THE JOURNEYS OF SHOPPING
This activity has received funding from EIT Food, the innovation community on Food of the European Institute of Innovation and Technology (EIT), a body of the EU, under the Horizon 2020, the EU Framework Programme for Research and Innovation.
WELCOME TO A REGULAR SUPERMARKET!

EVERYONE NEEDS TO BUY FOOD AT SOME POINT AND OFTEN WE TURN TO ONE OF THESE PLACES FOR OUR GROCERY SHOPPING.

WE MAKE A LOT OF DECISIONS IN A SUPERMARKET AND WHILE THIS MAY LOOK SIMPLE...

...WE GET GREAT LOADS OF INFORMATION...

...WE MAKE A LOT OF MENTAL MATH...

...AND WE HAVE MANY OPTIONS TO CHOOSE FROM.
Darling, what cereals should we buy for the kid?

Umm, I think he likes the ones with chocolate...

I'm not sure that those are the healthiest...

Yay, chocolate! Chocolate!

That's why it isn't strange to walk through an aisle and to hear things like...

... all of them look the same to me!

That's true... wait a minute, I'll ask around...

Excuse me, do you know which chocolate cereals are the healthiest?

Sure!

Just don't get carried away only by the pictures... if you're worried about the nutritional values, better take a look at the labelling!
Labels include information about the ingredients of a product and allow us to know the allergens that the food may contain. The European Food Safety Authority ensures that their information is correct.

Labels aren’t useful just to count calories! We can know the product quantity that is healthy to eat in a day and then compare products to figure out which one is healthier.

Moreover, they are supervised by government agencies to ensure that the labelling is the same across the European Union.

They are endorsed by nutrition experts and inform about the recommended daily amount of each nutrient that a given product contains.

### NUTRITION INFORMATION

**INGREDIENTS:** Mandarin, oranges (37.5%), Light Whipping Cream (milk), Pears (12.4%), Thompson Sedles Grapes (7.6%), Apple (7.5%), Bannana (5.9%), English Walnuts (tree nuts)

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Per 100g</th>
<th>%Reference Intake RI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy</td>
<td>485 KJ/117 kcal</td>
<td>6% RI</td>
</tr>
<tr>
<td>Fat</td>
<td>8g</td>
<td>11%RI</td>
</tr>
<tr>
<td>Carbohydrates</td>
<td>3.7g</td>
<td></td>
</tr>
<tr>
<td>Fat</td>
<td>9g</td>
<td></td>
</tr>
<tr>
<td>Of which sugars</td>
<td>8g</td>
<td>9%RI</td>
</tr>
<tr>
<td>Protein</td>
<td>1.4g</td>
<td>3%RI</td>
</tr>
<tr>
<td>Salt</td>
<td>0.02g</td>
<td>0% RI</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>14.85g</td>
<td>19%RI</td>
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</tbody>
</table>

Salt content is exclusive due to the presence of naturally occurring sodium.

So they aren’t useful just to count calories! We can know the product quantity that is healthy to eat in a day and then compare products to figure out which one is healthier.
NO, I TAKE IT!

TUNA IS POISONOUS!
I’VE HEARD IT ON TV!

GREAT, THANK YOU!

NOW I READ THE LABEL I FIND THESE CEREALS MUCH BETTER, I’M TAKING IT!

BUT SOMETIMES THE INFORMATION WE GET FROM THE NEWS AND THE SOCIAL MEDIA MAKES TAKING DECISIONS HARDER…

TODAY WE WILL TELL YOU EVERYTHING ABOUT THE DANGERS OF EATING FISH THAT CONTAIN MERCURY…

Fish like tuna contains heavy metals that pose a threat to the health

The tuna they sell us is poisoned with mercury, don’t let them fool you!

TUNA IS POISONOUS! I’VE HEARD IT ON TV!
DON'T WORRY! IT'S TRUE THAT SOME FISHES CONTAIN HEAVY METALS, BUT NONE OF THEM IN DANGEROUS AMOUNTS. THE IMPORTANT MATTER IS TO KNOW WHAT FISHES HAVE THE MOST AND DON'T EAT TOO MUCH OF THEM, BUT THEY AREN'T TOXIC!

