

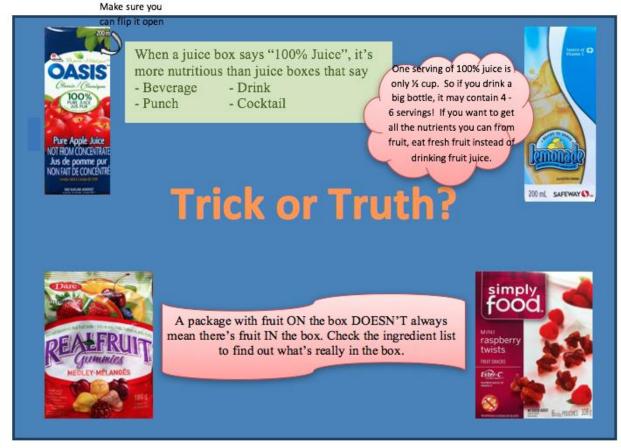
The Truth is Tasty

Monthly Campaign Bulletin Board

Theme:

The concept of this bulletin board is to bring awareness to the marketing strategies companies use in creating healthy images and messaging around their not so healthy products.

Bulletin Board Example:



Classroom Instructions:

Do your students know the phrase "don't judge a book by its cover"? The same can be said about a lot of food packages. Use the examples highlighted in this bulletin board to show students that just because the labels might look and sound healthy, that doesn't actually mean they are healthy.

Bulletin Board Instructions:

The goal is to have students flip open the food packaging boxes/bags to find out if the 'healthy claim' is a "Tasty Truth" or "Tricky Tale".

Set Up Instructions:

- 1. Print off the food labels that are provided in a large format so they are easy for students to see
- 2. Print off the "Tasty Truth" or "Tricky Tale" label that accompanies that picture (this will include nutrition labels)
- 3. Arrange the picture of the food so that it can be lifted/opened up and students can see underneath, if the item is a "Tasty Truth" or "Tricky Tale"
- 4. Add the facts to the bulletin board (see attached large versions for easy printing)

Bulletin Board Facts-:

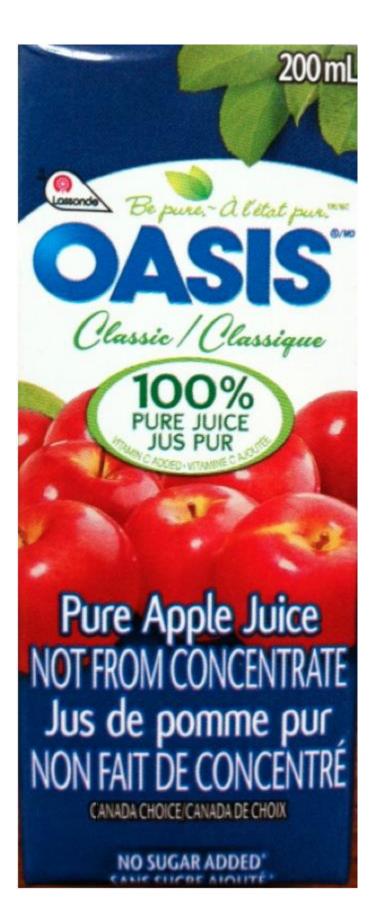
There are the 3 important facts to include on your bulletin board. You may adjust the look and feel of these, but please maintain the content listed here:

- 1. When a juice box says "100% Juice", it's more nutritious than juice boxes that say
 - a. Fruit Beverage
 - b. Fruit Drink
 - c. Fruit Punch
 - d. Fruit Cocktail
- One serving of 100% juice is only ½ cup. So if you drink a big bottle, it may contain 4 6 servings! If you want to get all the nutrients you can from fruit, eat fresh fruit instead of drinking fruit juice.
- 3. A package with fruit on the box DOESN'T always mean there's fruit in it. Check the ingredients list to find out what's really in the box.

If you are gathering your own examples:

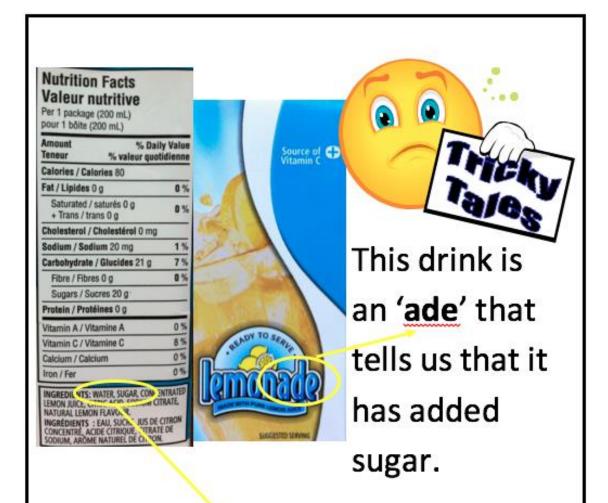
- Juice Boxes gather up juice boxes or bags, with different types of wording or claims such as

