

RESEARCH, MARKETING AND NUTRITION IN THE FOOD INDUSTRY.  
CREATING A POWER SMOOTHIE OR CEREAL WITH A STRONG PROMOTIONAL CAMPAIGN.

ESSENTIAL QUESTION:  
WHAT SWAYS YOU - NUTRITION, PACKAGING OR #SOHEALTHY?

WHAT ARE WE LEARNING?

- Using research of the Health Star Rating, packaging and logos to inform ideas.
- Promoting positive health and wellbeing with an understanding of nutrition.
- Creating our own product and promotional campaign.

TRY THIS WITH

- Year 9-10
- Students who love coming up with interesting ideas.
- Students who have an interest in nutrition and powering their body.

find

apply

produce

Collect  
Match  
Who

Choose  
Identify  
Why

Find and follow a health blog or words of wisdom from an athlete who inspires you.  
Use Pinterest to collate as many examples as possible of Healthy Eating Campaigns.  
Rank the success and appeal of these campaigns on a class wall sized continuum.  
Ask: What guidelines and labelling really lead us towards healthy eating?  
Use the Science of Vitamins and The Body to investigate the role of vitamins on the body.  
Allocate individual vitamins to each student. Support each student to research it's effect on the body.  
Focus on recommended daily value, what it is beneficial for, deficiencies and sources.  
Find icons to represent each of these components e.g. heart, digestion, teeth.  
Create an individual Easel.ly for each vitamin.  
Gather together class information on a base Easel.ly to summarise findings.  
Use designspiration to expose your students to a broad range of logo designs.  
Read: Article focussed on the latest social media influenced smoothie/juice trend.



Practice  
Experiment  
Organise

Connect  
Develop  
Invent

Find and follow the Instagram feeds of at least six smoothie/juicing/raw advocates.  
Choose 10 images from at least 4 of the chosen advocates.  
Critically analyze images - how are food, nutrition and body image connected?  
Ask: What messages do athletes send us when they endorse a food item? Is this ethical?  
Invent 'Athlete' and 'Everyday' versions of your own smoothie or cereal.  
Consider the different nutritional requirements for the customers of each version.  
Find your way through the design process with ideation.  
Visit local or on-line supermarkets to collect examples of logos, packaging and marketing.  
Separate each onto 3 different Pinterest boards.  
Create your own brand - logo, packaging and marketing.  
Go back to the basics and use pencil and paper to design a logo.  
Download fonts that project your brand.  
Play with text, size and positive/negative.  
Create six variations.



Choose  
Adapt  
Model

Improve  
Solve  
Promote

Practice your origami and folding techniques to create unexpected packaging ideas.  
Incorporate your photography and Health Star Rating information into your packaging.  
Construct suitable "mock up" packages for your smoothie or cereal.  
Produce a smoothie or cereal recipe that will achieve a high health star rating.  
Ask: What could you include in your marketing campaign?  
Take local photos at your local fruit and vegetable shop or farmers market based on colour of your smoothie or cereal.  
Collate a Colour Board using your own images.  
As chief food photographer, capture the best images of your raw ingredients and product.  
Create a class set of recipe cards on Picfont.  
Create an Instagram that mimics the essence of your brand and products.  
Fill it with images that inspire your followers.



success  
criteria

Students can check they have successfully completed the task by:

- Using labelling to show an understanding of ingredients and nutrition.
- Creating a product that considers ingredients and nutrition.
- Working through a product name, packaging and promotional material.

PRINCIPLES	VALUES	KEY COMPETENCIES	LEARNING AREAS	WORD BANK	KEY CONCEPTS
Future Focus Learning to Learn	Community and participation Innovation, inquiry and curiosity	Managing Self Using Language Symbols and Text	Physical Education Technology	Nutrition Design Process Ideate Marketing	The Design Process Nutrition Power Promoting a Product

# EAT SMART

KNOWING WHAT NUTRITION INFORMATION TO LOOK FOR CAN HELP YOU CHOOSE HEALTHY FUEL FOR YOUR BODY

## HEALTH STAR RATING BASED ON CALCULATING TOTAL:

All of these are calculated per 100g/100ml

- ★ Energy
- ★ Saturated Fat
- ★ Sodium (Salt)
- ★ Total Sugars
- ★ The quantities of these components determines the number of stars for the product and (depending on the category) protein/fibre/fruits and/or vegetable content.

To compare similar products use the 100g/100ml column as the serving size varies with products.

The system scores the nutritional value of packaged food out of 5. (5 stars is best)



The Health Star Rating is a government led initiative designed to help consumers choose between similar products when they are shopping.



Comparing ingredient and nutrition information enables you to make healthy food choices.

### Nutrition information

Servings per package: 3.75		
Serving Size: 40g (About 15 Chips)		
	Avg.Quantity per serving	Avg.Quantity per 100g
Energy	841kJ	2100kJ
Protein	2.7g	6.7g
Fat - Total	12.6g	31.6g
- Saturated	5.7g	14.2g
Carbohydrate	18.0g	44.9g
- Sugars	1.0g	2.6g
Sodium	226mg	564mg
Ingredients: Potatoes, Vegetable Oil, Salt, Flavours		

INGREDIENTS ARE LISTED IN DESCENDING ORDER

FOOD LABELS provide a wide range of information about our products to help us with our food choices.