

Name \_\_\_\_\_

## **The Marketing of Foods - Webquest**

**Essential Question:** *How do marketing techniques influence what we eat?*

- Go to Mr. Curtis's DP and click on the link titled "*Marketing Food To Children*" on the My Food, Your Food, Our Food section of the Project page.

1. What is Food Marketing?

2. Which kinds of foods are most heavily targeted at children?

3. List 4 -5 reasons why food marketing contributes to childhood obesity:

4. Aside from television advertisements, what are some other ways that the food industry markets their products to children?

- Now, go back to Mr. Curtis’s DP and click on the link titled “*Ads vs. Reality*” on the My Food, Your Food, Our Food section of the project page.

1. Scroll down and study the Ads vs. Reality images of tacos from Taco Bell and Jack in the Box. What are the first thoughts/feelings that pop into your head after seeing the huge difference between the advertisements and the actual tacos?

First thoughts/feelings:

2. Continue scrolling and study all of the images of the Whopper from Burger King. Reflect on these questions in the space below:
  - a. Have you ever craved or bought food from a fast food place because of how good it looks in the advertisements?
  - b. Once you bought your food, have you ever stopped to think about how it does not look like the food being advertised?
  - c. Do advertisers think we are too ‘stupid’ not to notice the food we are being served?

(Explain your answers... no Yes or No responses, please!)

3. Scroll down through the rest of the page and check out all of the images of different burgers from McDonalds. What do you notice about the boxes that McDonald's serves its Big Macs and Angus Delux Third Pounder in?

**Reflect on the following points (answers to these questions are in your head, not on a website):**

- Should companies be allowed to advertise their unhealthy food in a way that makes it look more delicious (and very different) than the food you can actually buy from them? Why or why not?

- Why do you think that there are not a lot of delicious looking advertisements for healthy foods such as fruits and vegetables?



- Thinking of our cookbook, explain why you think it will be important to make the recipes we have created look very delicious:

