Ads Pyramid Quick Activity

Divide the class into groups of three or four. Give each group a food section from the newspaper and five different colored markers. Have the groups assign a colored marker to each food category and identify the category that each food belongs in. For example, if students in a group choose red for vegetables and fruits, then they would mark the ads for broccoli and nectarines red.

After the foods have been marked, ask students to examine the foods, their colors and their categories. Are a variety of foods on sale, or is there more of one kind than another? Could some foods be put into more than one category? Why might supermarkets promote some foods more than others? Are supermarkets concerned about people’s health? What other factors might be at work? Ask students to explain why they marked the foods as they did.