|-------------|------------|------------|
| 1. products | 4. with | 7. hair |
| 2. within | 5. not | 8. testing |
| 3. of | 6. clinics | 9. testing |