



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:

Make sure you
can flip it open

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

- Beverage
- Drink
- Punch
- Cocktail

One serving of 100% juice is only $\frac{1}{2}$ 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.

Trick or Truth?

A package with fruit ON the box DOESN'T always mean there's fruit IN the box. Check the ingredient list to find out what's really in the box.

Images of products shown include: Oasis Pure Apple Juice, Real Fruit Gummi's, and Simply Food Mini Raspberry Twists.

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
2. One serving of 100% juice is only $\frac{1}{2}$ 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:

1. 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.
2. 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".

200 mL



Be pure. ~ À l'état pur. ^{TM/MD}

OASIS

Classic / Classique

100%

**PURE JUICE
JUS PUR**

VITAMIN C ADDED • VITAMINE C AJOUTÉE

Pure Apple Juice
NOT FROM CONCENTRATE
Jus de pomme pur
NON FAIT DE CONCENTRÉ

CANADA CHOICE / CANADA DE CHOIX

NO SUGAR ADDED*
SANS SUCRE AJOUTÉ*

Tasty Truth



Check out the ingredients



This juice box has 100% real juice and no added sugar!

Source of
Vitamin C



SUGGESTED SERVING

200 mL

SAFEWAY  TM

Nutrition Facts Valeur nutritive	
Per 1 package (200 mL) pour 1 boîte (200 mL)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 80	
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 20 mg	1 %
Carbohydrate / Glucides 21 g	7 %
Fibre / Fibres 0 g	0 %
Sugars / Sucres 20 g	
Protein / Protéines 0 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	8 %
Calcium / Calcium	0 %
Iron / Fer	0 %
INGREDIENTS: WATER, SUGAR, CONCENTRATED LEMON JUICE, CITRIC ACID, CITRUS CITRATE, NATURAL LEMON FLAVOR. INGRÉDIENTS : EAU, SUCRE, JUS DE CITRON CONCENTRÉ, ACIDE CITRIQUE, CITRATE DE SODIUM, ARÔME NATUREL DE CITRON.	



This drink is an 'ade' that tells us that it has added sugar.

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.





The package shows pictures of fruit and the name of the product is 'real fruit'.

Nutrition Facts Valeur nutritive	
Per 8 candies (38 g) pour 8 bonbons (38 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 130	
Fat / Lipides 0 g	0 %
Sodium / Sodium 0 mg	0 %
Potassium / Potassium 50 mg	1 %
Carbohydrate / Glucides 31 g	10 %
Sugars / Sucres 21 g	
Protein / Protéines 2 g	
Not a significant source of saturated fat, trans fat, cholesterol, fibre, vitamin A, vitamin C, calcium and iron.	
Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, vitamine C, calcium et fer.	
INGREDIENTS: SUGAR/GLUCOSE-FRUCTOSE, FRUIT PUREE (PEAR, STRAWBERRY AND CHERRY), CONCENTRATED FRUIT JUICES (TANGERINE, LEMON, ELDERBERRY, RASPBERRY, BLUEBERRY), MODIFIED COCONUT OIL, NATURAL FLAVOURS, GELATIN, PECTIN, CITRIC ACID, ASCORBIC ACID, POTASSIUM CITRATE, CARNAUBA WAX.	

You might think this is healthy, but check the label... the first ingredient is sugar.

simply food™

MINI raspberry twists

FRUIT SNACKS

Ester-C®
The better Vitamin C™

excellent source of
vitamin C



NO ARTIFICIAL FLAVOURS OR COLOURS

NO SUGAR ADDED
SUGGESTED SERVING
PHOTO ENLARGED

6 x 18g POUCHES 108g





Tasty Truth



Nutrition Facts

Per pouch (18 g)

Servings per container 6

Amount	% Daily Value
Calories 60	
Fat 0 g	0 %
Saturated 0 g	0 %
+ Trans 0 g	
Cholesterol 0 mg	
Sodium 15 mg	1 %
Carbohydrate 15 g	5 %
Fibre 1 g	4 %
Sugars 12 g	
Protein 0.2 g	
Vitamin A 0 %	Vitamin C 100 %
Calcium 0 %	Iron 2 %

INGREDIENTS: CONCENTRATED APPLE PUREE AND JUICE (CONTAINS ASCORBIC ACID), CONCENTRATED RASPBERRY JUICE, NATURAL FLAVOUR AND COLOUR, CALCIUM ASCORBATE, PECTIN, GLAZING AGENT

Check out the ingredients...

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**



**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.⁸**

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 product.