

Activity 1 – Nutrition and Health claims



1. List some of the products you buy/eat that have nutrition/health claims.

2. Do you ever choose foods because they make any of the following nutrition or health claims?

Nutrition Claim

- ☐ Less/Low fat
- ☐ Source of omega-3
- ☐ High in Fibre
- ☐ Less/Low saturated fat

Health Claim

- ☐ For healthy bones
- ☐ Aids digestion
- ☐ For clear skin
- ☐ For stronger muscles

3. Have you ever bought a food because of a nutrition or health claim other than the examples given above? Please give an example.

4. How does advertising influence what you buy?

5. What tv ads that make nutrition or health claims do you find effective?
Why are they effective?

Activity 2 – Check the foods, drinks and snacks at home



1. Look at foods at home. How many foods have used marketing terms? Please give three examples.

2. Look at drinks at home. How many drinks have used marketing terms? Please give three examples.

3. Look at snacks at home. How many snacks have used marketing terms? Please give three examples.

Activity 3– Vegetarian and Vegan food choices



1. What is the difference between a vegetarian and a vegan?

2. How do you identify a vegetarian or vegan food from the label?

3. Suggest a healthy vegetarian lunch menu for your family.

Activity 4 – Organic food products



1. Explain three reasons why a consumer might choose organic foods.

1. _____

2. _____

3. _____

2. How would you know that a food is organic from the label?

Activity 5– Genetically Modified Organisms (GMOs)



Supermarket trip

Find out if there are any Genetically Modified foods in your local supermarket.

1. What foods are they?

2. Would you/do you buy Genetically Modified food?

3. Why?
