

LET'S BE FOOD DETECTIVES!

WHAT ARE THEY SELLING US?

1. Looking only at the front label of your packaged food,
Can your group find at least two things that make you think it's healthy?

1. _____
2. _____
3. _____

2. Who do you think the manufacturer is trying to get to buy it?
(Examples: parents, kids, athletes, people who want to eat healthy, etc...)

3. List at least two things that make your group want to buy it.
(Example: picture, prizes or other offers, looks like it would be healthy, the
flavor looks good, etc...)

1. _____
2. _____
3. _____



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

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IS IT TRUE?

1. Is the food as healthful as your group thought? Why?

2. How high in the ingredient list is a sweetener listed?

3. Does your group think the impression you originally got from the front of the package was truthful?



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FOOD ADDITIVES
WHAT'S REALLY IN THERE?

1. Find up to two Sweeteners

1. _____

2. _____

How many total Sweeteners found? _____

None found _____

2. Find up to two Flavor or Texture Enhancers

1. _____

2. _____

None found _____

3. Find up to two Food Colorings

1. _____

2. _____

None found _____

4. Find up to two Preservatives

1. _____

2. _____

None found _____

5. Find up to two Nutritional Supplements

1. _____

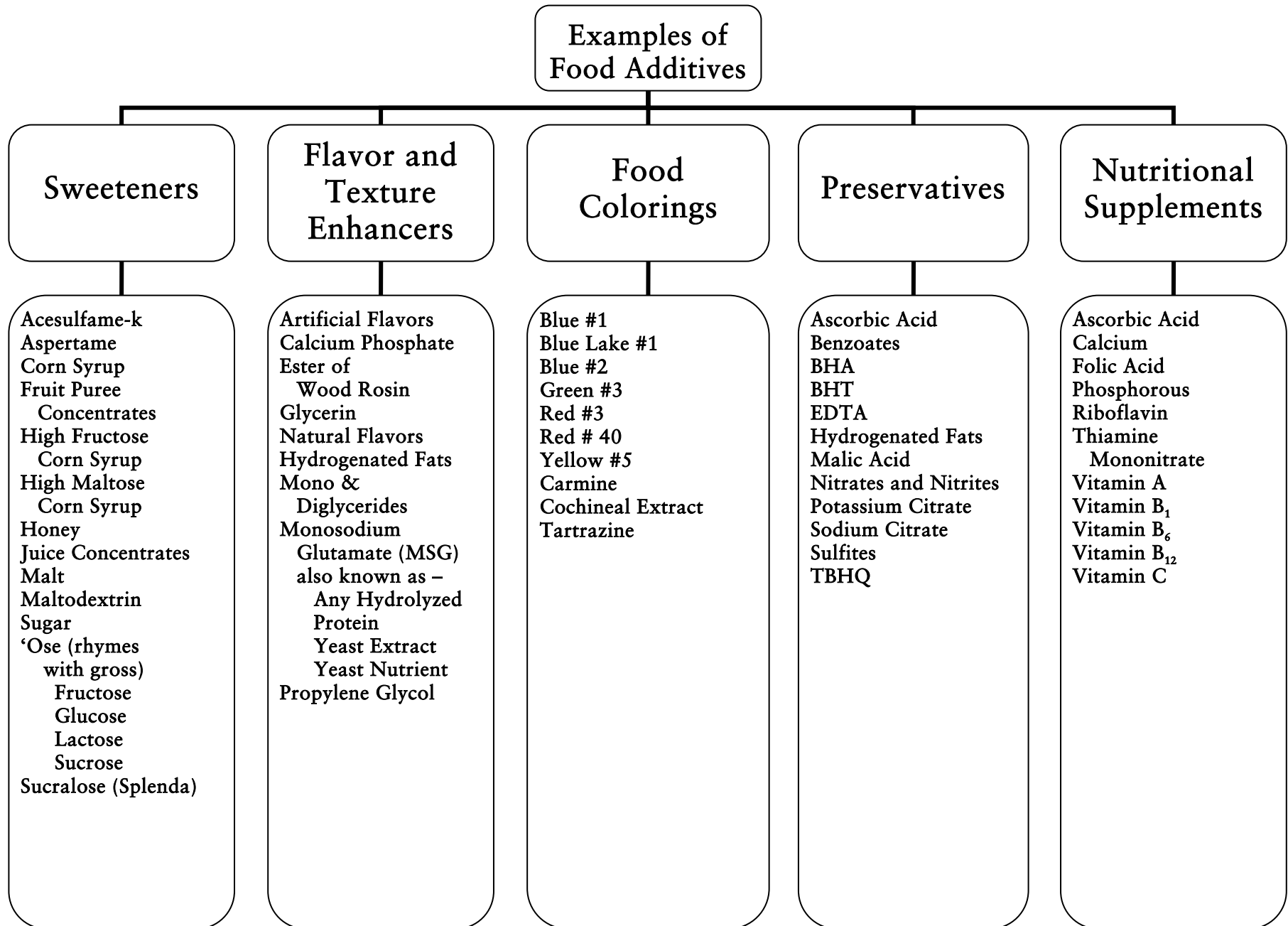
2. _____

None found _____



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PURE FOOD KIDS: A RECIPE FOR HEALTHFUL EATING



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Category	Additive Examples	Why should we avoid it	Some Natural Alternatives
