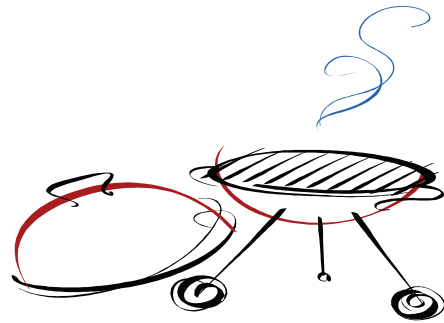


Grill Me About... Food & Advertising



Ask me what I learned about food advertising in my GrowingGreat Classroom Nutrition Lesson:

1. What are three techniques advertisers use to get us to purchase their products?
2. How much money do companies spend annually advertising junk food to children?
3. Tell me about a fun fact from your fresh fruit or vegetable advertisement.

.....
Answers:

1. *Gimmicks, give-a-ways, music, famous people/athletes, catchy tag lines, characters, claims that stretch the truth*
2. *About \$11 billion*
3. *See the student's advertisement created during the lesson.*

Recipe idea!
Spring Rice

3 cups cooked, brown Basmati rice
2 Tbl Ghee or butter
4 spring onions, chopped
1 onion finely chopped
1/2 cup small broccoli pieces
1 leek sliced thin (white part)
2 cups chopped fresh spinach
1/2 teaspoon of sea salt

In a large sauté pan, melt butter over medium heat. Add onion, leek, spring onion and broccoli. Sauté until soft, about 10 minutes. Add spinach and stirring cook for 5 more minutes. Add to cooked rice and toss well.

Serve hot.

GrowingGreat thanks the following companies for their generous contributions of food samples:

Classroom
Nutrition
Lesson #5:



ADVERTISING STATISTICS

- Children aged 6-11 years who watch TV regularly are exposed to about 11,000 food advertisements annually
- Children up to age 8 do not differentiate between a television show and a commercial, therefore cannot identify misleading information
- Market researchers estimate that children ages 4 to 12 influence about \$565 billion of their parent's purchasing each year
- Advertisers spend billions of dollars marketing low-quality foods to children

Fresh fruits and vegetables are high-quality foods you and your children can enjoy year round. Listed below is the spring time produce you can find in your grocery store and farmers markets.

SPRING TIME FRESH FRUITS AND VEGETABLES

April

Fruits

Apples, cranberries, grapefruit, honeydew, mangoes, oranges, pears, pineapples

Vegetables

Artichokes, asparagus, broccoli, green beans, mushrooms, spinach

May

Fruits

Apples, apricots, cantaloupes, cherries, cranberries, grapefruit, honeydew, limes, oranges, pears, pineapples

Vegetables

Artichokes, asparagus, broccoli, corn, cucumbers, green beans, okra, radishes, spinach, tomatoes

June

Fruits

Apricots, blueberries, cantaloupes, cherries, cranberries, grapefruit, honeydew, kiwi, limes, nectarines, oranges, peaches, pineapples, plums, raspberries, strawberries, watermelon

Vegetables

Asparagus, corn, cucumbers, green beans, okra, radishes, summer squash, tomatoes