



FINDINGS

When asked What is kids' food? and then What is adult food, children answered the following:

CHILDREN DEFINE "KIDS' FOOD" AS JUNK, SUGAR (OR SUGARY CEREAL) UNDER SW

SUMMARY

Today, packaged food products specifically designed to appeal to children have proliferated throughout the entire supermarket. Food marketing to children is currently a multi-billion dollar industry, and the foods promoted are not necessarily the healthiest choice for children. Encouraging children to question why foods are targeted directly to them fosters the development of critical skills about marketing to help them make healthy decisions across a lifetime.