

Lesson 8

This document contains Lesson 8: Consumerism, of the 2013 *Nutrition to Grow On: A Garden-Enhanced Nutrition Education Curriculum for Upper Elementary School Children (Second Edition)* prepared under the direction of the Nutrition Services Division, California Department of Education. The entire publication is available at <http://www.cde.ca.gov/ls/nu/he/nrttogrow.asp>.



Lesson 8

Consumerism

OBJECTIVES

- 🍌 To learn about the techniques used by companies to sell their products
- 🍌 To learn how advertisements influence our food choices
- 🍌 To create an ad for a fresh fruit or vegetable
- 🍌 To learn about butterflies and create a handcrafted butterfly

APPLICABLE CONTENT STANDARDS

- 🍌 English–language arts
- 🍌 Science

(See the matrix in [Appendix B](#).)

Materials for In-class Lesson and Activities	Materials for Gardening Activity
<p>Handouts:</p> <p>8-1 How Companies Advertise</p> <p>8-2 Eat My Food</p> <p>“10 tips”</p> <p>Magazine advertisements of foods (Have students bring in their own ads.)</p> <p>Fresh Fruit and Vegetable Photo Cards (See Appendix D under California Department of Education for ordering information.)</p> <p>Masking tape</p>	<p>For one butterfly:</p> <p>1 old-fashioned wooden clothespin (no spring), painted sparkle green, if desired</p> <p>2 green or black pipe cleaners, cut in half</p> <p>2 pieces of colored cellophane or crepe paper, cut into 4-inch squares</p> <p>Plastic google eyes or small pom-poms for eyes</p> <p>Stamens from silk flowers or two small pieces of stiff thread or yarn (antennae)</p> <p>Glue gun (for older children) or bottles of tacky glue (for younger children)</p>
Preparation for In-class Lesson and Activities	Preparation for Gardening Activity
<p>Day before the lesson:</p> <p>Photocopy handouts 8-1, 8-2, and “10 tips.”</p> <p>Cut out advertisements of food or ask students to get their own.</p> <p>Gather materials.</p>	<p>Day before the lesson:</p> <p>Gather enough materials for one butterfly per student.</p> <p>Cut pipe cleaners and cellophane or crepe paper (if necessary).</p>
<p>Just before the lesson:</p> <p>Have students take out their nutrition folders.</p>	



Nutrition Lesson Activities

(60 min.)

1. Review of Lesson 7

- Follow MyPlate and eat a variety of foods for breakfast, lunch, and dinner.
- Make half of your plate fruits and vegetables.
- Choose low-fat snacks.
- Be physically active every day.
- Have students give examples of how they can meet each goal.
In general, these are goals that we should try to meet every day in order to grow and live a healthy life.
- Spend a few moments going over the goal sheets from [lesson 7](#) if you have not already done so.

2. Introduction to consumerism

- Today, we are going to take a closer look at something that influences what we eat and when we eat it: advertisements.
- Some advertising facts:**
Approximately \$464 billion was spent on advertising in the United States in 2011, according to Zenith Optimedia. Most of the food advertised in commercials is directed at kids and shows foods high in sugar.
- Where do we see advertisements for food products and restaurants?
TV, grocery stores, magazines, newspapers, fliers mailed to our homes, radio, the Internet
- What do companies do to encourage you to buy/eat their food? (Ask students for examples of sales techniques.)
They use catchy slogans/phrases, make health claims, use bright colors, employ celebrities as spokespersons, or give away toys or prizes.
- Have advertisements ever influenced your food choices? When? How?

3. Advertisement activity

- Objective:** Students take a closer look at some magazine ads and become aware of different tactics that food companies use to sell their products.
- Procedures:**
 - Go over one example of an ad with the class prior to handing out materials. Discuss the questions on the [How Companies Advertise handout \(8-1\)](#) while showing one full-page ad.
 - Distribute one food ad to each student.
 - Distribute the How Companies Advertise handout (8-1).
 - Have students complete the handout. (There are no right or wrong answers.)





