

NAME: _____

Analyzing Food Packaging

Directions: How are junk food companies trying to trick us? Answer the following questions as you investigate what is available at the grocery store. (Use the back of this sheet if you need more room!)

- 1. What do you notice about the placement of certain food products on the shelves? What is placed up high and what is down low? Be specific.**
- 2. Are there any food products that are directed at a specific audience (kids, adults, etc.)?**
- 3. Find a food package that claims to be healthy. What does it say?**
- 4. Now look at the nutrition label and ingredient list. Is it as healthy as it claims?**
- 5. What do you notice about health claims in the energy bar and cereal sections?**
- 6. How many grams of sugar are in one serving of your favorite cereal? How much of your daily sugar allowance would you get from eating one serving? (On average, someone your age should be consuming no more than about 25 grams of added sugar per day.)**
- 7. What food company tricks do you notice now that you've read "The Sinister Science of Irresistible Junk Food"? Give specific examples.**