

Name _____

Analyzing Influences Activity

Understanding why you eat what you eat and why you buy what you buy is a great step in setting goals to eat healthier. Do you buy a product because of its packaging? Do you eat packaged foods because you don't know how to cook them yourself? Did you pick the poptart because you were running out of time? Do you actually enjoy the cupcake or are you eating it because it was there? When we know why we are eating we can make choices to either fix or keep doing what we are doing.

Use the following examples to examine influences on why we eat what we eat.

The site fooducate.com is a fun site that grades foods based on their wellness factor. Don't just do this activity to complete the activity. Use it to analyze small changes that you can make so you can still enjoy the foods that you enjoy but eliminate the unhealthy foods that you are eating mindlessly and not truly enjoying.

Here is what fooducate looks like if you were to track your foods with the app. You can also use barcode scanning to grocery shop! Remember, it is important not to become obsessed with healthy eating. Make choices based on not only health but also the emotional and social aspects of eating!

Health Tracker

Track what you eat and your activities to see your progress and achieve your goals



Average food grade: B+



Calories 1104 364

Budget 1800 Net 740 Left 1060

Food Points 18 5

Budget 40 Net 13 Left 20



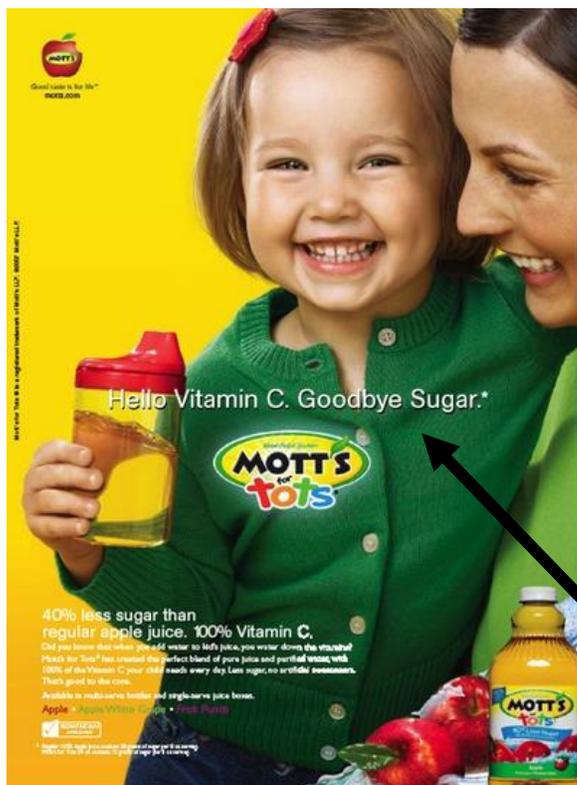
What is one way that this product is advertising? Use the arrow as a hint!

Who might be interested in a product like this?

Search 'almark foods hard boiled eggs' on fooducate. The fooducate site gives this product what grade?

GMO eggs aren't really a thing. The breeds of chickens used in the commercial egg industry are typically ones that have become highly productive egg layers through selectively breeding across a span of years, not through the technique of gene-splicing that is commonly associated with the term "genetically modified organism" (although one might apply the term "GMO eggs" to those laid by chickens that have been raised on modified forms of feed). Oh, and eggs are always gluten free; they are not made of wheat (and these aren't seasoned at all).

At Walmart, a 2 pack of Walmart brand premade hard boiled eggs (like the ones pictured) are \$.98. A dozen Walmart brand eggs is \$.65. How long do you boil an egg to make it hard boiled?



What is one way that this product is advertising? Use the arrow as a hint!

The advertising catches the eye of what population?

