

INVESTIGATION! INVESTIGATION! INVESTIGATION!



Developed by AHS, Nutrition Services in consultation with the Body Image Research Lab at the University of Calgary's Werklund School of Education – April 2025



Frank

Hi Detective Sarah. I was looking for a snack for our team at the grocery store. I found a yummy new cereal that I think I will buy!

Hi Detective Frank. That sounds cool! Have you tasted this new cereal?



Sarah



Frank

Well, no. I have not tasted the cereal yet, but the package looked really cool and said it was strawberry flavour!

This sounds like a case of **food marketing**.  
When choosing a food, there are a few things  
to consider, not just the packaging. Just like we  
don't judge a book by its cover, it's important  
we don't judge a food by its package.



Sarah



Frank

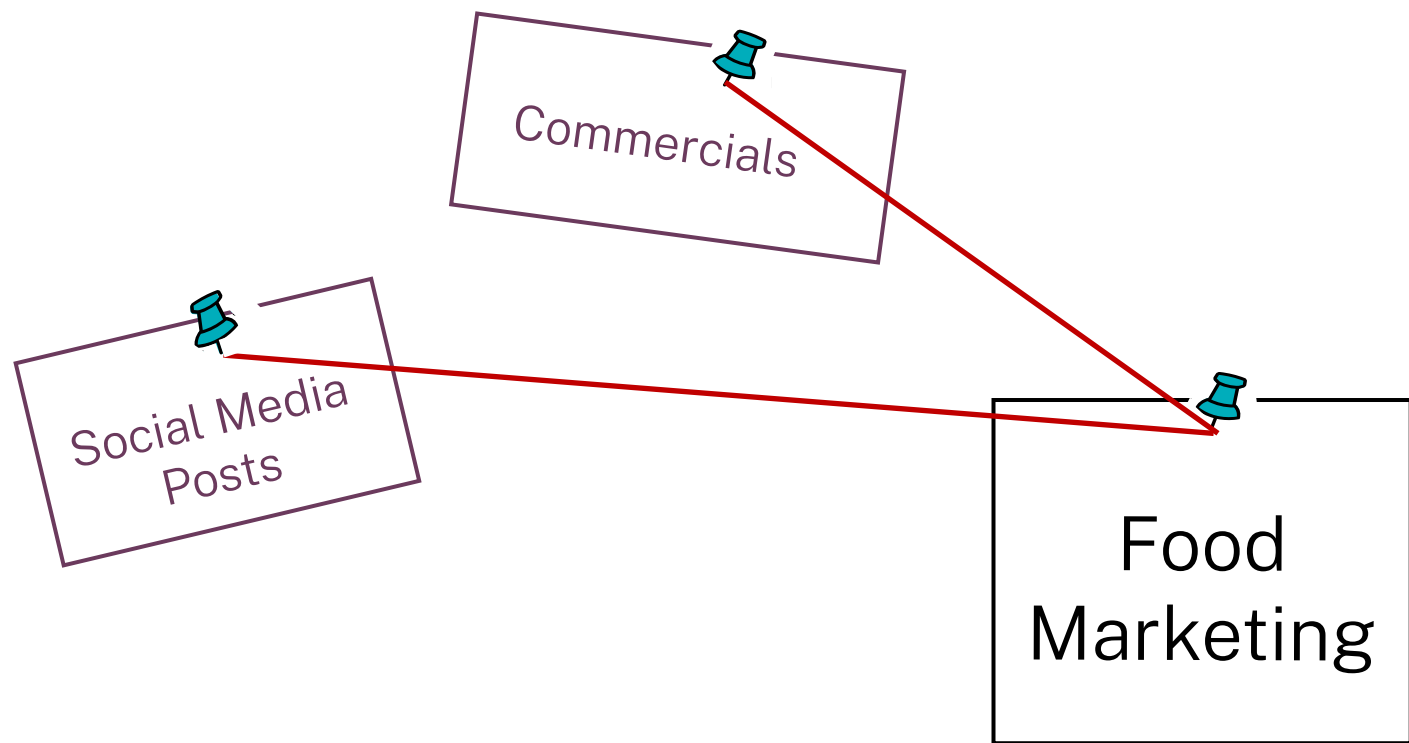
I have not heard about food marketing before...

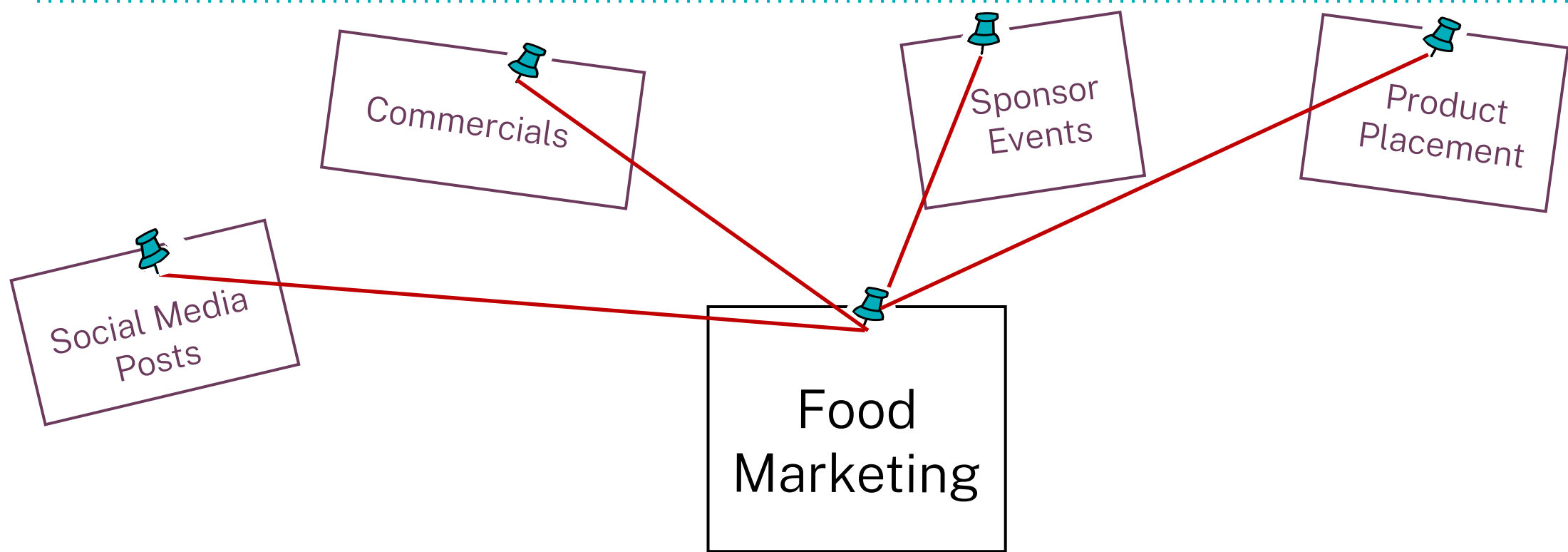
Let's investigate!