- **Wrap-up:** Reassemble as a class and discuss some of the findings. Have a few students hold up the ad that they worked on and go through some of the questions.
- Are all foods that are advertised good for you? How do you know?
Remember, there are no good foods or bad foods; some choices are just better for your body. Just because a food is advertised does not mean that it is the “best” food that you can eat (even though the company that made the ad may think so). So we have to become educated consumers by reading labels and talking with our parents, teachers, cafeteria staff, and others.

4. Garden connection discussion

- Just as companies advertise their products so that we will purchase them, plants “advertise” themselves.
- Why do you think plants need to “advertise”? To whom?
Plants “advertise” to insects and animals to aid in pollination and later to spread seeds.
- Think about your favorite fruit or vegetable. What is it about the fruit or vegetable that makes you want to eat it?
The color, scent, taste, or flowers make you want to eat it. (Some of these attributes may actually be similar to the ones that large companies feature to advertise their products.)

5. Review activity

- Tell the students: Once you finish school, you can choose advertising as a career. Today everyone is going to get a chance to create his or her own ad for a fresh fruit or vegetable. Pretend you are creating an ad to be placed in your favorite magazine or Web site.
- Go through one example by using a Fresh Fruit and Vegetable Photo Card and asking the questions on the [Eat My Food handout \(8-2\)](#). Other questions to think about are as follows: How does the product taste? How does it look? What part of the plant does it come from? Can you think of a catchy phrase?
- Students can use the Fresh Fruit and Vegetable Photo Cards to help them complete the Eat My Food handout (8-2). Have students answer the questions and then create their own ad as a small-group or individual activity. The objective is for them to create an ad that might be placed in a magazine or Web site. The ad should make people want to eat the fruit or vegetable.
- Have a few students share their ads at the end of the class. Display ads around the room until the next lesson. *Optional:* Have students redraw their ads onto poster board to be displayed in the cafeteria.



Gardening Activity

(30 min.)

Companies use various tactics to attract attention to their products. Plants have a similar relationship with insects. Certain plants attract insects to aid in the process of pollination. The way in which plants attract butterflies is an excellent example. Butterflies are attracted to flowers and trees with nectar-filled blossoms. While a butterfly sucks nectar from a blossom with its proboscis (similar to a straw at the end of its nose), its legs come into contact with pollen. When the butterfly moves on to another blossom to feed on, the pollen also comes into contact with the next plant. This helps to propagate the plant species. Each species of butterfly is attracted to particular attributes of plants: their color, the taste of the nectar, and so on. If a plant were unable to attract the “business” of a butterfly or any other creature, it might not be successfully pollinated. Consequently, that particular plant might slowly die off and become extinct.

In addition, some butterflies must hide their attractions (i.e., do “anti-advertising”) to survive. Several predators, such as birds, like to eat butterflies. The color of a butterfly’s wing may resemble something poisonous or that does not taste good to drive away potential predators.

Additional information about butterflies may be found at various Web sites or in a variety of books. Some good Web sites include the following:

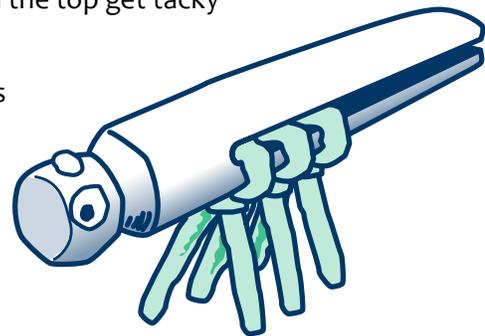
<http://www.usgs.gov> (Use the search word *butterflies*.)

<http://library.thinkquest.org> (This site will provide students with a variety of activities related to butterflies.)

The students will now get a chance to create their own beautiful butterflies! Once students complete their project, they can show off their creations by hanging them in the window or taking them out to the garden to “fly” from one plant to another to aid in the pollination process. Some flowers may be just beginning to bloom.

