

CERTIFIED ORGANIC!

DINOSAURS



DANNIE'S
•HOMEGROWN.

WILD BERRY
MIX

ORGANIC CAT SHAPED SNACKS



Discuss these questions with your group and circle your answers.

1. What Marketing Strategies do you see?
(Hint: there can be more than one!)

Celebrities



Cartoon Characters



Bright Colors



Health Claims



Games and Prizes



2. Who is the #1 Target Audience for this product? (Hint: there is only one right answer!)

Kids



Adults



Teens



Athletes



DANNIE'S
· HOMEGROWN ·

Nutrition Facts

Serving size: 1 Pouch

Amount per serving **60**
Calories As Packaged

Food component/ Nutrient	Amount As Packaged	% DV* As Packaged
Total Fat	0g	0%
Saturated Fat	0g	0%
Trans Fat	0g	--
Cholesterol	0mg	0%
Sodium	40mg	2%
Total Carbohydrate	16g	6%
Dietary Fiber	0g	0%
Total Sugars	10g	--
Incl. Added Sugars	10g	20%
Protein	0g	--
Vitamin D	0mcg	0%
Calcium	0mg	0%
Iron	0mg	0%
Potassium	0mg	0%
Vitamin C	37mg	40%

Ingredients

Organic Cane Sugar, Organic Corn Syrup, Organic Tapioca Starch, Water, Organic Pear Juice from Concentrate, Pectin, Citric Acid, Lactic Acid,, Ascorbic Acid (Vitamin C), Natural Flavor, Sodium Citrate, Organic Coconut Oil, Organic Color (Organic Red Carrot, Organic Red Currant Extract), Organic Carnauba Wax

**MADE WITH
REAL FRUIT**

DINOSAURS



Discuss these questions with your group and circle your answers:

1. Is your ingredient list short or long?

*This one's easy! Start counting...
then circle the correct answer:*

SHORT
fewer
than 10

LONG
more
than 10

A long ingredient list isn't automatically bad, but it does mean you may want to do some more investigating!

2. Does your ingredient list match what is listed on the front?

Let's break this one down. First... take another look at the front of your product. What flavors are marketed there? What would you hope to find in the ingredient list? Write them below:

I would hope to find:

Great work! Now see if you can find those words in your ingredient list. Are they in there? Circle one.

✓
YES

✗
NO

That's some sneaky marketing! Where do you think the flavors and colors are coming from?

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