

NUTRITION KNOWLEDGE AND CONSUMER USE OF NUTRITIONAL FOOD LABELS AMONG CONSUMERS

Crystal Harrygin Singh

Project Supervisor: Dr. Isabella Granderson

2011

Background: Nutrition labelling is therefore intended to inform the consumer of nutritional properties of a food. A food label provides the consumer with information about nutrient contents of food so that they could have a better life style

Objective: Basic requirements on labelling will be of use only if consumers are knowledgeable and are able to understand, comprehend and make their purchase decisions based partially on the information given on the label

Design: A survey was conducted on a convenient sample of 91 HILO consumers participants from the HILO, St Augustine and Tunapuna. Consumers partook in the study during April, 2011. A questionnaire was administered to participants which included - demographics, use and knowledge of a nutrition food label.

Results: Most participants of the study were tested on their level of education and knowledge of a nutrition food label

Conclusion: The study shows there was high level on the knowledge of nutrition food label in the population and that the use of the knowledge was closely related to use of the food label. The use of the food label was highly seen in the young female population.