

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Module 3: Food Labels and Marketing

**Lesson Theme:** Equipping students with knowledge related to nutrition information and food marketing techniques.

### Be a Food & Beverage Ad Reviewer

1. What food or drink did you see in the ad? \_\_\_\_\_

2. How does the ad catch your attention? Are there cartoon characters or famous people?

\_\_\_\_\_  
\_\_\_\_\_

3. How is this product supposed to make you feel? \_\_\_\_\_

\_\_\_\_\_

4. Now that you know some of the ways foods are advertised, would you still try the food or drink?

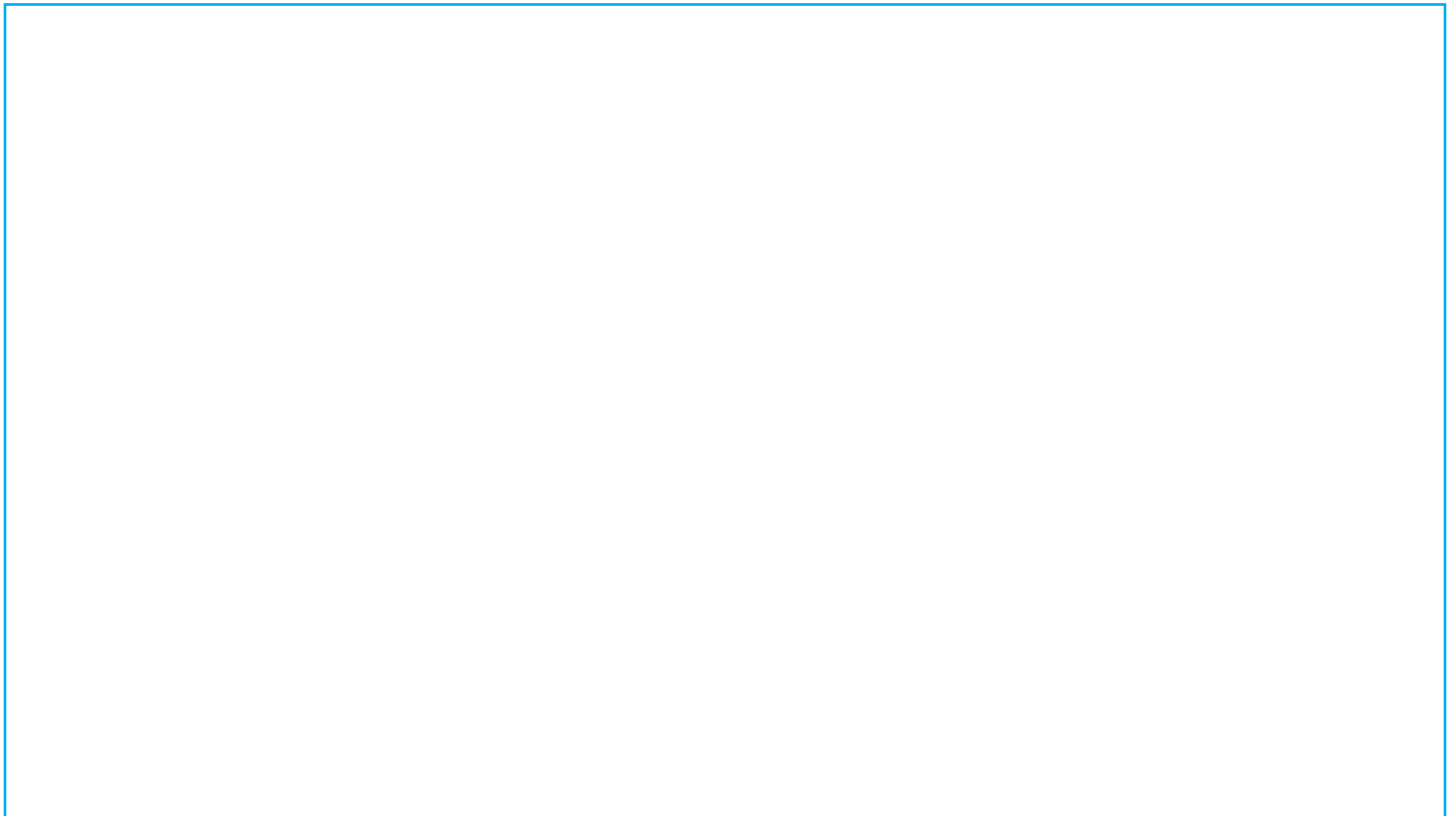
Circle one: Yes or No

5. Does this ad help you make the healthy choice? Circle one: Yes or No

Please explain your answer: \_\_\_\_\_

\_\_\_\_\_

**REFLECTION:** In the space below, draw one thing that you learned during today's lesson.



**Today I tasted:**

**Fruit Smoothie**



**Ingredients**

- 1 frozen banana, peeled and sliced
- 2 c. frozen strawberries, raspberries or cherries
- 1 c. milk
- 1/2 c. plain or vanilla yogurt
- 1/2 c. freshly squeezed orange juice
- 2 to 3 Tbsp. honey or to taste

**Instructions**

- Put all the ingredients in a blender and process until smooth. Pour into glasses and serve.
- For non-dairy smoothies, substitute 1 c. rice milk for the milk and yogurt. Or, use soy yogurt or soy milk instead of dairy.



**Fun Fact:**

In 2012, \$4.6 billion was spent to advertise fast food and only \$116 million was spent to advertise fruits and vegetables.



**Joke:**

What do you call a fruit that plays the trumpet?

Tooty fruity!

Source: <https://www.foodnetwork.com/recipes/food-network-kitchen/frozen-fruit-smoothies-recipe-1914927>