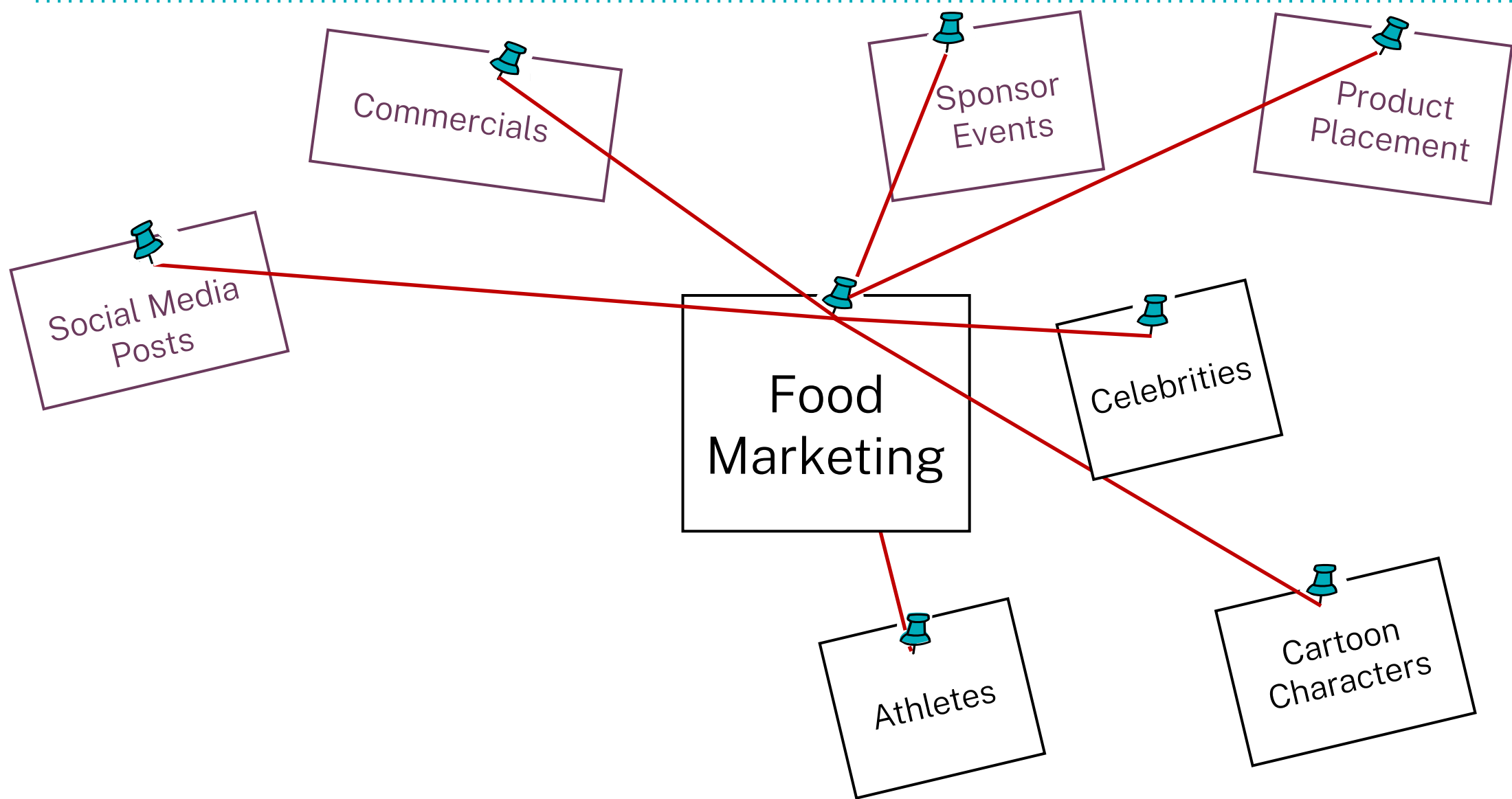


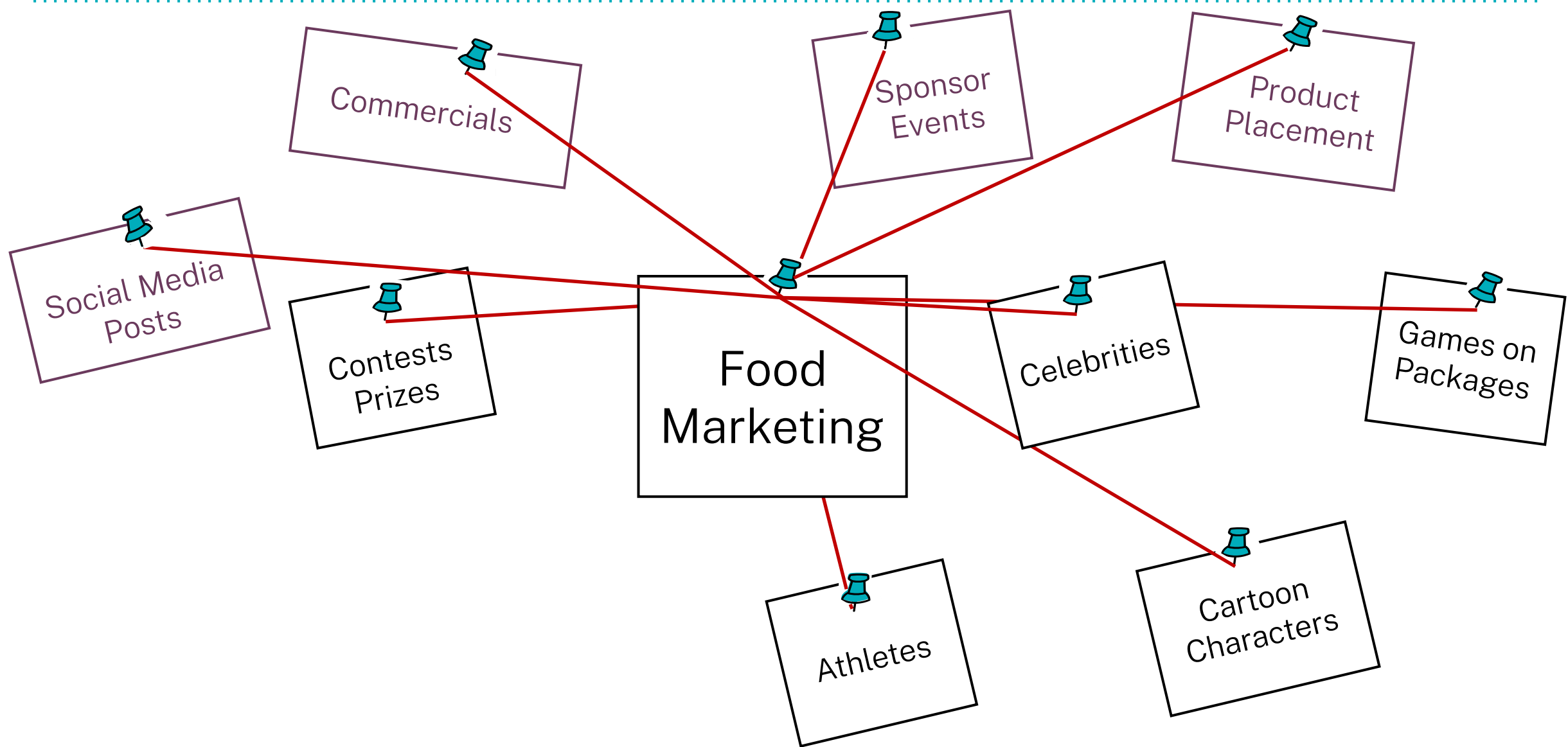
Sarah



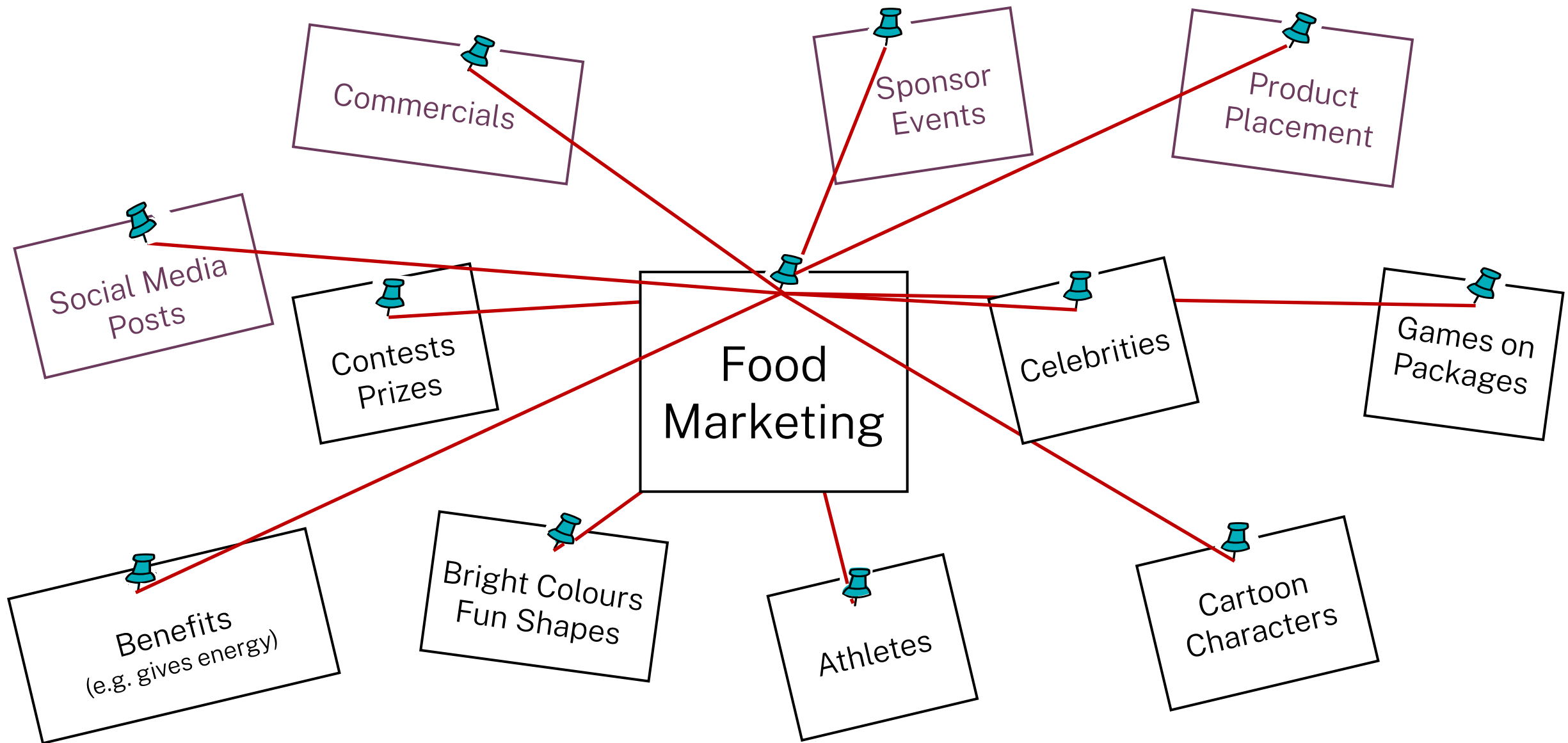














Frank

Wow! I guess I was convinced by the marketing on the package. Now that I think about it, I want to make sure the cereal is a safe choice for everyone on the team before I buy it. How can I do this?



