

The big sell

Advertising tries to influence what you eat. Collect an example and explain how you think it is trying to persuade people.

Paste an advertisement from a newspaper, magazine or the internet here

I think the advertisement is targeted at _____, because...

I think the advertisement tries to persuade people by:

CHECK!

- ☐ I know that food is produced, processed and sold in different ways, e.g. conventional and organic farming and fair trade.
- ☐ I can compare the cost of food when choosing between eating out or cooking at home.
- ☐ I am aware that advertising tries to influence what I eat.
- ☐ I know that people choose foods depending on their religion, culture, ethical belief, health needs or personal choices.
- ☐ I am aware that my food choice depends on lots of factors.
- ☐ I can read, understand and use nutrition information and allergy advice on food labels to help me make choices when I buy food.
- ☐ I know it is important to consider the serving size when choosing food and drink.

foodroute

a journey through food

Name:

Consumer awareness

Be aware!

There are lots of different foods that we can choose to eat - all produced, processed and sold in different ways. The availability of food as we know it is influenced by geography and weather - can you think of any examples?

You choose to eat different foods for a reason - even if you don't think you have! Cost, culture and nutrition can all influence your food choice, and it is important to be aware of portion size when choosing food and drinks.

Think about ...

- where food comes from and how it is produced
- the cost of food - you may not do the shopping, but you'll probably eat out
- advertising - what is it trying to do?
- the food you choose to eat and why you eat it - it could be revealing
- using food labels to help you make a choice that's right for you
- factors which can influence the availability of different foods
- how religion, culture or ethical beliefs affect food choice

change
4life
Eat well Move more Live longer

Where's it from?

Food doesn't just appear in a supermarket.

List the different ways food is grown, produced, made, processed and sold.

Grown/Produced

Made/Processed

Sold

What factors might influence the way food is grown/produced?

Add it up!

Comparing the cost of food is an easy way to save the pennies.

Compare the costs of two foods that you've had (or seen) when eating out to something similar that can be cooked at home, e.g. pizza, sandwich, smoothie. Which is cheaper? Which do you prefer? Why?

Eating out:

Cooking at home:

Cost:

Cost:

Eating out:

Cooking at home:

Cost:

Cost:

My food choice

What influences the food you eat? Keep a record for a day.

Time

Food

What influenced your choice?

Food choice

I know that people choose foods depending on factors including...

Factors	How it influences their food choice
Religion	
Culture	
Ethical belief	
Health	

Let me know

Food labels provide lots of information on nutrition, allergy and serving size. Find examples of labels that help people to:

- reduce their salt, fat or sugar intake;
- increase their fibre intake
- avoid ingredients, such as nuts, milk, shellfish or wheat;
- know the recommended serving size.

Why is this type of information important for consumers?