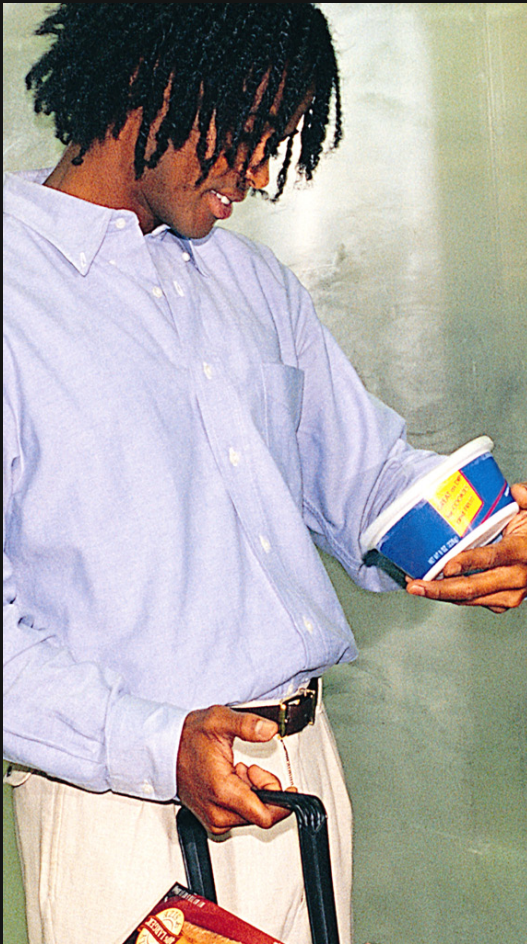
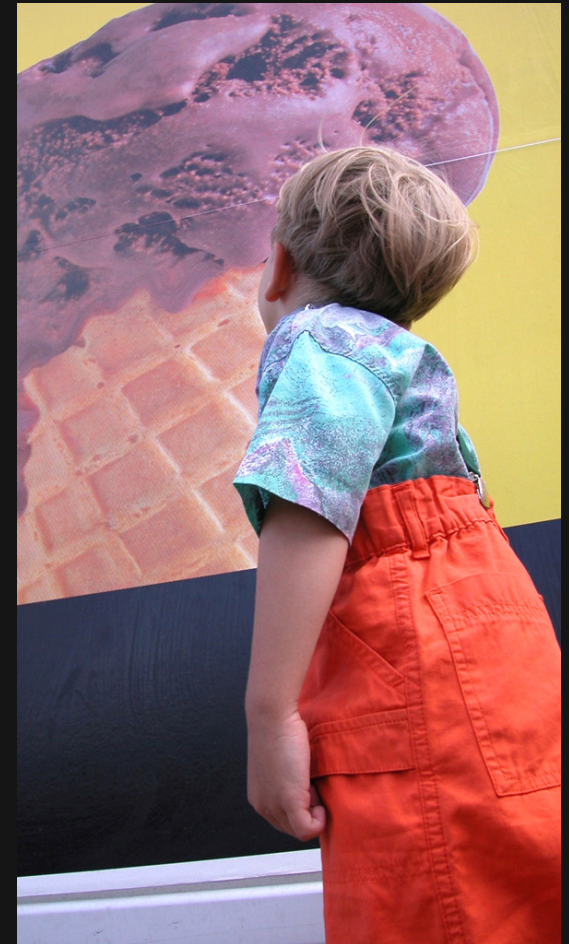


Food Marketing and Labeling



Nutrient		Amount	% Daily Value
Total Fat		29g*	58%
Saturated Fat		0g	0%
Trans Fat		0g	0%
Polyunsaturated Fat		0g	0%
Unsaturated Fat		0g	0%
Cholesterol		0mg	0%
Sodium		23g	46%
Total		12%	12%



Images copyright.



- Brand awareness
- Food marketing
- Food labeling

Essential questions

- To what degree are food choices made by individuals, versus made by others on their behalf?
- How do marketing and labeling affect food choices?
How can they make food choices more or less informed?
- Why and how do food companies market their products?
- How should food marketing be regulated, if at all?
Should food companies be allowed to market products to children and in schools?