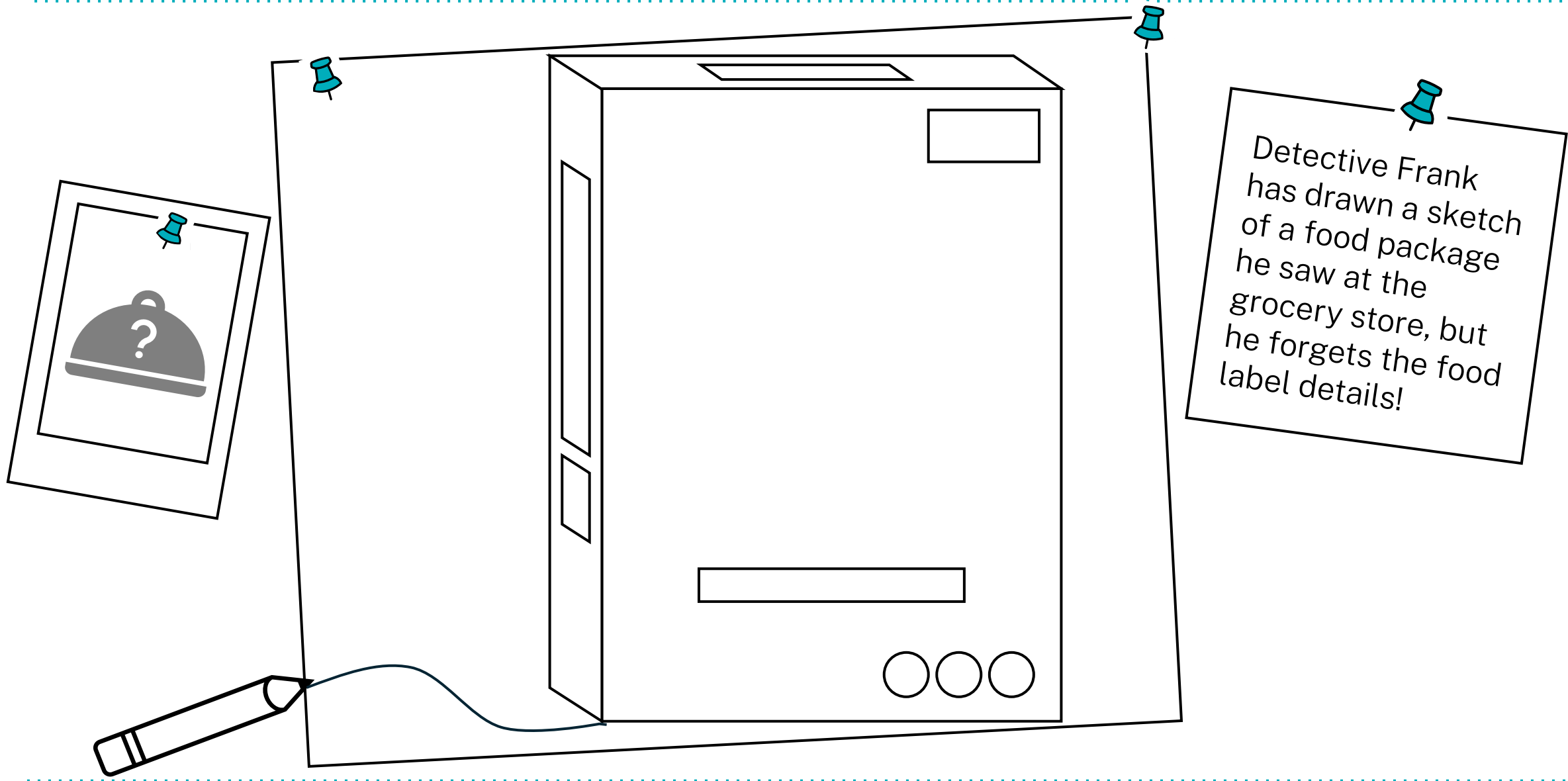
Sarah

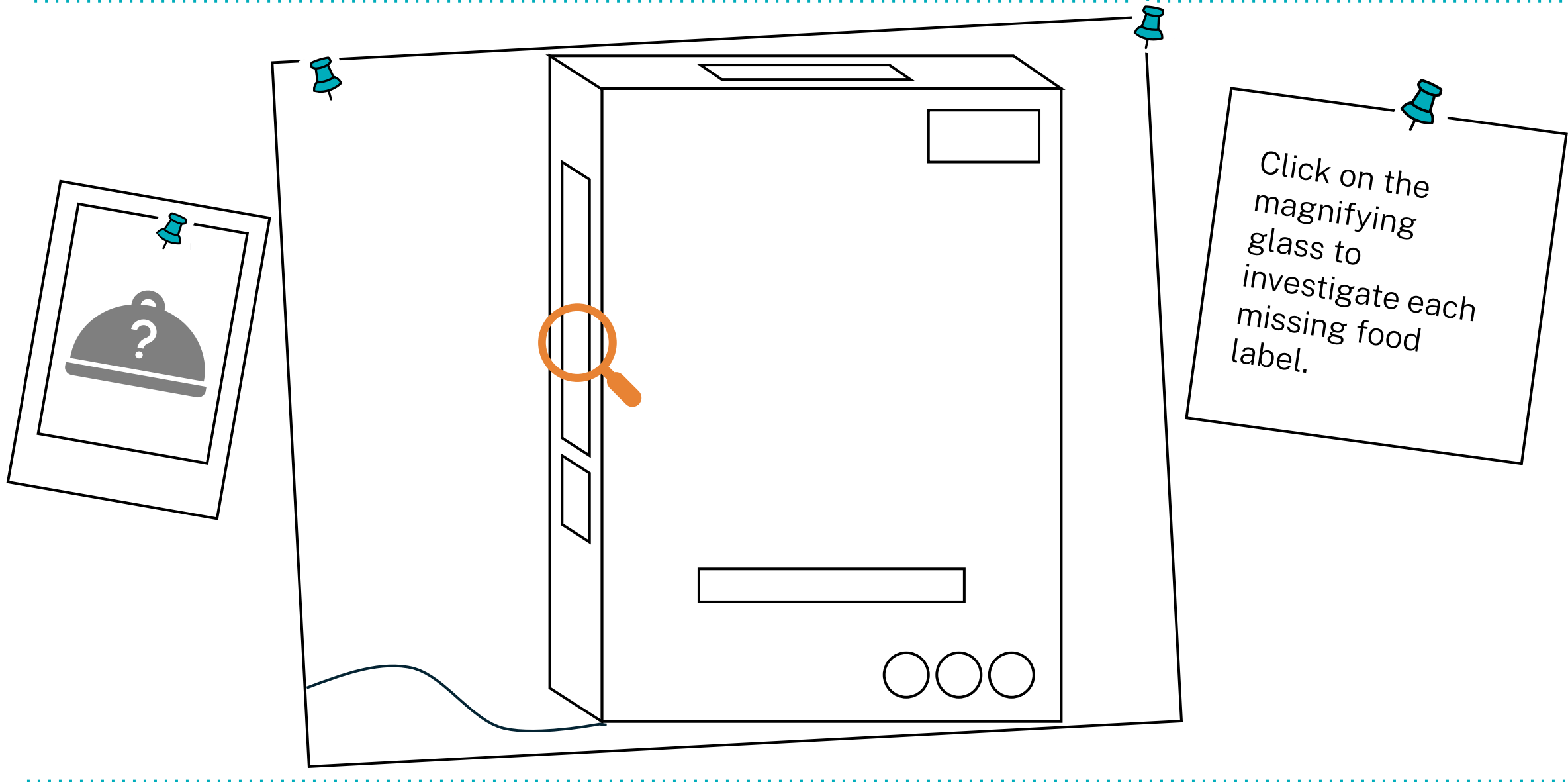
Not all foods come in packages, but foods that are packaged have **food labels** that tell us information about the food. Do you remember what the labels on the food package looked like?





Frank

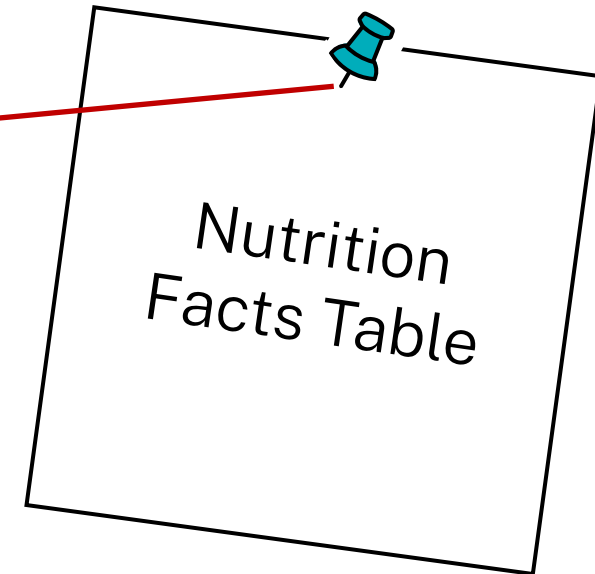
I will sketch a picture of the details I remember.

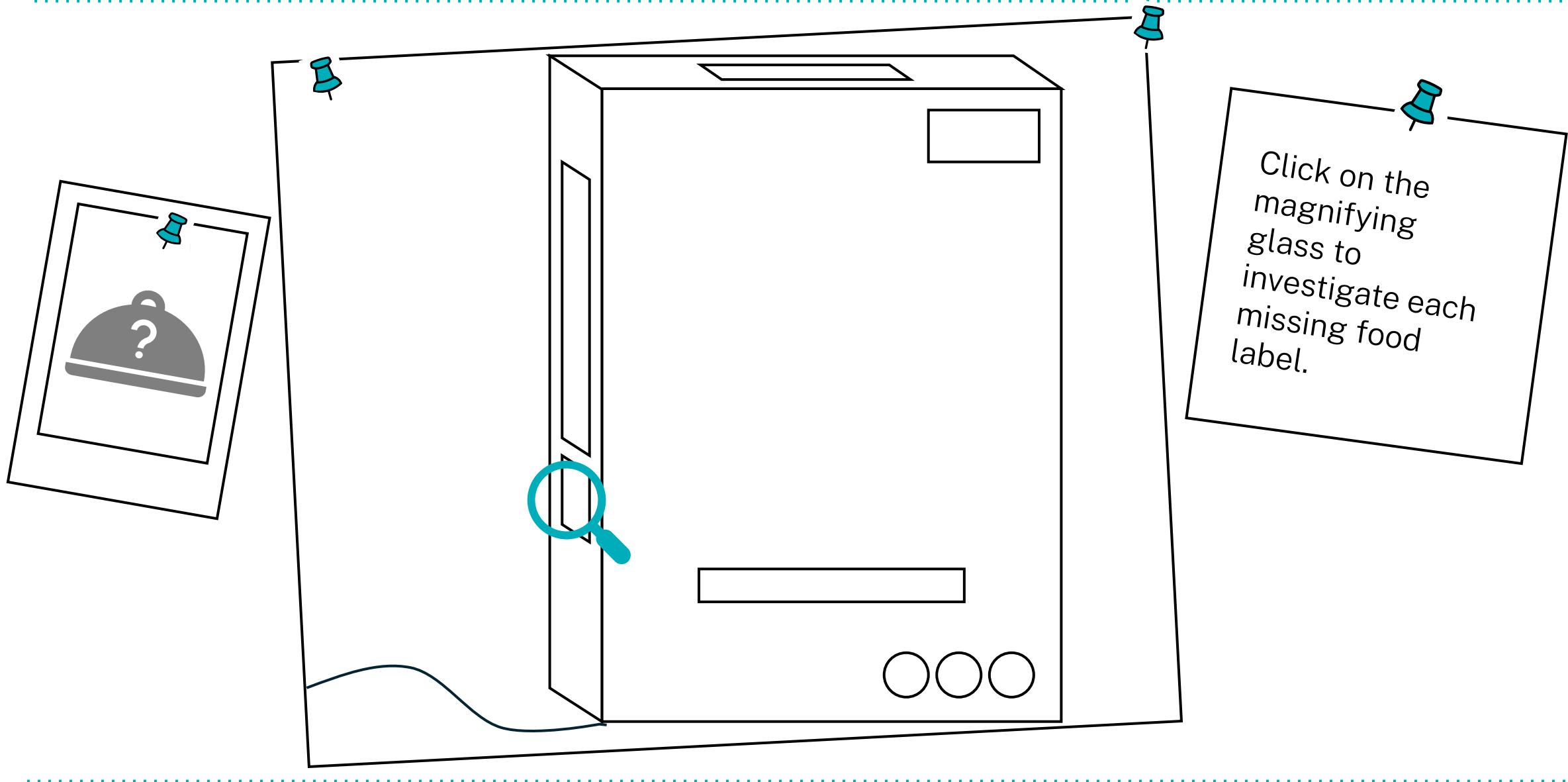






<b>Nutrition Facts</b>	
Per $\frac{3}{4}$ cup (175 mL)	
<b>Calories 180</b>	% Daily Value*
<b>Fat</b> 2 g	3 %
Saturated 0.4 g	2 %
+ Trans 0 g	
<b>Carbohydrate</b> 35 g	
Fibre 4 g	15 %
Sugars 7 g	7%
<b>Protein</b> 5 g	
<b>Cholesterol</b> 0 mg	
<b>Sodium</b> 120 mg	5 %
Potassium 450 mg	10%
Calcium 30 mg	2 %
Iron 8 mg	45 %
*5% or less is <b>a little</b> , 15% or more is <b>a lot</b>	