YOU DON'T SAY! MY GRANDDAUGHTER HAD ASKED ME TO BUY TUNA SUSHI FOR HER BIRTHDAY LUNCH...

AND I'M NOT THE ONE WHO IS SAYING THIS...
Scientists have researched this topic and the Health Ministry has published this leaflet to reassure consumers. You can take one home...

And all the tuna you want!

What about you sir, would you like some sushi too?

Besides the nutritive values and the food safety, consumers show a growing concern about topics related to...

Sustainability
Fair Trade
Animal Welfare
Hey, what should we get for the housewarming?

Don't know but don't take crisps, they come in plastic bags.

What are you doing then, cooking a Spanish omelette?

Well, I'm not sure how I can know it in this supermarket but...

If I have to then I will because I can choose sustainable potatoes and free-range eggs.

I'm sure they are more expensive and also, how do you know that they are actually sustainable? Can you see it in their faces?

Excuse me, do you know that there are apps that allow you to know these things?

For real?

Yeah, look, you only need to scan the barcode like this...
TUNA IS POISONOUS!
I'VE HEARD IT ON TV!

THESE APPS EXIST THANKS TO THE COLLABORATION WITHIN FOCUS GROUPS OF FOOD INDUSTRY REPRESENTATIVES AND CONSUMERS LIKE YOU.

IN THESE GROUPS, PEOPLE EXPLAIN THEIR DOUBTS AND NEEDS, AND THE INDUSTRY TAKES NOTE OF THEM SO THEY CAN BE UP TO THEM.

SCIENTIFIC ORGANISATIONS SUCH AS CSIC IN SPAIN ALSO HELP TO INFORM CONSUMERS! IT PARTICIPATES IN ANNUAL FOOD AGENDA A COMMUNICATION PROJECT POWERED BY EIT FOOD THAT ORGANISES TALKS ABOUT TOPICS SUCH AS THE SUSTAINABILITY OR THE SAFETY OF FOOD. RESEARCHERS DON'T DO EXPERIMENTS ALL DAY!

THE ANNUAL FOOD AGENDA PROJECT ALSO PROVIDES INFORMATION ABOUT ISSUES THAT WILL IMPACT THE FUTURE OF FOOD LIKE CLIMATE CHANGE OR THE NEEDS OF AN INCREASINGLY AGEING POPULATION. SCIENCE HAS SOLUTIONS TO THESE PROBLEMS!
WOW, I HAD NO IDEA ABOUT THIS...

MAYBE WE WILL SIGN UP FOR ONE SOMEDAY, THANKS!

SUPERMARKETS ARE FULL OF STORIES LIKE THESE. IN ALL OF THEM, TRUST IS THE KEY INGREDIENT FOR THE CONSUMERS TO FIND EXACTLY WHAT THEY ARE LOOKING FOR.
SO, NEXT TIME YOU GO SHOPPING, REMEMBER THAT BEHIND YOUR FOOD THERE ARE NUTRITION RESEARCHERS.

...GOVERNMENT AGENCY MEMBERS...

...AND FOOD INDUSTRY REPRESENTATIVES WATCHING OVER THE SAFETY AND THE QUALITY OF FOOD PRODUCTS.

SEE YOU IN THE SUPERMARKET!
WHAT ROLE DO CONSUMERS PLAY IN THE SAFETY AND QUALITY OF FOOD? HOW CAN THEY OBTAIN INFORMATION ABOUT THE ISSUES THAT CONCERN THEM WHEN CHOOSING FOOD PRODUCTS? "THE JOURNEYS OF SHOPPING" WILL ADDRESS THESE AND MORE FOOD-RELATED TOPICS!

THROUGH INITIATIVES LIKE THIS COMIC, ANNUAL FOOD AGENDA AIDS TO ENGAGE CONSUMERS IN A PUBLIC DEBATE WITH DIFFERENT STAKEHOLDERS OF THE FOOD INDUSTRY.

THIS WAY, THE PROJECT PURSUES INCREASING THE KNOWLEDGE THAT PEOPLE HAVE ABOUT THE FOOD SYSTEM AND RAISE THEIR TRUST IN IT.