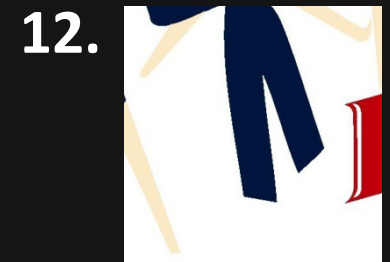
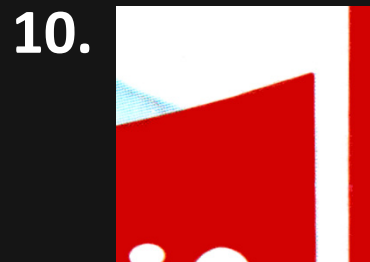
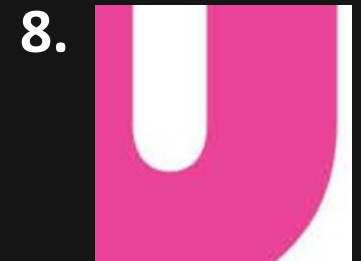
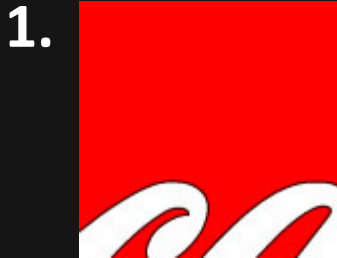


- Brand awareness

Food marketing

Food labeling

Brand awareness



All logos are Trademark and/or Copyright of the respective holders.