**Ingredients:** Whole grain oats, Whole grain wheat flour, Peanuts, Flax seeds, Sugars (Brown sugar, Corn maltodextrin, barley malt extract), Salt, Sodium bicarbonate,



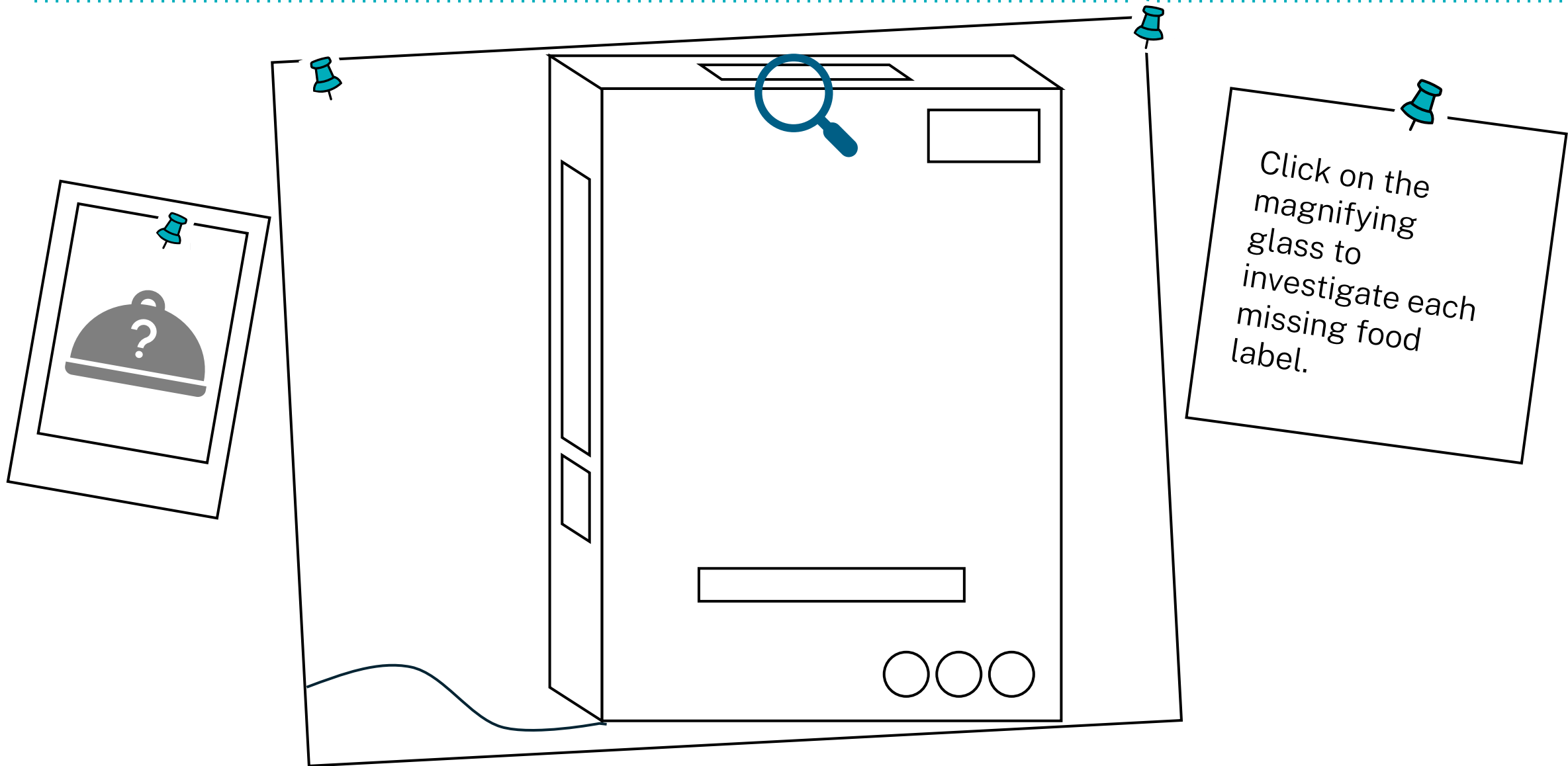
**Contains:** Peanuts



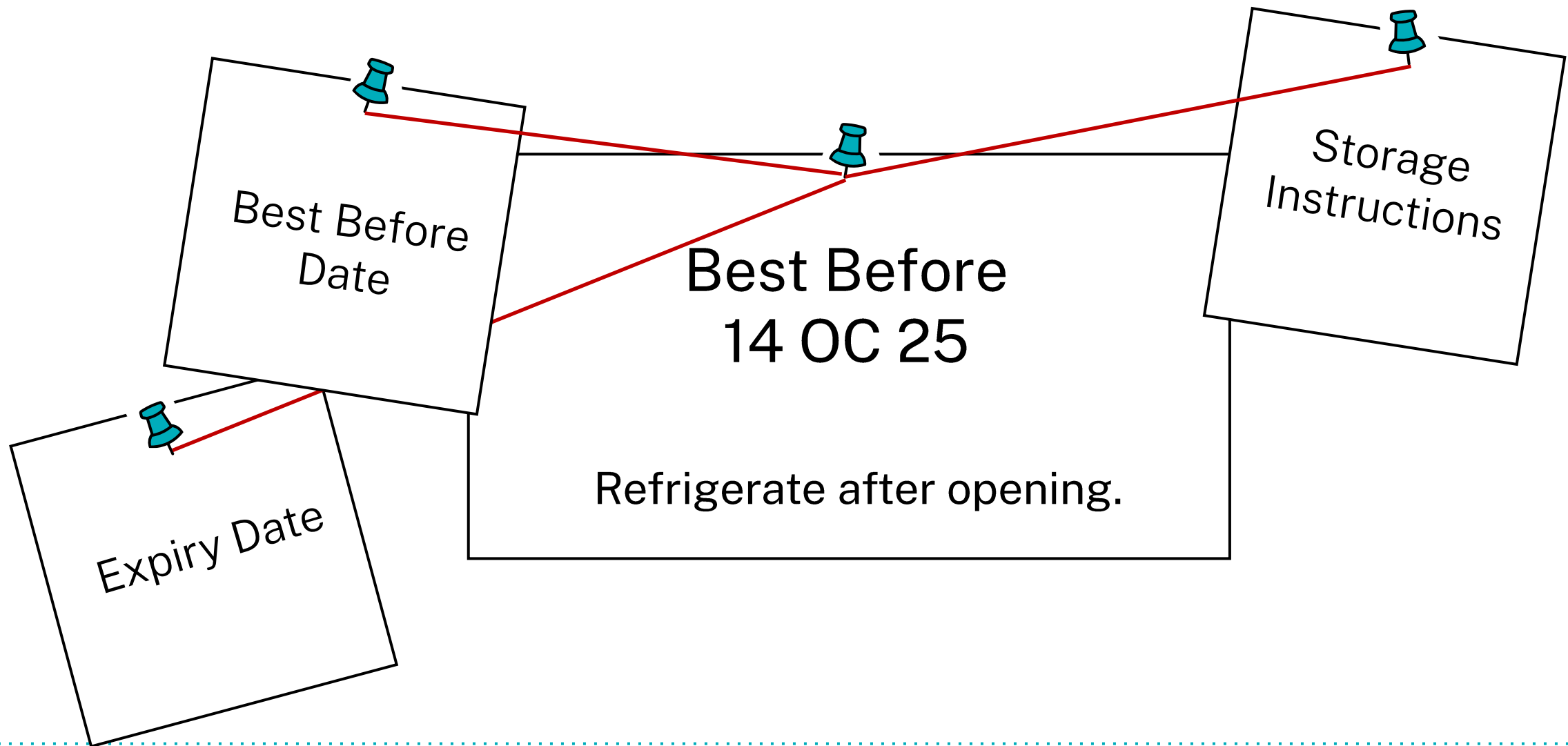
*Ingredient List*

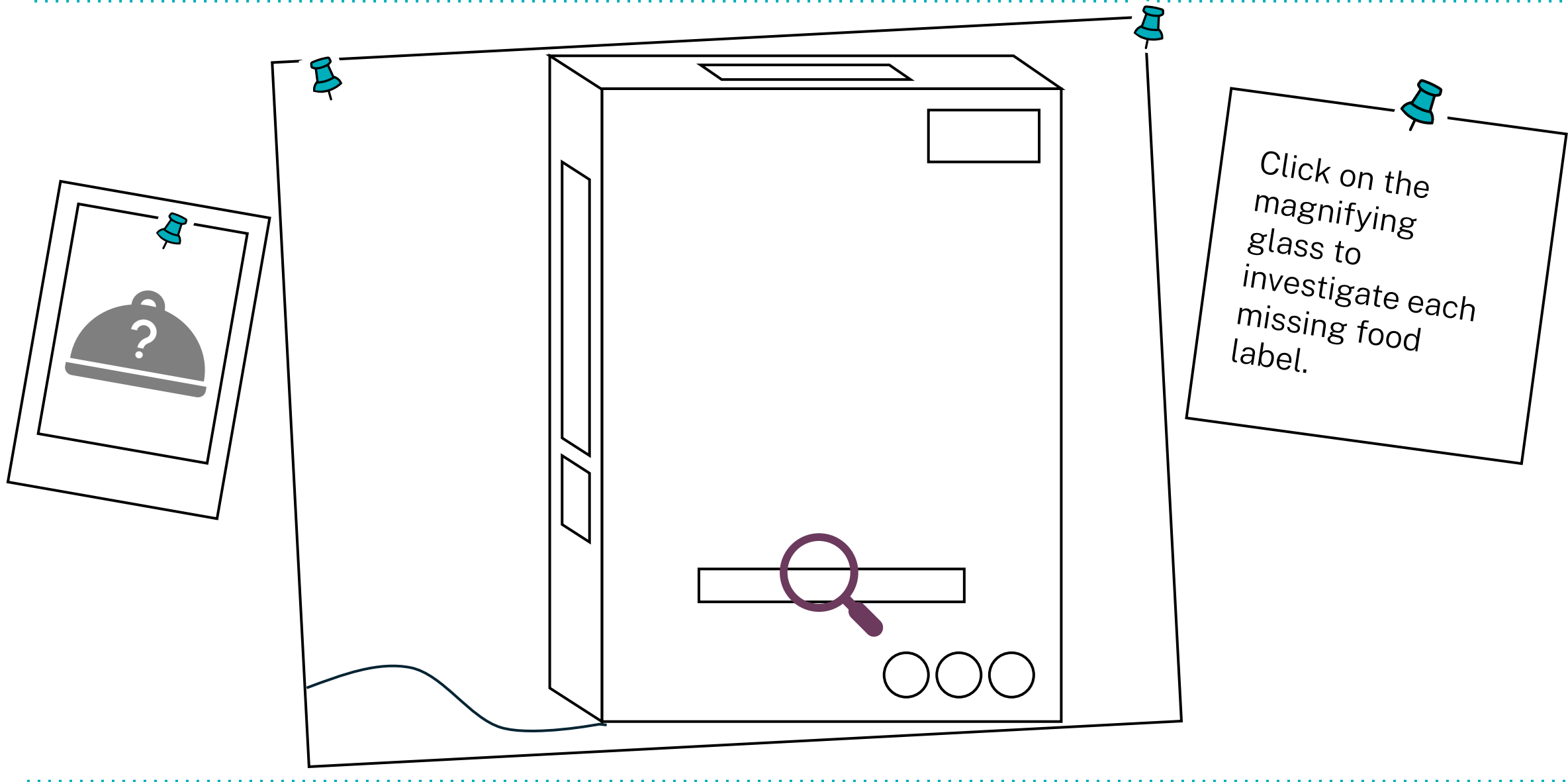


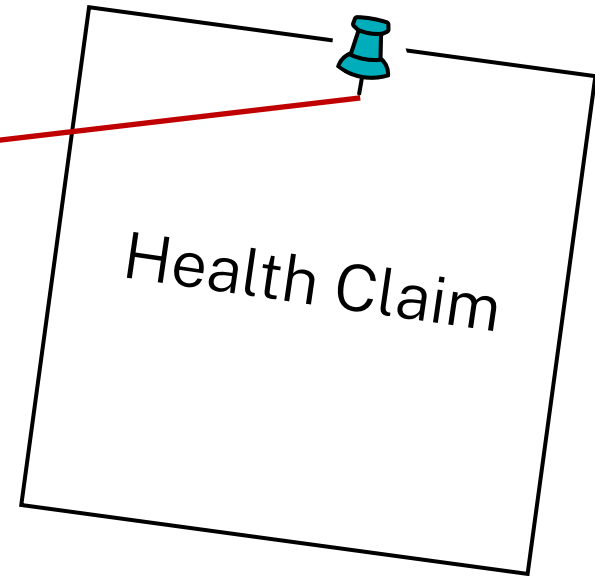
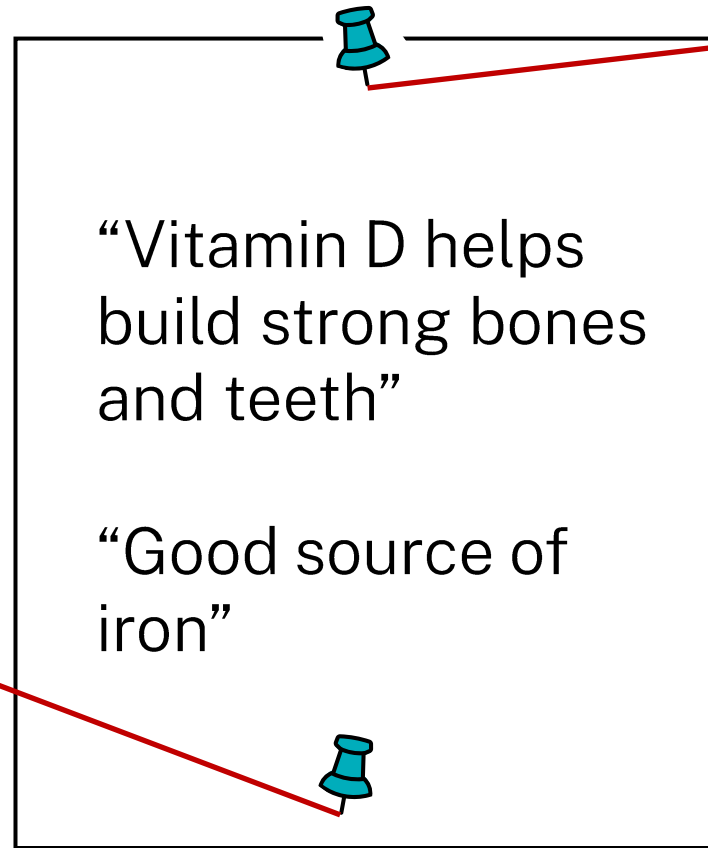
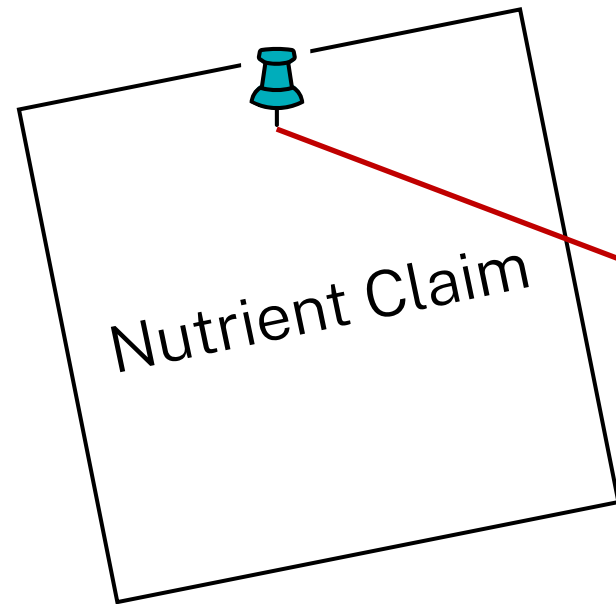
Allergy Statement

