

Advertising and Food Choices

Children are exposed to over 20,000 advertisements per year (about 55 ads per day)! Many of the advertisements that are targeted to children are for food products. The advertisements capture our attention with colorful packaging, popular health claims, and an urgency to consume the product right away, even if we are not hungry.

Helpful hints to avoid impulse purchases while shopping

- **Make a shopping list and stick to it.**
- **Give children some buying power** – when shopping, ask them to select the fruits and vegetables for snacking. Ask for their suggestions of Go Foods to add to their lunches and family dinners. Discuss what they picked and why.
- **Talk about end displays, colorful packaging** and the location of Slow Foods. How much is it influencing your food choices?
- **Read labels!** Verify the health claims on the packaging. What are they not telling us about the product?
- **Make treats truly treats!** Have your children help you pick out one treat for the week.
- **Avoid stocking up on treats and Slow Foods.** You will find you eat more if they are in the house.



Helpful hints at home

- **Beware of advertisements that create feelings of hunger or cravings for Slow Foods.** If after watching a soda commercial you want a soda, take a moment to think about it. Maybe you are thirsty and all you need is a drink of water.
- **If feeling hungry after watching an enticing commercial,** wait to see if the hunger lasts. If it does grab a Go Food to satisfy hunger.

Planning meals and snacks is a great way to control impulse purchases at the store and to help you snack on Go Foods. Here's a fun Go Food snack you can make at home!

Homemade Fruit Leather Recipe

3 cups of fresh strawberries
1 banana
1-2 Tablespoons of honey

In a blender or food processor, puree fruit which has been washed and pitted. Add honey and blend well. Place parchment paper on a cookie sheet with sides. Pour 2 cups of the fruit mixture on each cookie sheet. Place in oven at 150 degrees Fahrenheit for 6-8 hours.