Brand awareness

1. Coca-Cola

2. Taco Bell

3. McDonald's

4. Pizza Hut

5. Burger
King

6. Subway

7. Starbucks

8. Dunkin'
Donuts

9. Gatorade

10. Little
Debbie

11. Sprite

12. KFC



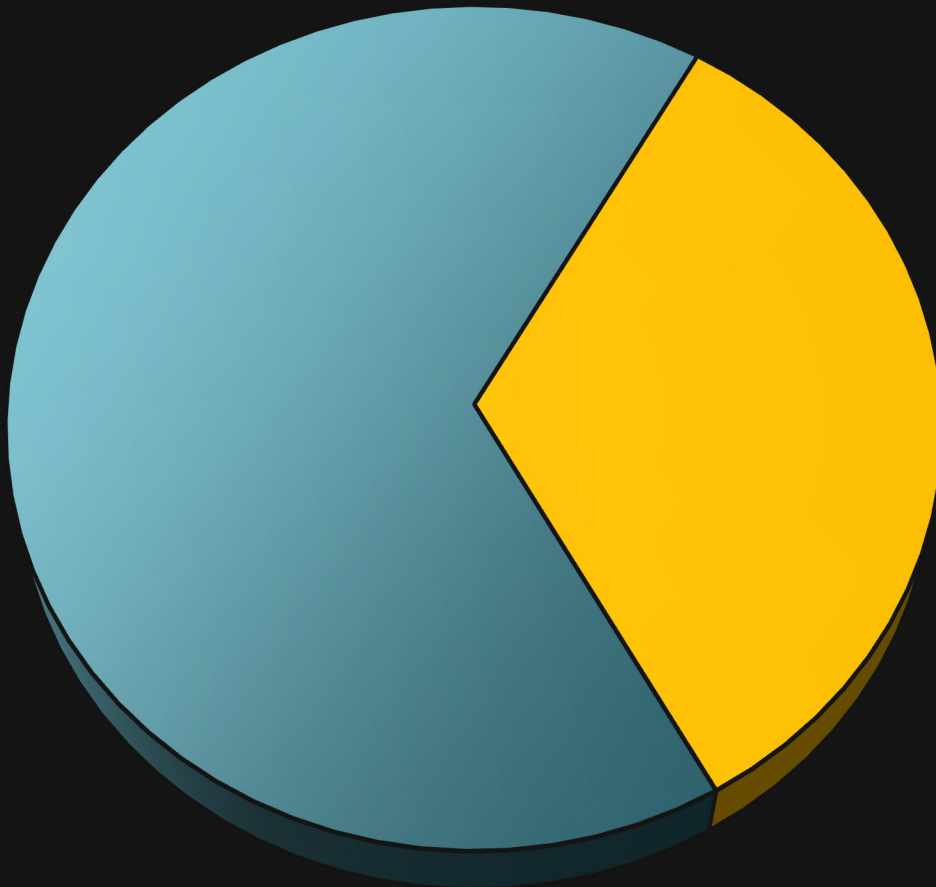
Brand awareness

- Food marketing

Food labeling

Direct advertising

Estimated total food marketing budget (1999): \$33 Billion

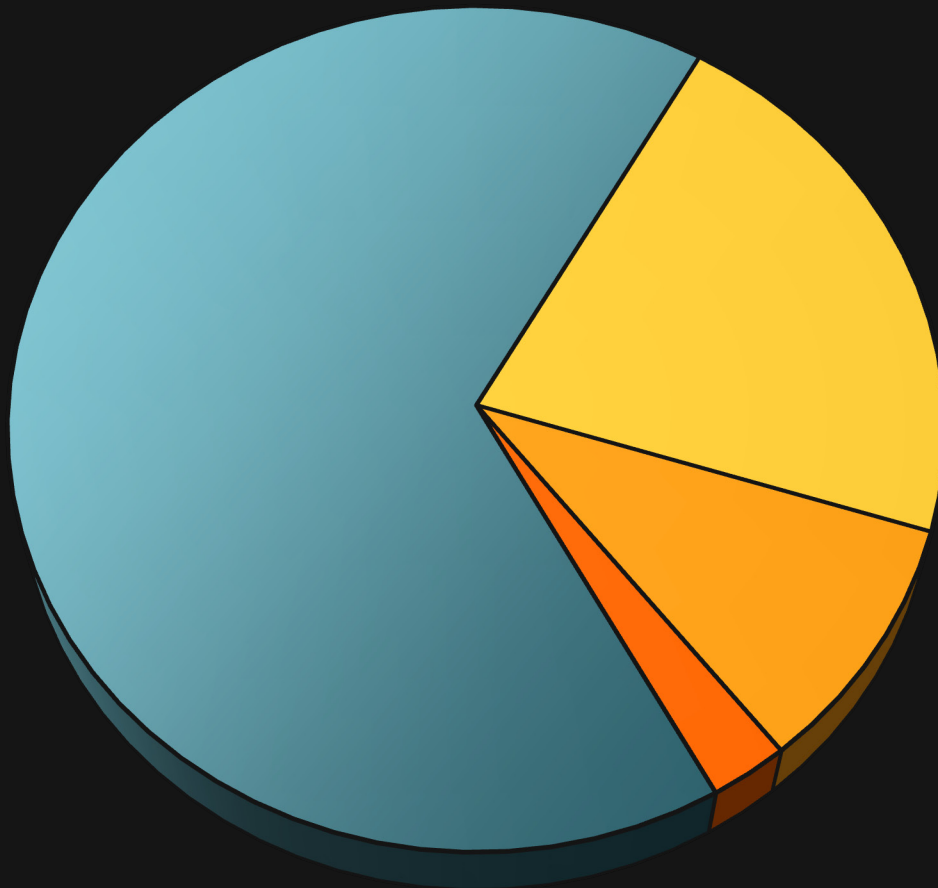


- Slotting fees, coupons and other marketing: \$22 Billion
- Direct advertising: \$11 Billion

Source: USDA ERS.

Direct advertising

Estimated total food marketing budget (1999): \$33 Billion



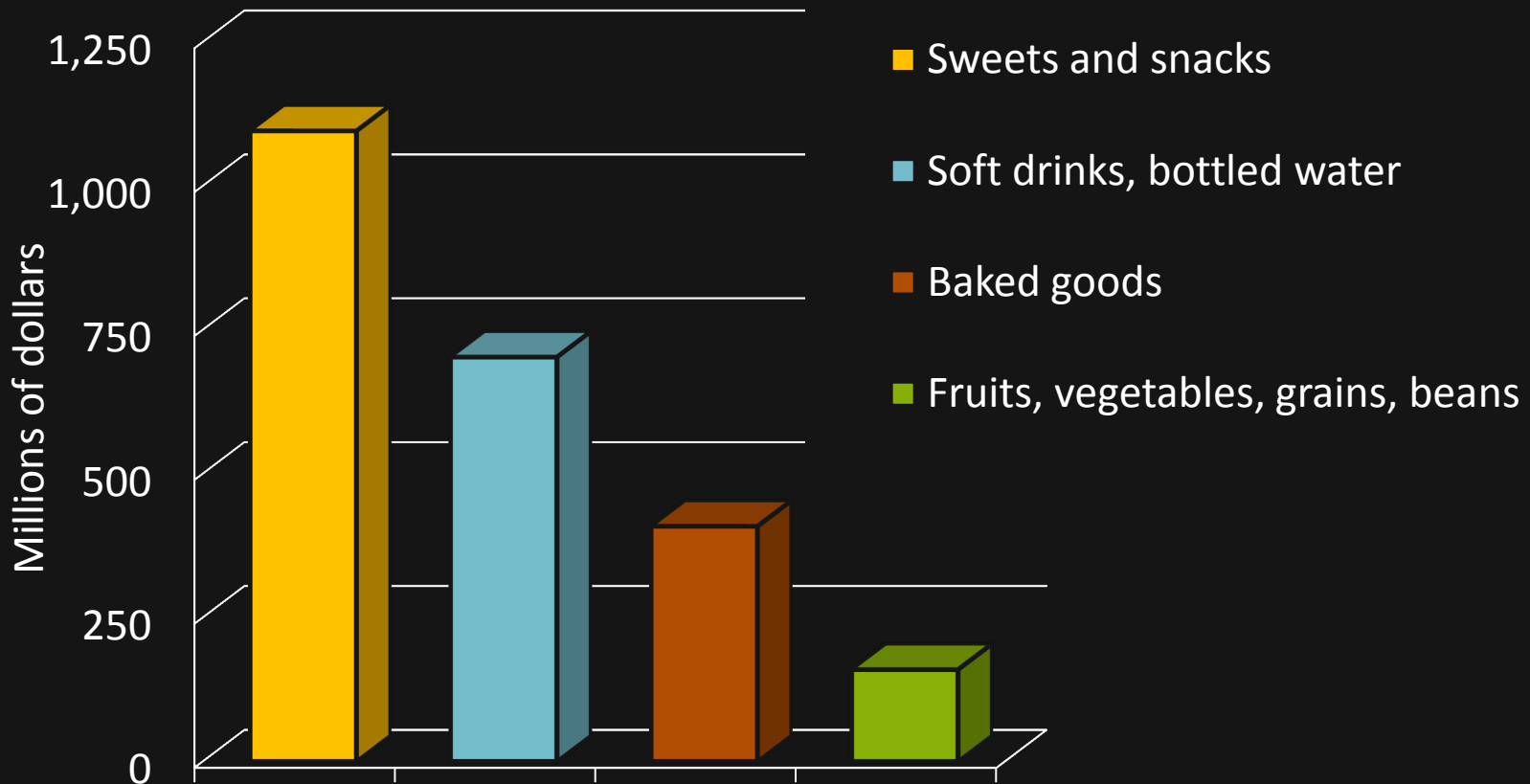
Direct advertising:
\$11 Billion

- Food manufacturers
- Restaurants
- Food stores

Source: USDA ERS.

Direct advertising

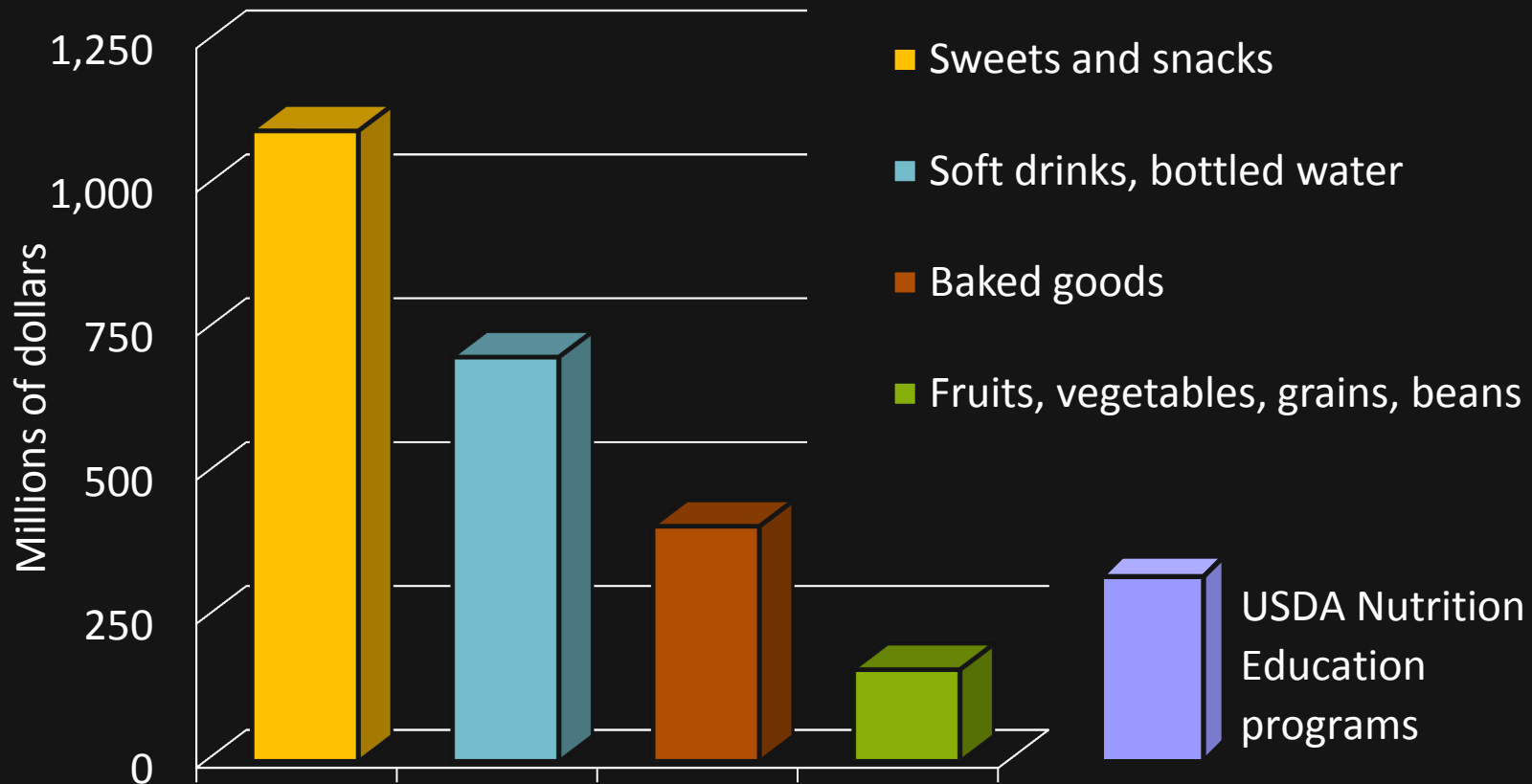
Annual spending by food manufacturers



Categories not shown: Prepared, convenience foods; alcohol; cooking products and seasoning; beverages; dairy products; meat, poultry and fish.

Direct advertising

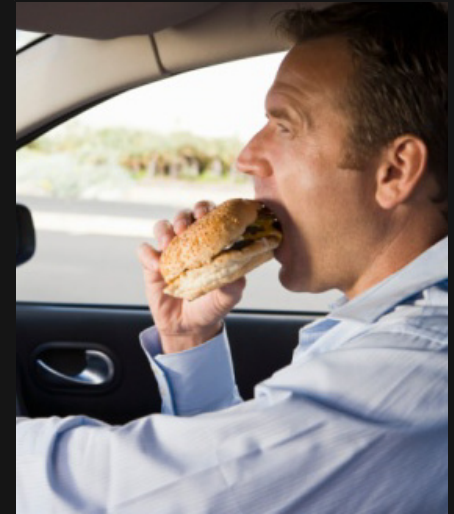
Annual spending by food manufacturers



Categories not shown: Prepared, convenience foods; alcohol; cooking products and seasoning; beverages; dairy products; meat, poultry and fish.