Directions

1. Start by holding the clothespin on its side. Wrap three pipe cleaners around the middle section one at a time, twisting them twice under the body. These become the butterfly’s six legs.
2. Now place a drop of glue on either side of the head and a drop on the top of the head. Glue one eye on each side of the head. Let the glue on the top get tacky (sticky). Go to the next step while it dries.
3. If students work carefully, they can draw on the wings to make their butterflies unique. Have them look outside at butterflies or in a book to get ideas of color combinations and patterns. Make the wings by gathering up two points from opposite ends of the cellophane or crepe paper square, meeting in the center. Carefully twist the paper to avoid ripping it. Repeat with the second square. Place the two wings

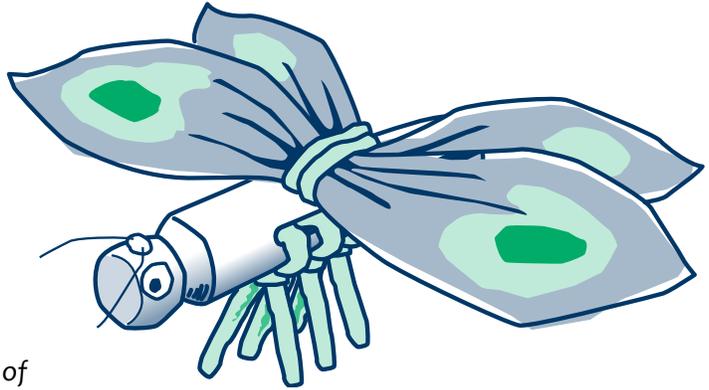




together and twist the last pipe cleaner around both. Place the wings behind the last set of legs and twist-tie the pipe cleaner in place around the clothespin.

4. Attach the antennae to the tacky glue on top of the head. Your butterfly is now complete. Enjoy its beauty!

(Adapted from an idea for a dragonfly activity provided by Madeline Daniels, Solano County Master Gardener, University of California Cooperative Extension.)



Additional Activities

1. Have students plan a tasting party featuring a variety of fruits and vegetables as snacks.
2. Have students record their observations of advertisements in different media: television, the Internet, radio, and magazines. They can then write about their experience in their journals.
3. Try a more detailed activity by having the students evaluate ads on television at different times of the day (e.g., Saturday morning cartoons, after-school cartoons, weekday evening sitcoms.) Have them record the day and time and the program they were watching. How many food products are advertised during a half-hour show? How many times was each of the food groups advertised? What types of products are being advertised? Would they buy the products because of the ads? (If you do not want to give the students the homework assignment of watching television, videotape a few ads and play them to the class.)
4. Have students work in small groups to create their own commercial skits for fresh fruits and vegetables. If resources allow, the skits could be videotaped and shown to the entire school.
5. Start a butterfly garden at your school. Check with a local nursery or master gardener to determine which plants will grow well in your area and attract the most butterflies.



NAME: _____

DATE: _____

Handout 8-1

How Companies Advertise

Answer the following questions for an advertisement of your choice.

1. What food product is being advertised?

2. What about the ad catches your attention?

3. What do you like about the ad?

4. What do you not like about the ad?

5. After looking at this ad, would you buy this food? Why or why not?

6. How would you like to change the ad? Draw your ideas in the box shown below.



NAME: _____

DATE: _____

Handout 8-2

Eat My Food

Create an advertisement for a fruit or vegetable.

1. What is the name of the fruit or vegetable you are going to advertise?

2. What are some things about this food that you like and could make known in your advertisement?

3. Can you think of a catchy phrase to help sell your fruit or vegetable? (Example: "Got milk?")

4. Draw an advertisement for your fruit or vegetable, including the information from your answers to the questions noted above.

smart shopping for veggies and fruits



10 tips for affordable vegetables and fruits

It is possible to fit vegetables and fruits into any budget. Making nutritious choices does not have to hurt your wallet. Getting enough of these foods promotes health and can reduce your risk of certain diseases. There are many low-cost ways to meet your fruit and vegetable needs.

