

Choosing Food: Then & Now

THEN	NOW
One main number to compare foods Helped spot freshness and ripeness Foods that looked similar treated the same A good starting point for shoppers	More than one signal is visible Sweetness and density are not the same Foods that look similar can differ meaningfully Fairer comparisons within the same food type

What hasn't changed: fresh, seasonal food still tastes better. What has changed: we can now see differences that were previously hidden.