

BACKGROUND



FINDINGS

After selecting a packaged food product they felt was a healthy choice, children in the focus groups were asked why they made the selection they did.

CHILDREN OFTEN ASSOCIATE PRODUCTS AS HEALTHY BY VIRTUE OF THEIR

SUMMARY

Brand names, tag lines and symbols are marketing tools. They can sell the story of the product and highlight key attributes, but they don't necessarily reflect the overall nutritional quality of a packaged food product. For this, you need to examine the Nutrition Facts table and ingredient list of each product.