

Food Detectives At Home

Greetings Food Detective! After perfecting your skills of investigating the front and back of the box, it's now your turn to train someone else to be a Food Detective. Find a food product (anything in a bag, box, bottle), a friend (parent, sibling, neighborhood friend, student from another class), and fill out this worksheet together.

1. Name of your Friend and how you know them:

2. Name and description of food product:

2. List all marketing strategies and examples you see on the front of the package.

(Examples: bright colors, cartoon characters, health claims, games/prizes, famous people)

3. Who do you think is the target audience for this food product?

(Circle one or write your own)

- Kids
- Teens
- Adults
- Families
- Athletes
- Other: _____

4. Explain why you think this is the target audience.

5. Is your ingredient list LONG or SHORT? (more than 10 = long) (Circle one)

Short

Long

6. Can you picture most of the ingredients in your head? (Circle one)

Yes

No

7. What is the flavor marketed on the front of the food product?

8. Check the ingredient list. Does the flavor match what is marketed on the front? Can you find that flavor in the ingredient list? (Circle one)

Yes

No

9. Based on the ingredient list, is the marketing for this product telling the truth? Explain your answer.

Congratulations! You just taught someone else how to be a Food Detective. Sign below to make it official.

Food Detective Expert

Date

Food Detective Trainee

Date