1 celebrate the season

Use fresh vegetables and fruits that are in season. They are easy to get, have more flavor, and are usually less expensive. Your local farmer's market is a great source of seasonal produce.



2 why pay full price?

Check the local newspaper, online, and at the store for sales, coupons, and specials that will cut food costs. Often, you can get more for less by visiting larger grocery stores (discount grocers if available).

3 stick to your list

Plan out your meals ahead of time and make a grocery list. You will save money by buying only what you need. Don't shop when you're hungry. Shopping after eating will make it easier to pass on the tempting snack foods. You'll have more of your food budget for vegetables and fruits.

4 try canned or frozen

Compare the price and the number of servings from fresh, canned, and frozen forms of the same veggie or fruit. Canned and frozen items may be less expensive than fresh. For canned items, choose fruit canned in 100% fruit juice and vegetables with "low sodium" or "no salt added" on the label.



5 buy small amounts frequently

Some fresh vegetables and fruits don't last long. Buy small amounts more often to ensure you can eat the foods without throwing any away.

6 buy in bulk when items are on sale

For fresh vegetables or fruits you use often, a large size bag is the better buy. Canned or frozen fruits or vegetables can be bought in large quantities when they are on sale, since they last much longer.

7 store brands = savings

Opt for store brands when possible. You will get the same or similar product for a cheaper price. If your grocery store has a membership card, sign up for even more savings.

8 keep it simple

Buy vegetables and fruits in their simplest form. Pre-cut, pre-washed, ready-to-eat, and processed foods are convenient, but often cost much more than when purchased in their basic forms.



9 plant your own

Start a garden—in the yard or a pot on the deck—for fresh, inexpensive, flavorful additions to meals. Herbs, cucumbers, peppers, or tomatoes are good options for beginners. Browse through a local library or online for more information on starting a garden.



10 plan and cook smart

Prepare and freeze vegetable soups, stews, or other dishes in advance. This saves time and money. Add leftover vegetables to casseroles or blend them to make soup. Overripe fruit is great for smoothies or baking.

la buena compra de vegetales y frutas



10 consejos para economizar en vegetales y frutas

Es posible incluir vegetales y frutas en todo presupuesto. Tomar decisiones nutritivas no tiene que costar demasiado dinero. Comer estos alimentos en cantidades suficientes promueve la buena salud y puede ayudarle a reducir el riesgo de contraer ciertas enfermedades. Hay muchas maneras económicas de satisfacer sus necesidades de consumo de frutas y vegetales.

1 celebre la temporada

Use frutas y vegetales frescos de temporada. Son fáciles de obtener, saben mejor y, por lo general, cuestan menos. Su mercado local es una fuente excelente de productos frescos de temporada.



2 no vale la pena pagar el precio completo

Busque en el periódico local, en internet y en las tiendas las ventas especiales, cupones de descuento y ofertas que pueden reducir el costo de los alimentos. A menudo, puede comprar más por menos en supermercados (o tiendas de descuento, si están disponibles).

3 mantenga una lista de compras

Planifique sus comidas por adelantado y haga una lista de compras. Ahorrará dinero al comprar sólo lo que necesita. No vaya de compras cuando tenga hambre. Ir de compras después de comer hará que sea más fácil pasar por alto los bocado tentadores. Tendrá más dinero disponible en su presupuesto para comprar vegetales y frutas.

4 pruebe productos enlatados o congelados

Compare el precio y la cantidad de raciones de las variedades frescas, enlatadas y congeladas de los mismos vegetales o frutas. Los artículos enlatados y congelados pueden ser menos costosos que los frescos. En el caso de artículos enlatados, elija frutas envasadas en 100% jugo de fruta y vegetales con etiquetas que indican "bajo en sodio" o "sin sal adicional" ("low in sodium" o "without added salt").