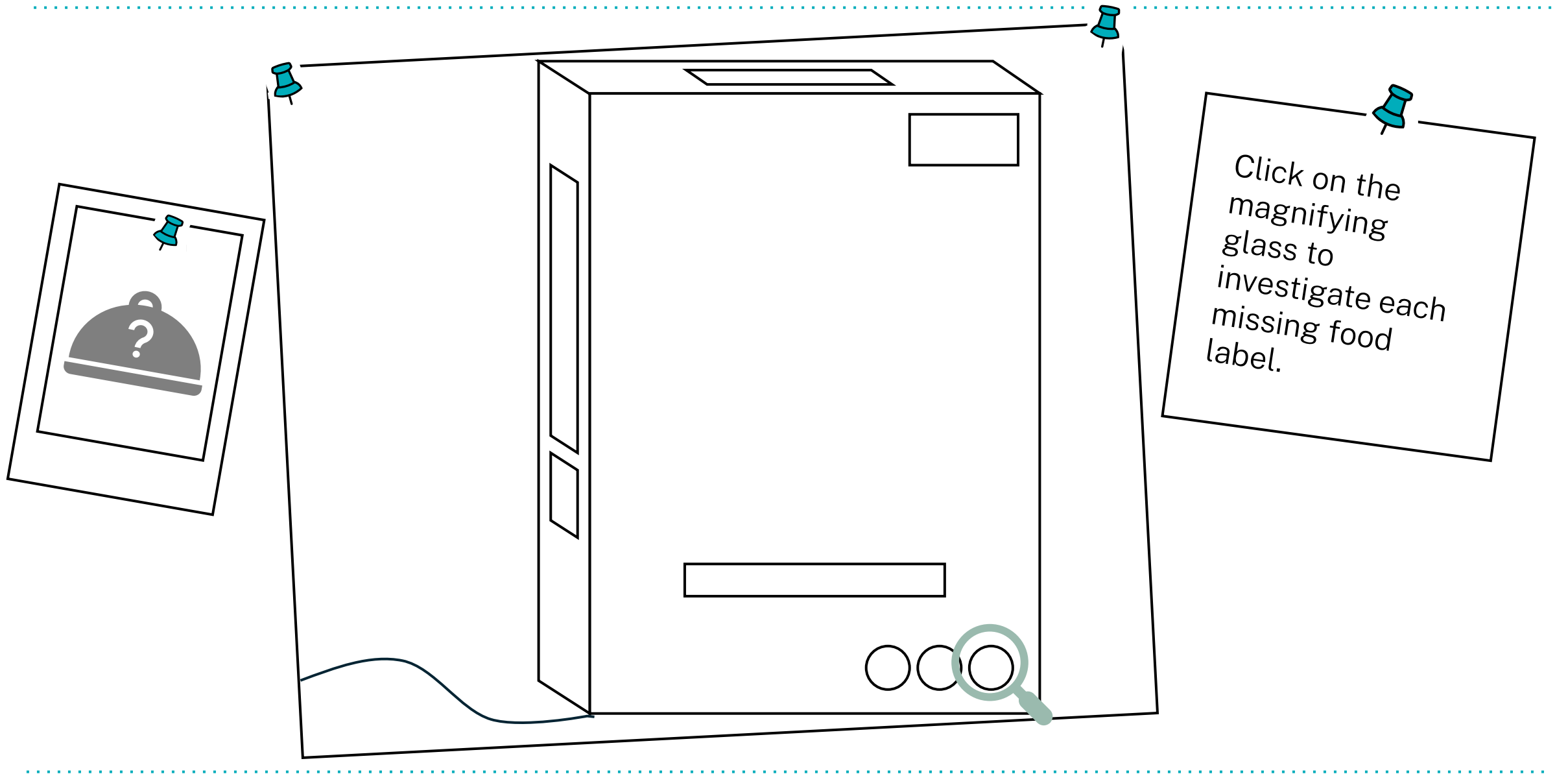


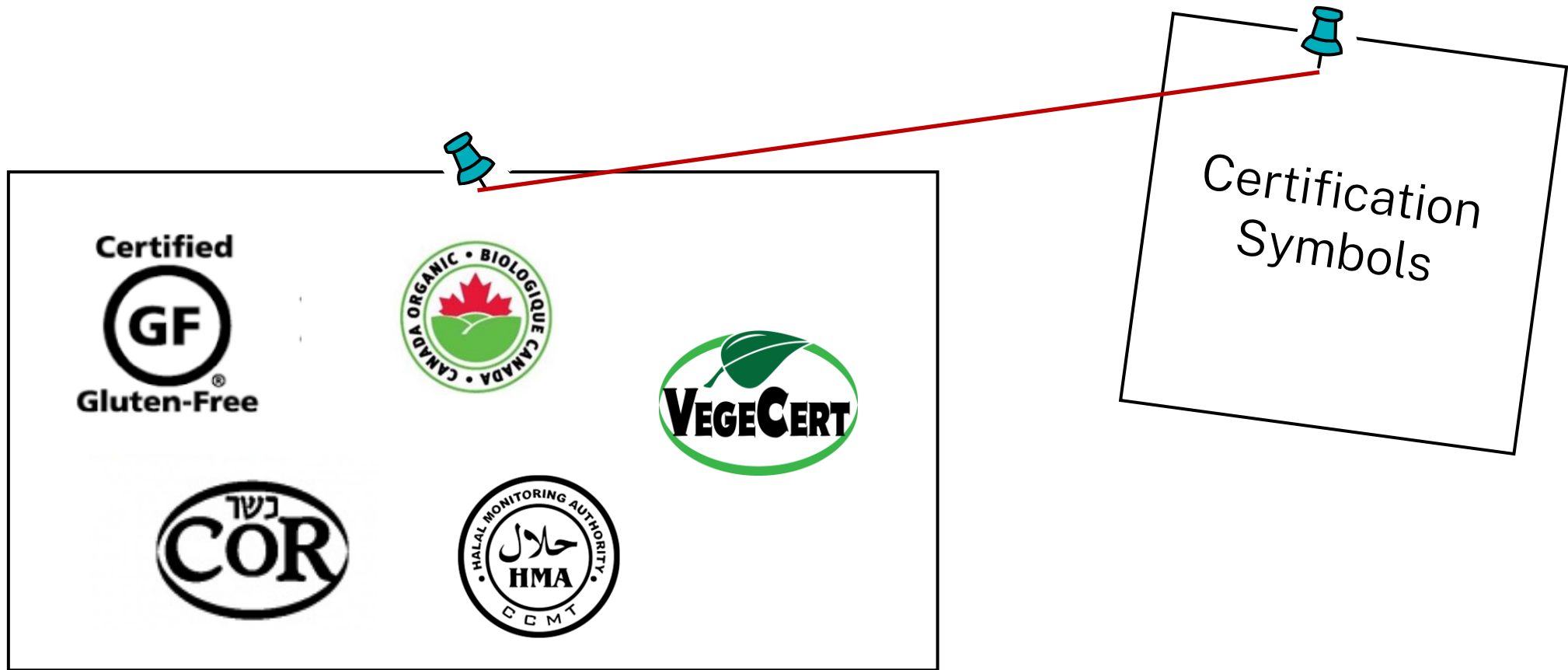


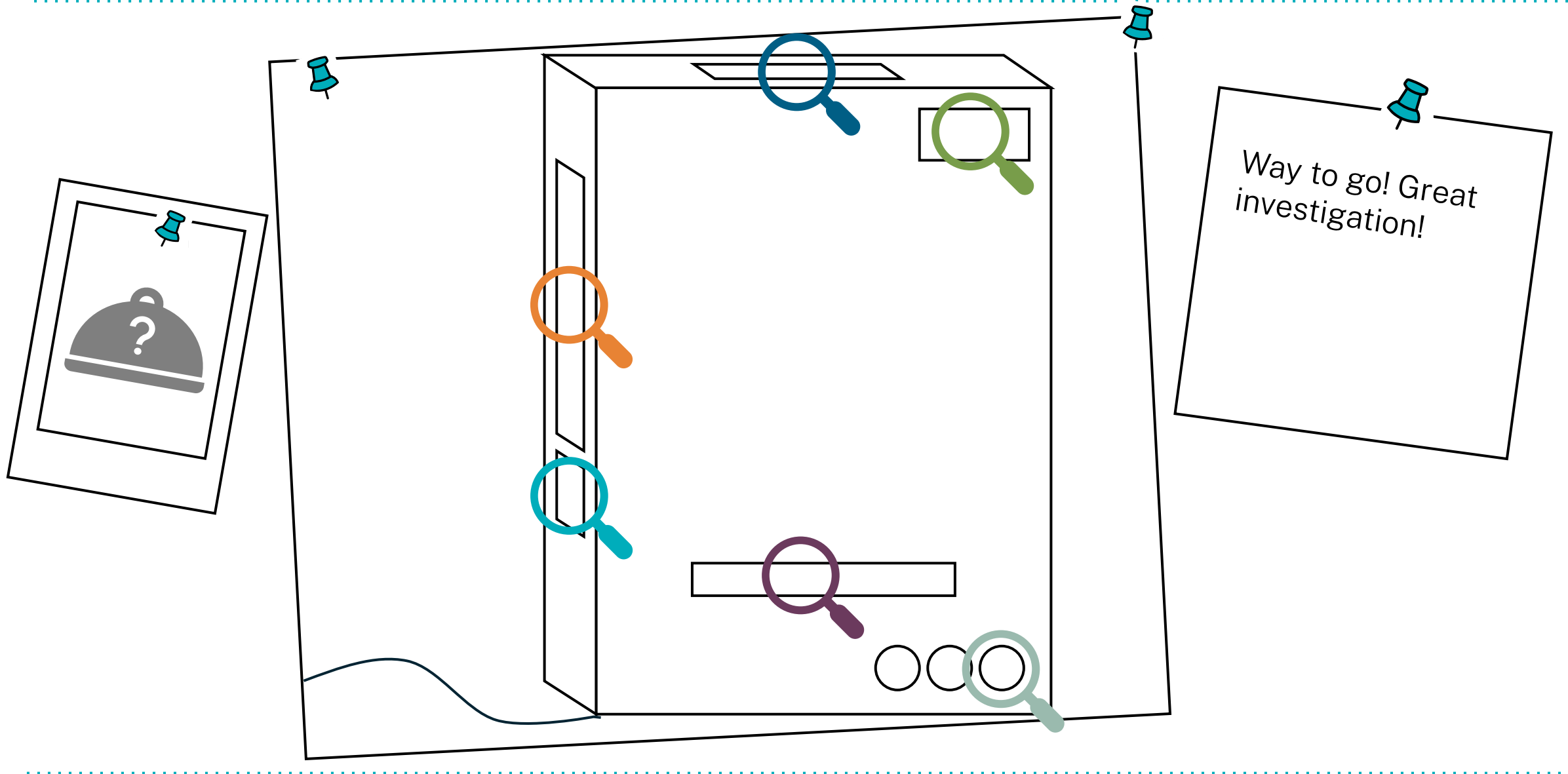












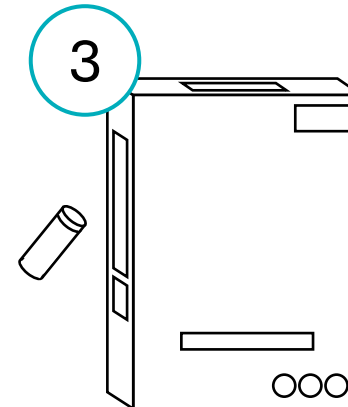
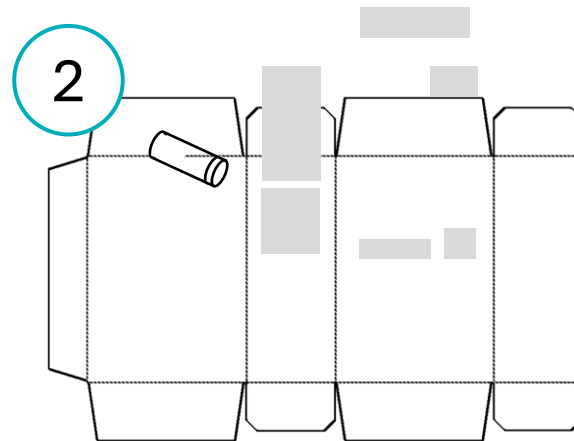
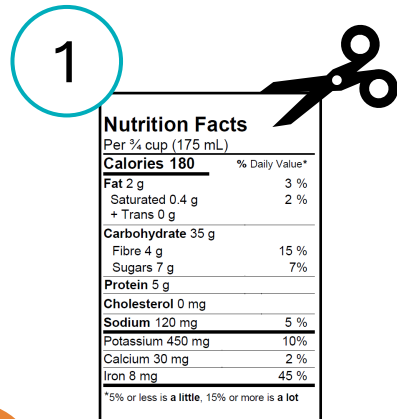
# Build-A-Cereal Box Activity

Now that we know more about food labels, let's create a model to investigate further!



Sarah

1. Cut out the box template and labels on your worksheet.
2. Glue each label where it belongs on the box.
3. Fold on the dotted lines of the box template and glue together.