Added value

- Convenience
- Added nutrients
- Flavors
- Textures
- Colors
- Shapes



Images copyright.

Advertising fruits and vegetables



Television Bureau of Canada. 2010. Available at: http://www.tvb.ca/pages/BroccoliCase_htm

New products

- Products introduced in 1999: 20,000
- Products already on shelves: 320,000



Image copyright.

Marketing to children

- U.S. children spend \$8 billion on food
- Influence \$100 billion in parents' spending



Jason Wilson. 2005. *Scanning groceries*. Creative commons. Available on Wikimedia Commons.

Marketing to children

- Estimated TV food ads seen daily by U.S. children: 25 to 50



Aaron Escobar. 2007. *Child watching TV*. Creative Commons. Available on Wikimedia Commons.

Marketing to children

- FTC: Deceptive to advertise to children younger than six



Image copyright.

Marketing healthy food to children

- Shown to be effective



Image copyright.

Marketing in schools



GAO. 2000. Public Education: Commercial Activities in Schools.



Brand awareness

Food marketing

- Food labeling

Production practices



All images are Trademark and/or Copyright of the respective holders.

Nutrition information

The image shows a close-up of a U.S. FDA nutrition label. The label is tilted and features a yellow background. The text is printed in blue and black. The visible text includes:

Nutrient	Amount	% Daily Value
Total Fat	2g*	3%
Saturated Fat	0g	0%
Trans Fat	0g	0%
Polyunsaturated Fat	0g	0%
Monounsaturated Fat	0g	0%
Cholesterol	0mg	0%
Sodium	280mg	12%
Total Carbohydrate	23g	8%
Dietary Fiber	0g	0%
Sugars	0g	0%

- U.S. FDA nutrition label
- Used by ½ of U.S. adults
- May promote healthier choices

Image copyright.

Misconceptions of labels



All logos are Trademark and/or Copyright of the respective holders.

Misconceptions of labels



- No implications for nutrition
- Allows transgenic organisms
- Allows antimicrobials, added hormones



- Does not require birds to be raised outdoors

All logos are Trademark and/or Copyright of the respective holders.

Front of package labels

- “Antioxidant rich”
- “Heart healthy”
- “Smart choice”
- “Boosts immunity”



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Menu labeling



LUNCH

	Calories	Price
Grilled Chicken	390	\$3.99
Hamburger	280	\$0.99
Cheeseburger	300	\$1.39
Fish Filet	450	\$3.29
Fries – Small	300	\$1.00
Fries – Large	600	\$1.79
Soda – Small	150	\$1.00
Soda – Large	300	\$1.89

NYC Department of Health and Mental Hygiene. Available at: www.nyc.gov/calories

Menu labeling



470
CALORIES

Giant apple raisin muffin

LOOK FOR THE NEW NYC
**READ 'EM
BEFORE YOU
EAT 'EM!**
CALORIE POSTINGS!

Healthy snack? Maybe not.

NYC
Michael R. Bloomberg
Mayor

Department of
Health & Mental
Hygiene
Thomas R. Frieden, M.D., M.P.H.
Commissioner

NYC Department of Health and Mental Hygiene. Available at: www.nyc.gov/calories

Menu labeling



1210 CALORIES

Fried chicken, macaroni and cheese, biscuits and soda

**LOOK FOR THE NEW NYC
READ 'EM
BEFORE YOU
EAT 'EM!
CALORIE POSTINGS!**

If this is lunch, is there room for dinner?

NYC
Michael R. Bloomberg
Mayor

Department of
Health & Mental
Hygiene
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Commissioner

NYC Department of Health and Mental Hygiene. Available at: www.nyc.gov/calories

Menu labeling

2000 CALORIES A DAY
IS ALL MOST ADULTS SHOULD EAT



Fried chicken, macaroni and cheese, biscuits and soda

LOOK FOR THE NEW NYC
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Menu labeling

2000 CALORIES A DAY
IS ALL MOST ADULTS SHOULD EAT



Giant apple raisin muffin

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