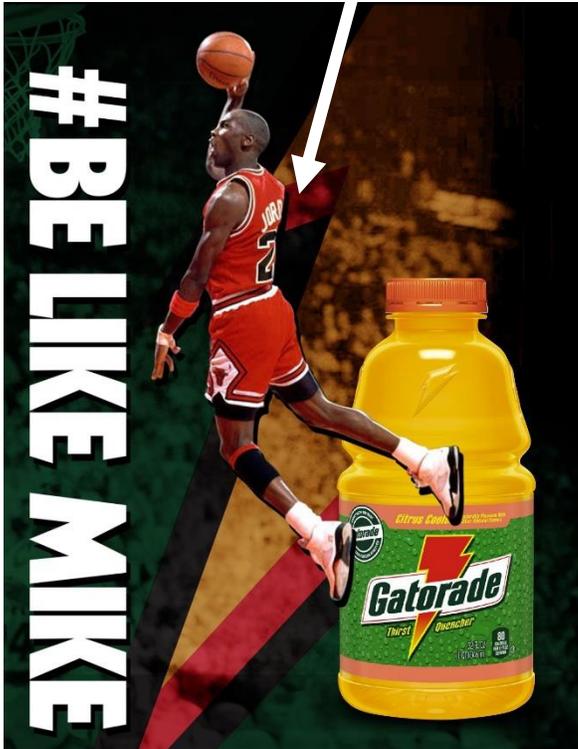
Search 'Motts for Tots Apple Juice' on fooducate. The fooducate site gives this product what grade?

What does regular 'Motts Apple Juice' get on fooducate?

2 Things – Motts for Tots is just watered down Motts (literally, read the label). It'd be cheaper to buy the regular, dilute it with tap water and get double the product out of the cost. Second, the add says 'goodbye sugar' there is still 13 grams of sugar in this product.

How likely are you to make a change if you are a juice drinker?

What is something you could do to make your choices healthier regarding juice?



What is one way that this product is advertising? Use the arrow as a hint!

The advertising catches the eye of what population?

Search 'orange gatorade' on fooducate. The fooducate site gives this product what grade?

What does 'orange G2' get on fooducate?

What does 'water' get on fooducate?

The smartest person that I ever heard speak about nutrition was someone who trains Navy Seals. He said that only really unique circumstances call for a sports drink, and even then it should be diluted.

Why do you think Gatorade is so popular with such a low fooducate grade?



What is one way that this product is advertising? Use the arrow as a hint!

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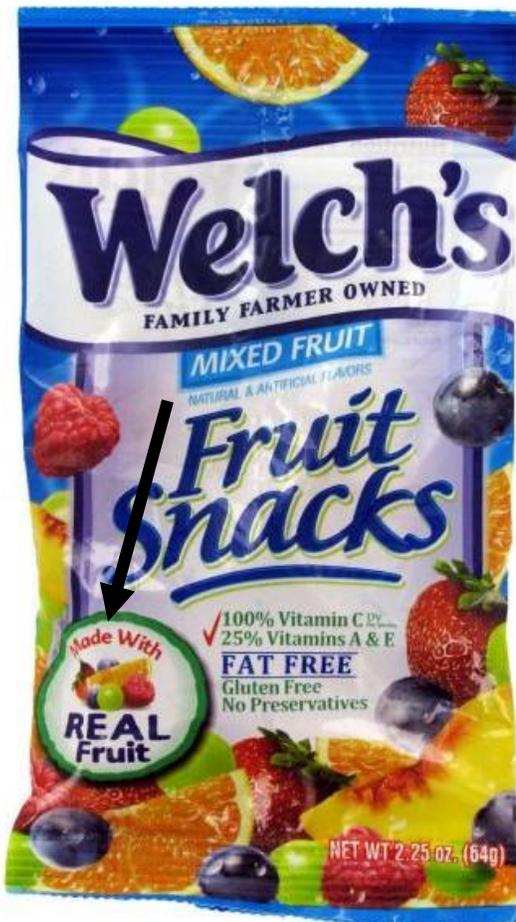
Search 'McChicken' on fooducate. The fooducate site gives this product what grade?

Search 'McDonalds Double Cheeseburger' on fooducate. The fooducate site gives this product what grade?

Search 'McDonalds Fries' on fooducate. The fooducate site gives this product what grade?