Bonus: Find and circle the food marketing strategies used on the snack box.



Hi Detective Frank. Now that we have the food package information we can investigate further. What do we need to think about when choosing our team snack?



Sarah



Frank

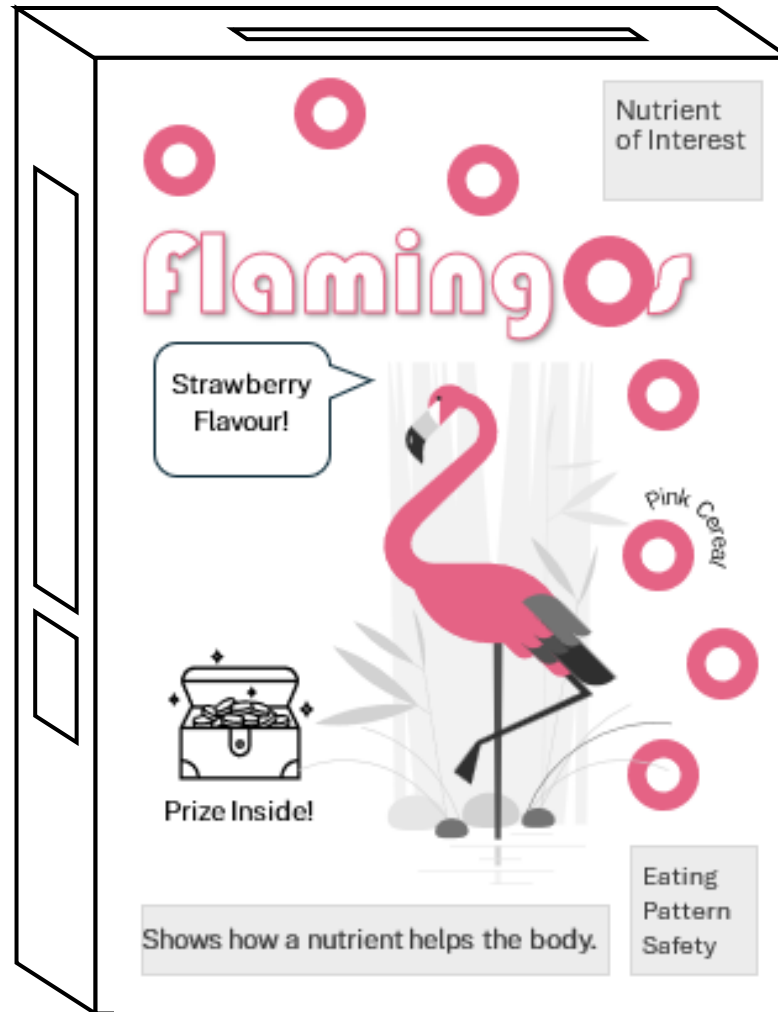
- Peter has a milk allergy.
- Hannah requires foods that are kosher.
- We will be eating the snack next week, so it will have to stay fresh until then.
- The snack must be safe to store in a cool dry cupboard.