5 compre cantidades pequeñas frecuentemente

Algunos vegetales y frutas frescas no duran mucho. Compre cantidades pequeñas con mayor frecuencia para garantizar que pueda comerlos y no se echen a perder.

6 compre a granel cuando los artículos estén en venta especial

En el caso de los vegetales y las frutas que usa con frecuencia, las bolsas más grandes son más económicas. Las frutas y vegetales enlatados y congelados duran más y se pueden comprar en cantidades grandes cuando están en venta especial.

7 las marcas de las tiendas = ahorros para usted

Si es posible elija comprar las marcas de las tiendas. Obtendrá un producto idéntico o similar a un precio módico. Si su supermercado tiene una tarjeta de descuento para miembros, inscríbese para ahorrar aún más.

8 mantenga las cosas simples

Compre los vegetales y las frutas en sus formas más simples. Los alimentos pre cortados, pre lavados, listos para el consumo y procesados son convenientes pero a menudo cuestan mucho más que si se compran en sus formas frescas.



9 cultive sus propios vegetales y frutas

Cultive alimentos frescos, económicos y sabrosos, en el huerto, jardín, o en el balcón, para añadir a sus comidas. Para los principiantes, las hierbas, los pepinos, pimientos o tomates son buenas opciones. Busque en su biblioteca local o en línea para obtener más información sobre cómo sembrar un huerto.



10 planifique y cocine de manera astuta

Prepare de antemano y congele sopas, guisos u otros platos con vegetales. Eso le ahorrará tiempo y dinero. Agregue restos de vegetales a cazuelas, o mézclelos para hacer sopa. Las frutas maduras son excelentes para hacer batidos o para hornear.

eating better on a budget



10 tips to help you stretch your food dollars

Get the most for your food budget! There are many ways to save money on the foods that you eat. The three main steps are planning before you shop, purchasing the items at the best price, and preparing meals that stretch your food dollars.

1 plan, plan, plan!

Before you head to the grocery store, plan your meals for the week. Include meals like stews, casseroles, or stir-fries, which “stretch” expensive items into more portions. Check to see what foods you already have and make a list for what you need to buy.

2 get the best price

Check the local newspaper, online, and at the store for sales and coupons. Ask about a loyalty card for extra savings at stores where you shop. Look for specials or sales on meat and seafood—often the most expensive items on your list.



3 compare and contrast

Locate the “Unit Price” on the shelf directly below the product. Use it to compare different brands and different sizes of the same brand to determine which is more economical.

4 buy in bulk

It is almost always cheaper to buy foods in bulk. Smart choices are family packs of chicken, steak, or fish and larger bags of potatoes and frozen vegetables. Before you shop, remember to check if you have enough freezer space.

5 buy in season

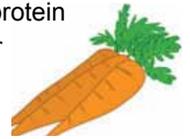
Buying fruits and vegetables in season can lower the cost and add to the freshness! If you are not going to use them all right away, buy some that still need time to ripen.

6 convenience costs... go back to the basics

Convenience foods like frozen dinners, pre-cut vegetables, and instant rice, oatmeal, or grits will cost you more than if you were to make them from scratch. Take the time to prepare your own—and save!

7 easy on your wallet

Certain foods are typically low-cost options all year round. Try beans for a less expensive protein food. For vegetables, buy carrots, greens, or potatoes. As for fruits, apples and bananas are good choices.



8 cook once...eat all week!

Prepare a large batch of favorite recipes on your day off (double or triple the recipe). Freeze in individual containers. Use them throughout the week and you won't have to spend money on take-out meals.

9 get your creative juices flowing

Spice up your leftovers—use them in new ways. For example, try leftover chicken in a stir-fry or over a garden salad, or to make chicken chili. Remember, throwing away food is throwing away your money!