Search 'McDonalds Side Salad' on fooducate. The fooducate site gives this product what grade? (NOTE IT SAYS WITHOUT DRESSING)

Search 'McDonald Snack Size Fruit n Yogurt Parfait' on fooducate. The fooducate site gives this product what grade?



What is one way that this product is advertising? Use the arrow as a hint!

The advertising catches the eye of what population?

Search 'welch's fruit snacks on fooducate. The fooducate site gives this product what grade?

What do 'raisins, seeded' get on fooducate?

It really doesn't matter if the fruit snacks are made with real fruit, the ingredients still include, sugar, corn syrup, artificial flavoring and more. ALSO just because fruit snacks are labeled organic doesn't make them healthy.

What is your favorite lunch box snack?

What grade did fooducate give that snack?



What is one way that this product is advertising? Use the arrow as a hint!

The advertising catches the eye of what population?

Search 'strawberry nutri-grain bar' on fooducate. The fooducate site gives this product what grade?

This one is so hard. Just because something has one ingredient that is considered healthy, doesn't make the product good for you.

What is your favorite 'bar'?

What grade did fooducate give that bar?

What is a quick snack that you would eat that would receive an A on the fooducate site?



What is one way that this product is advertising? Use the arrow as a hint!

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Search 'tropical mango vitamin water' on fooducate. The fooducate site gives this product what grade?

What does 'vitamin water zero' get on fooducate?

This product is basically sugar-water, to which about a penny's worth of synthetic vitamins have been added. A bottle of vitamin water contains 33 grams of sugar, making it more similar to a soft drink than to a healthy beverage

How many servings of JUST WATER do you think you drink in a day?

What could you do to increase that number?

What is one way that this product is advertising? Use the arrow as a hint!

The advertising catches the eye of what population?

Search 'skippy natural super chunk peanut butter' on fooducate. The fooducate site gives this product what grade?

What does 'smuckers natural chunky peanut butter get on fooducate?

Why the difference in grade for the 'same' product?

Skippy Natural Super Chunk Ingredients Listing:
Roasted Peanuts, Sugar, Palm Oil, Salt

Smuckers Natural Chunky Peanut Butter Ingredients Listing:
Peanuts, less than 1% salt

Unfortunately, 'natural' is an unregulated term. In fact, 1 in 4 new products launched in 2010 included the term 'natural'.





What is one way that this product is advertising? Use the arrow as a hint!

Who might drink a product like this?

Search 'Naked Fruit Smoothie Strawberry Banana' on fooducate. The fooducate site gives this product what grade?

This drink is marketed like a health drink. It even boasts 'no added sugar'. Which may be true but blending the 4 fruit juices results in 44 grams of sugar (that is 11 tsp). Which is more than 100% of the sugars you should get in a day in one drink.

What is your favorite type of drink?

What grade did fooducate give that item?



What is one way that this product is advertising? Use the arrow as a hint!

Search GoGurt on fooducate. The fooducate site gives this product what grade?

Search 'yoplait plain yogurt', fooducate gives this product what grade?

Search 'strawberries', fooducate gives the product what grade?

What is your favorite yogurt?

What grade did fooducate give that item?

What is one way that this product is advertising? Use the arrow as a hint!

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Search 'Kellogg's Froot Loops' on fooducate. The fooducate site gives this product what grade?

One of the reasons that it receives this grade is the high amount of sugar. This can be hard for consumers to understand because there is a label on the cereal saying good source of fiber and whole grain!

How likely are you to make a change if you are a current froot loop or sugary cereal eater?

What is a better choice that you could have instead of sugary cereal?

What grade did fooducate give that item?



What is one way that this product is advertising? Use the arrow as a hint!

The advertising catches the eye of what population?

Search 'Pepsi' on fooducate. The fooducate site gives this product what grade?

One of the reasons that it receives this grade is the high amount of sugar. It is true that this product doesn't have any saturated fats and is low sodium, but you don't receive any nutrients other than sugar from this item.

How likely are you to make a change if you are a current soda drinker?

What is a better choice that you could have instead of soda?

What grade did fooducate give that item?