 a) using fruits in the names, b) fruits on the box, c) 100% vitamin C, d) made
 with real fruit, e) all natural, etc. Also check for indicators that prove it's not 100% juice
 like a) drink, b) beverage, c) punch, or d) –aid (Kool-aid, Lemonade). Highlight the
 health claim in some way.
- Food Packages Gather up food boxes and wrappers with different types of wording or claims such as a) Organic, b) Natural, c) Light, d) Source of Fibre, e) Peanut-Free, f)
 Pictures of Fruit or Veggies, g) Names of Fruits or Veggies in the title, etc. Highlight the health claim in some way.
- 3. Cut the packages/wrappers/boxes so they are flat, and so you can see the front and the back of each food package. Hang them in a way that students can 'look behind' the box and see if it is the highlighted health claim is a "Tasty Truth" or a "Food Fib".



Tasty			Check out the ingredients
	Nutrition Facts Valeur nutritive Per 200 mL / par 200 mL Teneur % valeur quoti	Value	This juice box has 100% real
Delas Weiz / AllN #CONE Mene Centin - Generation	Calories / Calories 80		
REPORT AND A PROVIDED AND A PROVIDA PROV	Fat / Lipides 0 g	0%	juice and no
	Saturated / saturés 0 g + Trans / trans 0 g	0%	Juice and no
Health	Cholesterol / Cholestérol 0 mg		
	Sodium / Sodium 10 mg	0%	added sugar!
Signature	Carbohydrate / Glucides 21 g	7%	and ca subarr
Sante	Fibre / Fibres 0 g	0%	
	Sugars / Sucres 19 g		
(00 1 866 552 7643	Protein / Protéines 0 g		
www.lassonde.com	Vitamin A / Vitamine A	0 %	
00067111225119-4.01	Vitamin C / Vitamine C	100 %	
MEMORY RECENTED IN CONTRACT VIETNAL NO CONTRACT	Calcium / Calcium	0 %	
Terpitent Submark (17 Nature Reports Dr.	Iron / Fer	2 %	
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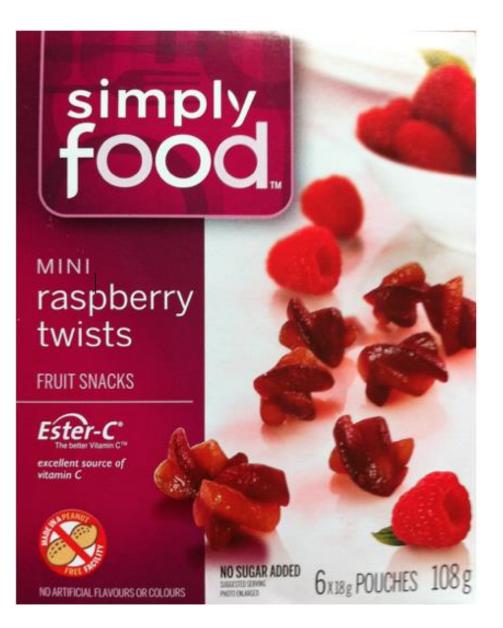




This drink is made with pure lemon juice and does have Vitamin C, but it is also loaded with added sugars, so it is not as healthy an option as 100% - no sugar added beverage.







Simply FOODS With Subsets With Subsets	
Per pouch (18 g) Servings per container 6 Amount % Daily Value Calories 60 Fat 0 g 0 % Saturated 0 g 0 % + Trans 0 g 0 % Cholesterol 0 mg	Check out the ingredients
Sodium 15 mg 1 % Carbohydrate 15 g 5 % Fibre 1 g 4 % Sugars 12 g 9 Protein 0.2 g 100 % Vitamin A 0 % Vitamin C 100 % Calcium 0 % Iron 2 % MCREDIENTS: CONCENTRATED APPLE PURCAND JUICE (CONTAINS ASCORBIC ACID).	This fruit snack has no added sugar!

When a juice box says "100% Juice", it's more nutritious than juice boxes that say:

- Fruit Beverage
- Fruit Drink
- Fruit Punch
- Fruit Cocktail

One serving of 100% juice is only ½ cup



- <u>so</u> if you drink a big bottle, it may contain 4 - 6 servings!
 - If you want to get <u>all</u> the nutrients you can from fruit, eat fresh fruit instead of drinking fruit juice.³

A package with fruit <u>on</u> the box DOESN'T always mean there's fruit <u>in</u> it.



Check the ingredients list to find out what's really in the product.