



Handout 1.11: Spot the Trick

Lesson: 1.11 Label Detective, Day 2 **Print:** Pages 1 to 4, one per student. A calculator is allowed.

Page 1: Five tricks and the line that catches each one

Name: _____ Date: _____ Period: _____

Directions: As we go through the five tricks on the screen, write what the trick is and which line on the Nutrition Facts label or ingredient list catches it.

Trick	What it is	The line that catches it
1. The serving size game		
2. “Natural”		
3. True but beside the point (“fat free,” “made with real fruit,” “multigrain”)		
4. The health halo (green package, a leaf, “wellness”)		
5. “No sugar added” vs “sugar free” vs “reduced sugar”		

The fix is always the same: _____

Page 2: Comparison 1, the juice aisle

Product A: 100% Orange Juice, 52 fl oz carton. Front says: “100% juice. No sugar added. Excellent source of vitamin C.”

Nutrition Facts	
Servings per container	about 6
Serving size	8 fl oz (240 mL)
Calories	110
Total Fat 0 g	0%
Sodium 0 mg	0%
Total Carbohydrate 26 g	9%
Dietary Fiber 0 g	0%
Total Sugars 22 g	
Includes 0 g Added Sugars	0%
Protein 2 g	
Vitamin C 90 mg	100%
Potassium 450 mg	10%

Ingredients: orange juice.

Product B: Sunny Orange Drink, 64 fl oz bottle. Front says: “Made with real juice. Excellent source of vitamin C. Only 10 calories per ounce.”

Nutrition Facts	
Servings per container	8
Serving size	8 fl oz (240 mL)
Calories	120
Total Fat 0 g	0%
Sodium 25 mg	1%
Total Carbohydrate 31 g	11%
Dietary Fiber 0 g	0%
Total Sugars 30 g	
Includes 28 g Added Sugars	56%
Protein 0 g	
Vitamin C 90 mg	100%
Potassium 40 mg	0%



Ingredients: water, high fructose corn syrup, orange juice concentrate (10%), citric acid, natural flavor, ascorbic acid (vitamin C), yellow 6.

Compare one serving:

	Product A	Product B	Which is better on this line?
Calories			
Total sugars (g)			
Added sugars (g and % DV)			
Sodium (mg)			
First ingredient			

Better choice (circle): A / B

The trick on Product B's front: _____

Whole container: if you drank all of Product B, added sugars = _____ servings x _____ g = _____ g. The daily value for added sugars is 50 g. That is _____ days' worth.

One sentence with two numbers as evidence: _____



Page 3: Comparison 2, the chip aisle

Product C: Crispy Veggie Straws, 7 oz bag. Front says: “Made with real vegetables. 30% less fat than regular potato chips. No artificial colors.”

Nutrition Facts	
Servings per container	7
Serving size	1 oz (28 g, about 38 straws)
Calories	130
Total Fat 7 g	9%
Saturated Fat 0.5 g	3%
Sodium 220 mg	10%
Total Carbohydrate 16 g	6%
Dietary Fiber less than 1 g	2%
Total Sugars 0 g	
Includes 0 g Added Sugars	0%
Protein less than 1 g	
Vitamin A 0 mcg	0%
Vitamin C 0 mg	0%

Ingredients: potato starch, potato flour, corn starch, sunflower oil, salt, spinach powder, tomato paste, turmeric, beet powder.

Product D: Classic Potato Chips, 8 oz bag. Front says: “Made with real potatoes.”

Nutrition Facts	
Servings per container	8
Serving size	1 oz (28 g, about 15 chips)
Calories	160
Total Fat 10 g	13%
Saturated Fat 1.5 g	8%
Sodium 170 mg	7%
Total Carbohydrate 15 g	5%
Dietary Fiber 1 g	4%
Total Sugars less than 1 g	
Includes 0 g Added Sugars	0%
Protein 2 g	



Vitamin C 9 mg	10%
Potassium 350 mg	8%

Ingredients: potatoes, vegetable oil (sunflower, corn, or canola), salt.

Compare one serving:

	Product C	Product D	Which is better on this line?
Calories			
Total fat (g)			
Sodium (mg and % DV)			
Fiber (g)			
Protein (g)			
Any vitamins?			

Better choice (circle): C / D / neither is a health food

The trick on Product C's front: _____

Whole bag: if you ate the whole bag of Product C, sodium = ____ x ____ = ____ mg. Whole bag of D: ____ x ____ = ____ mg.

One sentence with two numbers as evidence: _____



Page 4: Critique the ad

The ad (on the screen and here):

SunBurst Fruit Bites Made with REAL fruit. Fat free. Excellent source of vitamin C. The healthy snack for active kids. Toss a pouch in the lunchbox and feel good about it. (Picture: a smiling kid on a soccer field holding a pouch; strawberries and oranges tumbling across the package.)

The label on the back of the box:

Nutrition Facts	
Servings per container	10 pouches
Serving size	1 pouch (26 g)
Calories	90
Total Fat 0 g	0%
Sodium 35 mg	2%
Total Carbohydrate 21 g	8%
Dietary Fiber 0 g	0%
Total Sugars 12 g	
Includes 11 g Added Sugars	22%
Protein 0 g	
Vitamin C 22 mg	25%
Vitamin A 0 mcg	0%

Ingredients: corn syrup, sugar, modified corn starch, pear juice concentrate, citric acid, ascorbic acid (vitamin C), natural and artificial flavor, carnauba wax, red 40, yellow 5, blue 1.

For comparison, one medium apple: 95 calories, 25 g total carbohydrate, 4 g dietary fiber, 19 g total sugars, 0 g added sugars, 0 mg sodium, vitamin C 8 mg (10%).

Directions: Write a four-sentence critique. Sentence 1: what the ad claims. Sentences 2, 3, and 4: three pieces of evidence from the label or the ingredient list that the claim hides. Use a number or an ingredient in each one.

Sentence frame: "The ad says , **but the label shows** ."









Grade 8 stretch: on the back of this page, design an honest Nutrition Facts label for a snack that could truthfully say “made with real fruit.” Name the snack, list the first three ingredients, and fill in serving size, calories, total sugars, added sugars, and fiber.