Module C – Grocery Store Visit Assignment

(Outcome 12.NU.9)

Complete the following and place it in the correct section (Module C) of your portfolio.

1. Identify any of the previously discussed advertising strategies and/or marketing tricks visible, implemented, or identifiable at the store.

2. Identify nutrient content and health claims for at least 3 products found in the store. Identify the product’s name, the claim, and the Nutrition Facts that support the claim.

3. Report anything else you found that you thought was meant to influence the consumer to buy more or to buy one product rather than another.

4. Pick 4 grocery items you could buy with which you could create a meal that would meet Canada’s Food Guide (4) food group and serving requirements. List the items, price, and quantity and how you might prepare it (please use the back of the sheet for this).