

# FOOD DETECTIVES

## LEARNING EXTENSION

# Food Detectives at Home

### Learning Objectives:

- Students will investigate a food package at home and evaluate whether the front-of-the-box packaging was being honest or sneaky

**Estimated Time: 20 mins**

**OVERVIEW:** After the workshop, students are now equipped with the Food Detective Skills to see through food company's marketing strategies and investigate the nutrition label if they are being honest or sneaky. In this activity, students will apply the skills learned to investigate a product at home.

### BEFORE LESSON:

- Students should have completed the Food Detective Workshop
- Students may benefit from having their training manual as a reference

### MATERIALS:

- Print out 'Product Investigator' Sheets
- Pencil

### INSTRUCTIONAL GUIDE:

1. Explain to students that their next mission is to practice their Food Detective skills and investigate a food product (snack, drink, etc). Remind them that they should be comparing what they found on the back of the box with the marketing strategies used on the front of the box.

2. Students should be prepared to share the next day whether the product at home was being honest or sneaky.

# Product Investigator

Use your new food detective skills to investigate a food product!

**Product Name:** \_\_\_\_\_

FRONT OF THE BOX:

**Circle the marketing strategies you see:**

Cartoons / Bright Colors / Famous People / Health Claims

**Circle the target audience:**

Kids / Teens / Adults / Families / Athletes

**What flavors are marketed on the front?**

.....

BACK OF THE BOX:

Circle your answers:

**Serving Size:**

**Is it realistic?**                      yes / no

**Ingredient List:**

**Is it long or short?**                      long / short

**Can you picture most of the ingredients in your head?**                      yes / no

**Do the flavors you noticed on the front match the ingredients on the back?**                      yes / no

**Overall, this product is...**    mostly honest / mostly sneaky