



Revolutionizing the Way We Think About Food

# Lesson 4

## **5 Tips for Dodging Consumer Traps:**

### **1. Shop the Perimeter!**

The healthy food and necessities such as fruits, vegetables, eggs, milk, etc. are generally at the back of the store or on the sides, forcing consumers to walk through the store and be exposed to the marketing tactics of processed and junk food companies. Stay on the perimeter to make the most healthful choices.

### **2. Make a List of What You Need and Stick to It:**

Research shows that the more products customers see, the more they buy. Come to the supermarket with a shopping list to avoid impulsive purchases.

### **3. Beware of Health Claims!**

Companies regularly use nutrition and health claims to sell food. For example, a sugar cereal like Apple Jacks boasts on the box that it is a good source of fiber and made with whole grains. But a quick look at the ingredients will show that sugar is the first ingredient and there are tons of food colorings and other unhealthy ingredients. Arm yourself with the facts and **READ THE LABELS** to make the best choices.

### **4. High Profit /Nutritionally Bankrupt Items are at Eye Level:**

Major food companies pay more money to have certain products on eye level because they are the first products people see. These products are most often junk food because they are highly profitable but nutritionally bankrupt – high in calories and highly processed.

Also, notice the items by the cash register area -- there is almost always a huge selection of candy bars, gum, etc. These are impulse buys – a last effort to get consumers to buy junk food before they walk out the door.

### **5. Be Careful of Weekly Coupons or Special Flyers:**

Food companies usually have specials of some sort, but they're often not for healthy options. This is yet another tactic to have consumers justify the purchase of unhealthy foods.

**Feel free to share this info with your friends and family!**

