

Mad Food Science Food Messages



Fun Food Experiments with Belinda Smith.

Did you know food manufacturers spend LOTS of dollars on working out what colour, pictures, and words to put on their packets. The colour, pictures and words all send messages about the food to your brain. In this Mad Food Science experiment, you will learn what a difference the actual packet has on your decision to eat a food.

Experiment Overview

Research shows 55% of our purchasing decisions are made based on what's on the front of a packet. Learn how much a packet affects your decision to eat a food.



Preparations

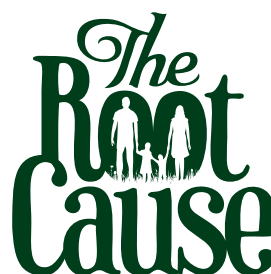
- Your imagination
- Observation Report (attached)

Method

1. Close your eyes and think of your favourite packet food, then open your eyes.
2. Now answer the first 3 questions on the Observation Sheet
3. Now close your eyes again. Imagine the packet food is now in a black and white packet. On the packet is a picture of your parents walking down the street holding hands or having a kiss or cuddle. Or the picture is of your pesky brother or sister playing with your favourite toy and they have just broken it
4. Now open your eyes again and answer the remaining questions on your Observation Sheet
5. Submit your Observations and photographs to belinda@therootcause.com.au

Blank Packaging - Does It Affect How You Feel?

The Mad Food Science Experiments are brought to you by Bel Smith, Health & Wellness Coach. For more Mad Food Science Fun, FREE recipes & tips, join our community at therootcause.com.au



Food Messages Observations



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Your Name: _____ Age: _____

Experiment Start Date: ____/____/____

Your Observations

1. What is your favourite packet food? _____
2. List 3 things about the actual packet (not the food) that grabs your attention?

3. Circle how you felt when you closed your eyes and imagined your favourite food. (1 or more)
Happy Hungry Sad Nothing
4. Do you still feel the same way about your favourite packet food now? Circle Yes No
5. Circle how you felt when you closed your eyes and imagined your favourite packet in a black and white packet. (1 or more)
Happy Hungry Sad Nothing
6. Do you think you would buy the black and white packet if it was on the shelf next to the colourful one? Circle Yes No
7. What did you learn about how the outside of a packet affects your thoughts and feelings?

Use another piece of paper if needed

Be sure to return your Mad Food Science Experiment Observations to
belinda@therootcause.com.au