10 eating out

Restaurants can be expensive. Save money by getting the early bird special, going out for lunch instead of dinner, or looking for “2 for 1” deals. Stick to water instead of ordering other beverages, which add to the bill.

10 consejos

Serie de educación en nutrición

coma mejor dentro del presupuesto



10 consejos para ayudarle a que los dólares para la comida le rindan

¡Haga rendir su presupuesto de comidas! Hay muchas maneras de ahorrar dinero en la comida. Los tres pasos principales son planificar antes de comprar, comprar los artículos al mejor precio y preparar comidas que hagan rendir su presupuesto.

1 **planificar, planificar, planificar**
Antes de dirigirse al supermercado, planifique sus comidas de la semana. Incluya comidas como guisos, cazuelas o frituras, las cuales hacen rendir los productos caros en más porciones. Verifique que ingredientes tiene y haga una lista de los que necesita comprar.

2 **obtenga el mejor precio**
Busque ofertas y cupones en el periódico local, internet o supermercados. Para lograr ahorros adicionales pregunte por tarjetas de afiliado en la tienda donde hace sus compras. Busque ofertas en carnes y productos marinos, los cuales a menudo son los productos más caros de su lista.



3 **compare y busque diferencias**
Busque el "precio unitario" mostrado en el estante, directamente debajo del producto. Utilícelo para comparar diferentes marcas y tamaños del mismo producto y determinar cuál es el más económico.

4 **compre a granel**
Casi siempre es más barato comprar alimentos a granel. Por ejemplo los paquetes familiares de pollo, filete o pescado, bolsas de papa grandes y vegetales congelados. Antes de comprar, recuerde verificar si tiene suficiente espacio en el congelador.

5 **compre de acuerdo con la estación**
Comprar frutas y vegetales de temporada puede disminuir el costo y añadir productos frescos. Si no va a utilizarlas inmediatamente, compre las que necesitan tiempo para madurar.

6 **costos de conveniencia... regrese a lo básico**
Los alimentos procesados como cenas congeladas, vegetales cortados y arroz, avena o sémola instantáneos o pre-cocidos le costarán más. Ahorre preparándolos usted misma.

7 **impacto en su bolsillo**
Ciertos alimentos son opciones de bajo costo durante todo el año. Ensaye con los frijoles para obtener comidas baratas con proteínas. En cuanto a vegetales, compre zanahorias, verduras o papas. En cuanto a las frutas, las manzanas y los plátanos son buenas opciones.



8 **cocine todo de una vez...coma durante toda la semana**
Preparare lotes grandes de sus recetas favoritas en su día libre (doble o triplique la receta). Congele en recipientes individuales. Utilícelos durante toda la semana y no tendrá que gastar dinero en comidas para llevar.

9 **ponga a fluir sus jugos creativos**
Utilice las sobras en nuevas formas. Por ejemplo, pruebe el pollo sobrante frito, en una ensalada o haga ají de pollo. Recuerde, desechar alimentos es tirar el dinero.

10 **comer afuera**
Los restaurantes pueden resultar caros. Ahorre dinero obteniendo promociones especiales, salga a almorzar en lugar de ir a cenar, o busque ofertas de "2 por 1." Pida agua en lugar de otras bebidas, las cuales suman a la cuenta final.



Family Activity

What kind of information do food ads give you?

Do you see any ads for fruits and vegetables?

Have ads ever influenced your food choices? When? How?

Draw an ad for your family's favorite food or meal.



Recipe of the Week

Have you ever eaten "Bugs on a Log"?

This is a very simple snack that can be made with only a few items. Next time your friends come over to play, make some for them.

What you will need:

- A stalk of celery (your log)
- Some peanut butter or low-fat yogurt (the dirt)
- Some raisins or other dried fruit (the bugs!)
- (What food groups are you eating from?)

What to do:

1. Clean a stalk of celery.
2. Spread some peanut butter or cottage cheese down the center of the celery.
3. Sprinkle raisins or dried fruit on top! Enjoy!

It's that easy!

