

## Food Marketing and Food Additives

1. (318) Whenever reading or watching any advertising, its important to be a critical thinker and not just soak things in on face value. What are some of the suggestions for consumers to follow while viewing any advertising?
2. (319) Advertisers try all types of methods to get you to try their products, including coupons, giveaways and in product prizes. Make a list of 5 examples of advertising that you have seen use these methods.
3. (320) What is a food myth and how do they start? What are some myths that you have heard of?
4. (327) What group is responsible for watching over food additives in products sold in Canada? What specific jobs do they do?
5. (331) What types of products are used as an sugar substitute? Why do you think products would use some of these even when they are not always proven to be better than sugar for weight loss?
6. (331) What does “No sugar added” really mean for the consumer? Why could it cause some confusion or be misleading for some people?
7. (332-333) Caffeine is a natural part of some foods but is an additive in others. Where would people find caffeine in their daily lives? How much caffeine is the recommended maximum for anyone in a day?
8. (331) An eating plan that relies on fat free treats may lack the proper balance of foods for a healthy diet. Why could this be so?
9. (333) Describe some of the more common uses of food additives in Canadian foods.