We need help deciding what labels will tell us if this snack is safe for our team to eat.



Sarah







Sarah

Look at the allergy statement on the cereal box. Is our snack safe for Peter to eat?

Allergy Statement



Peter has a milk allergy. What label will tell us if this food contains milk?



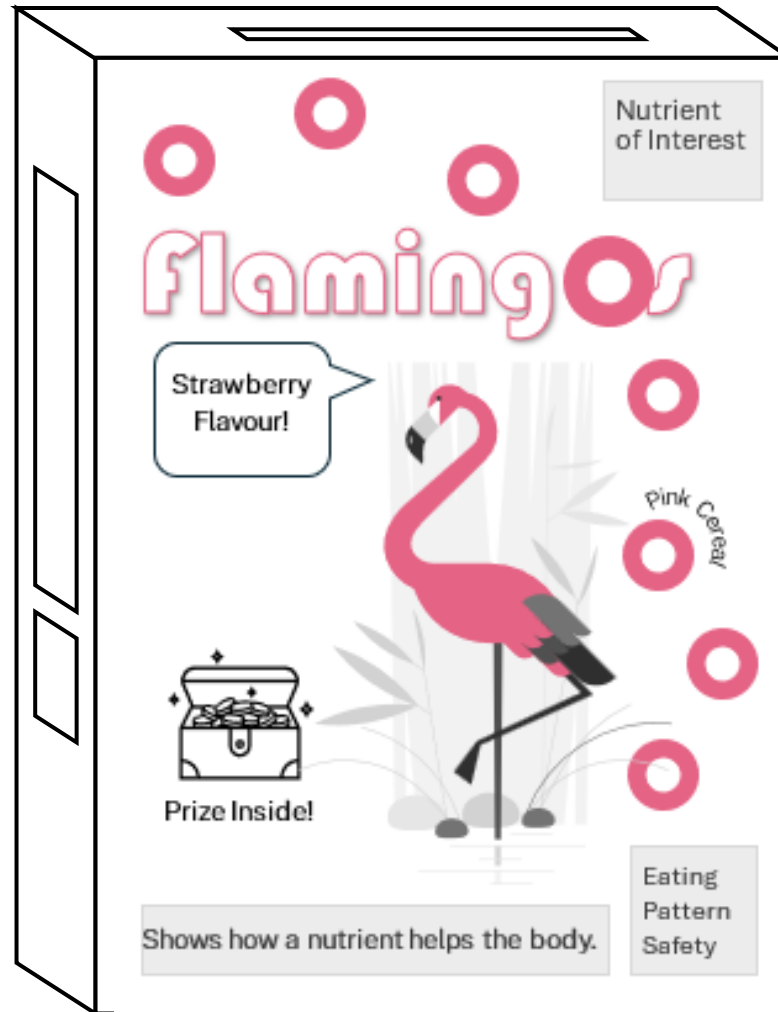
Sarah

Look at the allergy statement on the cereal box. Is our snack safe for Peter to eat?

Allergy Statement



**INGREDIENTS:** Whole Grain Oats, Sugar, Soy Oil, Strawberry Puree, Salt, Tocopherols (added to preserve freshness).  
Vitamins & Minerals: Iron, Zinc, Vitamin B9 (folic acid), Vitamin B12, Vitamin D.  
**Contains: Soy.**

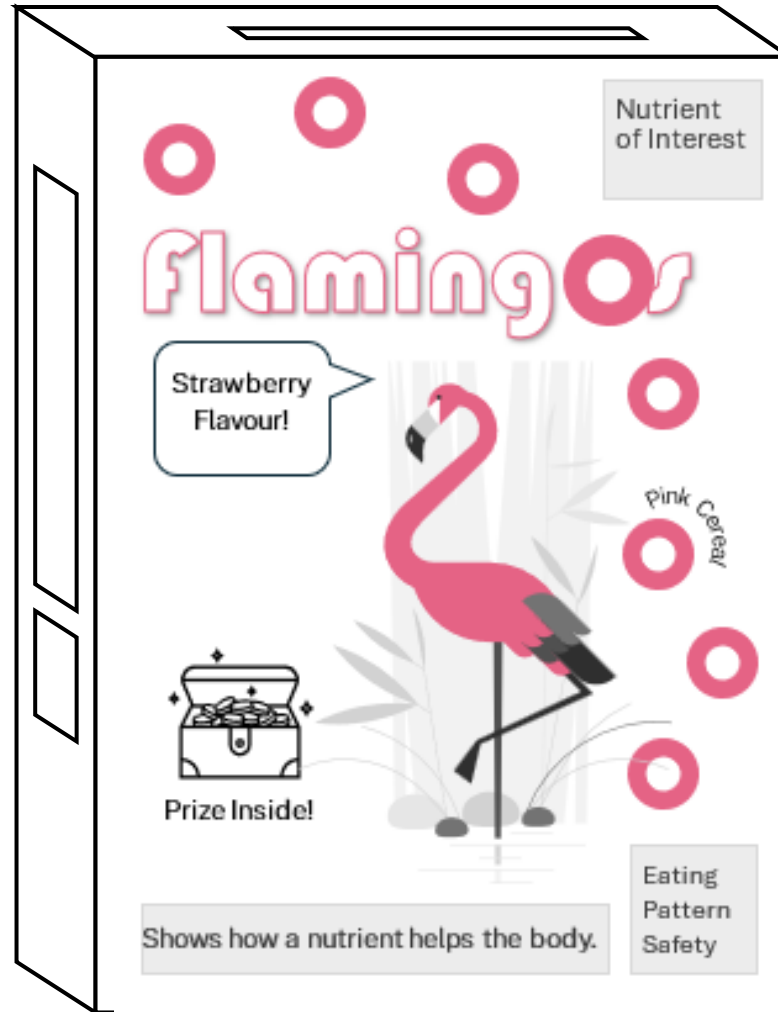


Hannah requires foods that are kosher. What label will tell us if this food is kosher?



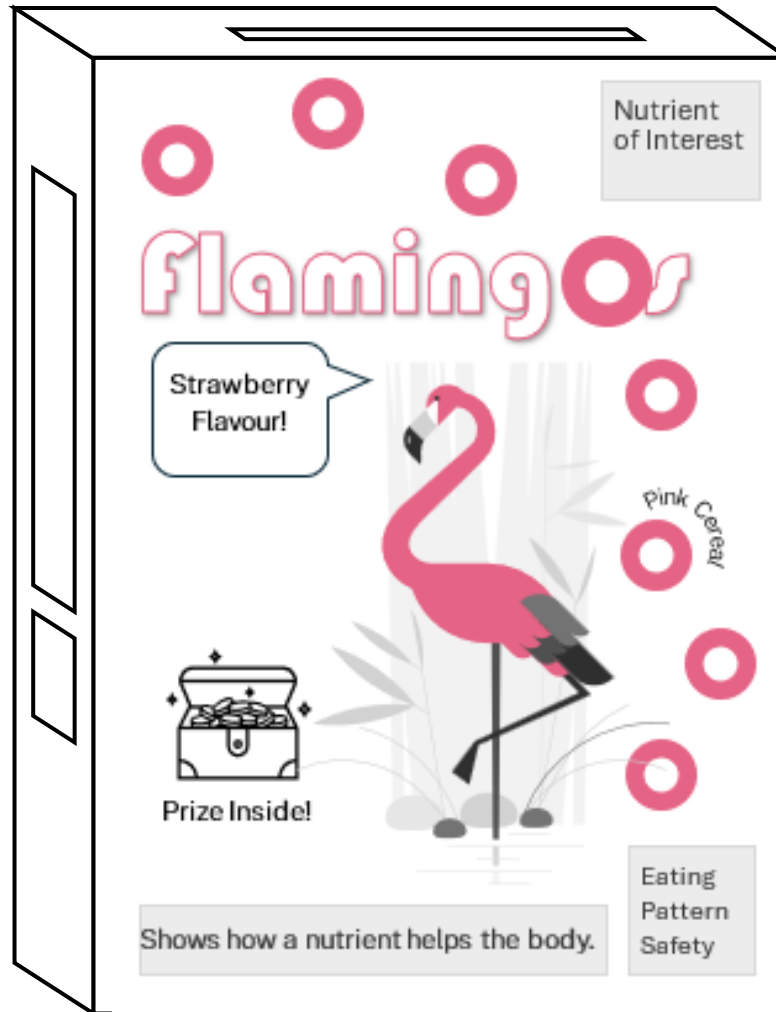
Sarah

Look at the certification logo on the cereal box. Is our snack okay for Hannah to eat?



Hannah requires foods that are kosher. What label will tell us if this food is kosher?

Certification Logos



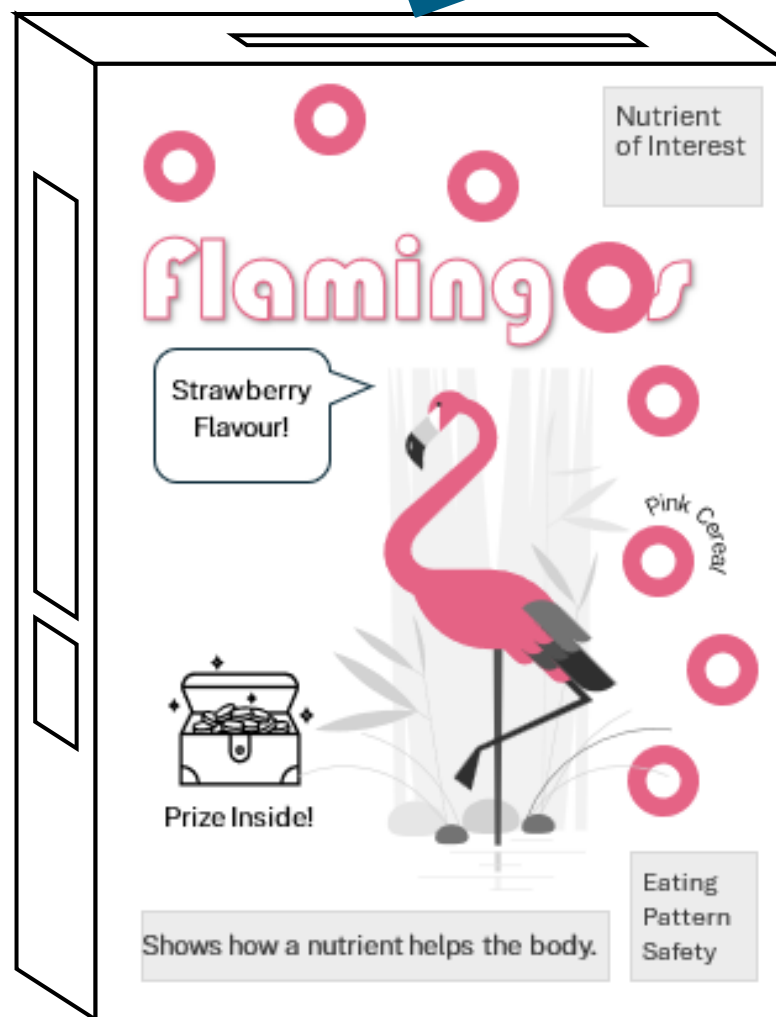
The snack will need to stay fresh until next week. What label will tell us how long the food stays fresh for?



