

FACS 1151
Wellness Nutrition
Extra Credit Opportunity
10 points

We recently viewed a video presentation on Kids and Food. It explored both the nutritional and psychological problems involved in feeding children.

Directions: Visit a grocery store and find ‘Kidfoods’. These foods are special foods and meals aimed specifically at kids. These are foods marketed with cartoon characters, toys, video games or movie characters that appeal to kids. List the “Kidfoods” you find and evaluate the nutritional labels. How many grams of fat does each product have? What percentage of calories come from fat? Saturated fat? Remember that we want to choose a diet that provides 20-35% of its calories from fat and that keeps saturated fat to 10% and trans fat to 1%. What about sugar? Remember that 6 grams means that about 20% of a one ounce serving is sugar. Total calories? Remember that a 4-6 year old should consume about 1800 calories per day and 7-10 year olds about 2,000 per day. Refer to chapter 2 in your textbook for a review of the nutritional label to help with your evaluation.

Guidelines:

- You should have a minimum of 5 food products
- Evaluate the nutritional information
- Evaluate the marketing techniques used to attract the child and discuss these techniques
- Is the Kidfood truly as healthy as the label claims? Would it be a nutritious food for a child? Could any information be misleading to a parent that did not have a great deal of knowledge about nutrition or label reading?
- Assignment should be typed with each food product identified and the above criteria provided
- The assignment is due at the beginning of class on Thursday, March 26.