

### Marketing Reality Check

Calling all Food Detectives! Are you ready to solve the mystery of what's REALLY inside your snacks? Food companies sometimes use words like "natural," "immune-boosting," or "made with real fruit" to make their food sound amazing. But clever detectives like you know that sometimes the clues are hidden in the ingredient list! Get your magnifying glass, put on your detective hat, and join the Food Detective Agency to investigate if these claims are fact or fiction!

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### Fill in the Blank

Fill in each blank with the detective word from the word bank to solve the case!

1. The \_\_\_\_\_ shows all the ingredients inside a food.
2. If a food says "made with real fruit," you should check if \_\_\_\_\_ is listed near the top of the ingredient list.
3. The term \_\_\_\_\_ means something in the food helps your body fight sickness, but you should check if there is real scientific evidence.
4. Marketing claims can sometimes be \_\_\_\_\_, which means they try to make the food sound healthier than it really is.

**Food Detective Word Bank:** misleading, ingredient list, immune-boosting, fruit

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### Multiple Choice Questions

Choose the answer that cracks the case wide open!

1. What should you do when you see a food labeled "immune-boosting"?
  - A. Believe it without checking
  - B. Eat as much as you want
  - C. Check the ingredient list and look for real evidence
  - D. Only buy it if it's on sale
2. If "sugar" is one of the first ingredients listed, what does that mean?
  - A. The food is sugar-free
  - B. The food is mostly made of sugar

- C. The food is made of vegetables
  - D. The food will help you sleep
3. Why is it important to read the ingredient list?
- A. To know how the food tastes
  - B. To check if the marketing claims are true
  - C. To find the price
  - D. To see where the food was made
4. Which of these is a sign that a marketing claim may be misleading?
- A. The claim is very big and bold on the package with no facts or evidence
  - B. The claim is explained with facts and evidence
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### Open-Ended Food Detective Cases

Write your best detective answer in complete sentences. Show your work like a true Food Detective!

1. Describe a time you saw a food with a big health claim on the package. What did you do to find out if it was true?
  
  
  
  
  
  
  
  
  
  
2. Why do you think companies use words like “natural” or “real fruit” on their products?
  
  
  
  
  
  
  
  
  
  
3. Imagine you see a snack that says “immune-boosting” on the front. What steps would you take to check if this claim is true?
  
  
  
  
  
  
  
  
  
  
4. Find a health claim listed on a processed food. Research online with an adult whether the claim is true or not! Share your findings below