Sarah

Look at the best before date on the cereal box. Will our snack be fresh to eat on January 20, 2026?

Best Before Date



The snack will need to stay fresh until next week. What label will tell us how long the food stays fresh for?



Sarah

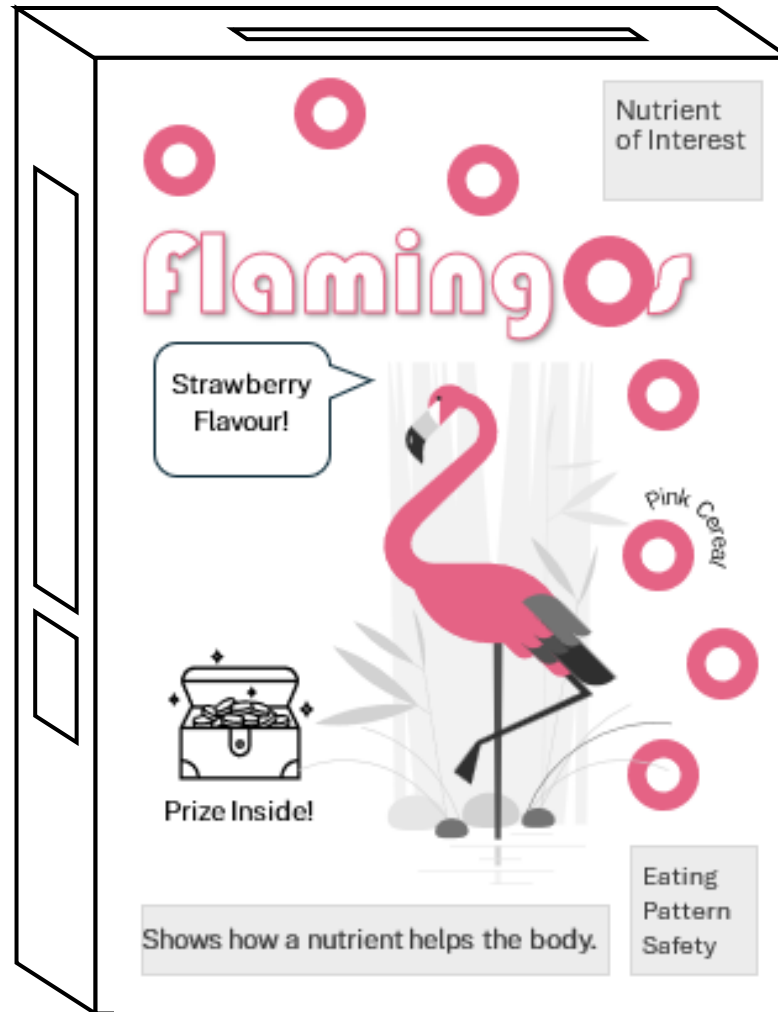
Look at the best before date on the cereal box. Will our snack be fresh to eat on January 20, 2026?



Best Before Date

Best Before  
26 JA 22  
Meilleur avant





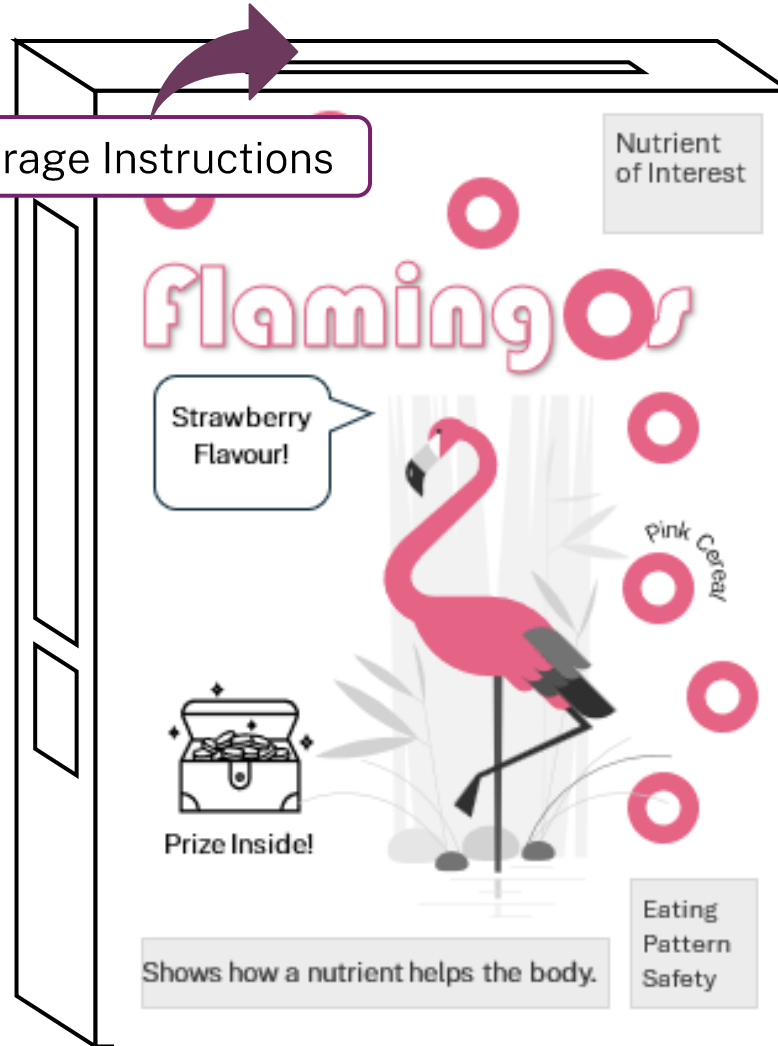
The only place available to store the snack is in a cool dry cupboard. What label will tell us how the food needs to be stored?



Sarah

Look at the storage instructions on the cereal box. Can we safely store the snack?

Storage Instructions



The only place available to store the snack is in a cool dry cupboard. What label will tell us how the food needs to be stored?



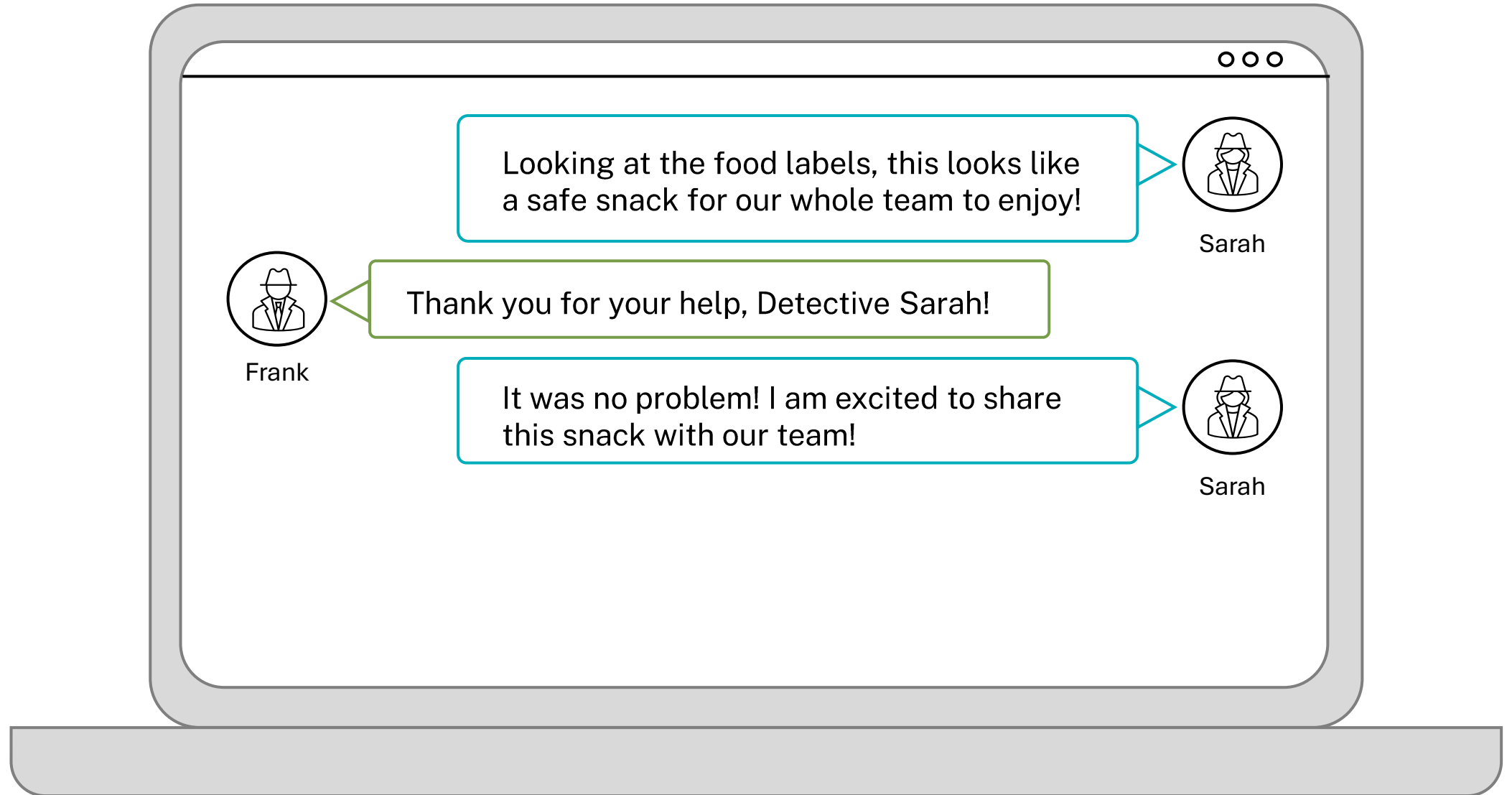
Sarah

Look at the storage instructions on the cereal box. Can we safely store the snack?

Storage Instructions



May be stored at room temperature.



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