Refined and Artificial Sweeteners	Acesulfame-k, Aspartame, Corn Syrup, Fruit Puree Concentrates, High Fructose Corn Syrup, High Maltose Corn Syrup, Honey, Juice Concentrates, Malt, Maltodextrin, Sugar, 'Ose (rhymes with gross – fructose, glucose, lactose, sucrose), Sucralose (Splenda)	<ul style="list-style-type: none"> • Heavily processed sugar with no nutritive value • Linked to obesity and Type II Diabetes • Artificial sweeteners linked to cancer 	Raw sugar, Maple Syrup, Honey, Fresh fruit
Flavor and Texture Enhancers	Artificial Flavors, Calcium, Phosphate, Ester of Wood Rosin, Glycerin, Hydrolyzed Protein, Natural Flavors, Hydrogenated Fats, Mono & Diglycerides, Monosodium Glutamate, Propylene Glycol, Yeast Extract, Yeast Nutrient	<ul style="list-style-type: none"> • Very addicting and can cause headaches, rapid heart beat, flushing and numbness • Flavor enhancers linked to brain lesions • Linked to obesity 	Salt, sea salt
Food Coloring	Blue #1, Blue Lake #1, Blue #2, Green #3, Red #3, Red # 40, Yellow #5, Beta-Carotene, Carmine, Cochineal Extract, Tartrazine	<ul style="list-style-type: none"> • Linked to behavior – aggression, ADD and ADHD • Artificial colors made from Petroleum or Coal Tar • Carmine and Cochineal are made from beetles 	Beets, Lemon rind, Blueberries, Annatto and Turmeric
Preservatives	Ascorbic Acid, Benzoates, BHA, BHT, EDTA, Hydrogenated Fats, Malic Acid, Nitrates and Nitrites, Potassium Citrate, Sodium Citrate, Sulfites, TBHQ	<ul style="list-style-type: none"> • Some linked to cancer • Some linked to high cholesterol – Trans fats • Many still being studied for safety 	Check the label for items with fewer or no artificial preservatives
Nutritional Supplements	Ascorbic Acid, Calcium, Folic Acid, Phosphorous, Riboflavin, Thiamine Mononitrate, Vitamin A, Vitamin B1, Vitamin B6, Vitamin B12, Vitamin C	<ul style="list-style-type: none"> • Not to be avoided • Usually added back into highly processed foods • Many have little nutritional value 	Fruits, vegetables, whole grains