

STUDENT WORKBOOK

HEALTH AND  
LIFE SKILLS 7-9

# Food — for — Me

Using *Canada's Food Guide*  
to plan meals and snacks

This book belongs to:

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TeachNutrition™

By Dairy Farmers of Canada's Registered Dietitians



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The *Food for Me* program addresses this question: How can you use *Canada's Food Guide* (CFG) to plan and create enjoyable meals and snacks?

## LESSONS AT A GLANCE

### LESSON 1: THE BUILDING BLOCKS OF MEALS AND SNACKS

Practise creating meals and snacks that feature foods from the CFG Plate.

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### LESSON 2: EXPLORING VARIETY

Explore how choosing a variety of vegetables and fruits, whole grain foods, and protein foods helps your body get the nutrients it needs.

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### LESSON 3: FACTORS THAT AFFECT FOOD CHOICES

Examine how various factors related to personal needs and available resources influence food choices.

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### LESSON 4: FOOD TRUCK FRENZY

Apply knowledge of the CFG Plate, of choosing a variety of foods, and of factors that affect food choices in the development of a food truck menu.

# LESSON 1: THE BUILDING BLOCKS OF MEALS AND SNACKS

Practise creating meals and snacks that feature foods from the CFG Plate.

## ACTIVITY: BUILD-YOUR-OWN MEALS AND SNACKS

### SNACKS

Look at each snack as it comes up on the screen and check off the *Canada's Food Guide* (CFG) foods you see in the images: VF = vegetables and fruits, WGF = whole grain foods, PF = protein foods.

1. Would you add any other foods to the snack so that it contains foods from at least two categories (vegetables and fruits, whole grain foods, and protein foods)?
2. Would you swap out any foods for something you like better, while keeping foods from at least two of the three categories?
3. Would you add anything else to the snack to make it taste even better?

Snack 1: Cheese slices



- VF
- WGF
- PF

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

Snack 2: Vegetables with hummus



- VF
- WGF
- PF

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

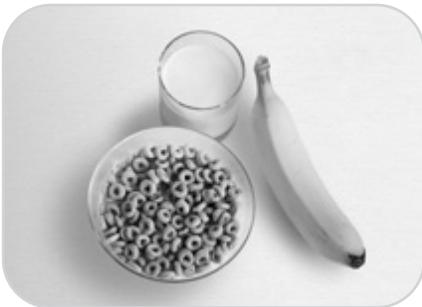
# MEALS

Look at each meal as it comes up on the screen and check off the CFG foods you see in the images:

VF = vegetables and fruits, WGF = whole grain foods, PF = protein foods.

1. Would you add any other foods to the meal so that it contains at least one vegetable or fruit, one whole grain food, and one protein food?
2. Would you swap out any foods for something you like better while keeping at least one vegetable or fruit, one whole grain food, and one protein food?
3. Would you add anything else to the meal to make it taste even better?

Breakfast 1: Cereal with milk and a banana



- VF
- WGF
- PF

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Breakfast 2: Smoothie (milk, yogurt, and mixed berries)



- VF
- WGF
- PF

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# MEALS

Look at each meal as it comes up on the screen and check off the CFG foods you see in the images:

VF = vegetables and fruits, WGF = whole grain foods, PF = protein foods.

1. Would you add any other foods to the meal so that it contains at least one vegetable or fruit, one whole grain food, and one protein food?
2. Would you swap out any foods for something you like better while keeping at least one vegetable or fruit, one whole grain food, and one protein food?
3. Would you add anything else to the meal to make it taste even better?

Lunch 1: Vegetable stir-fry, brown rice, and a glass of water



- VF
- WGF
- PF

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Lunch 2: Falafel pita with vegetables and tzatziki, an apple, and a glass of water



- VF
- WGF
- PF

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# MEALS

Look at each meal as it comes up on the screen and check off the CFG foods you see in the images:

VF = vegetables and fruits, WGF = whole grain foods, PF = protein foods.

1. Would you add any other foods to the meal so that it contains at least one vegetable or fruit, one whole grain food, and one protein food?
2. Would you swap out any foods for something you like better while keeping at least one vegetable or fruit, one whole grain food, and one protein food?
3. Would you add anything else to the meal to make it taste even better?

**Supper 1: Pita pizza with chicken and cheese, and a glass of water**



- VF
- WGF
- PF

1. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
2. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
3. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Supper 2: Baked fish; whole grain couscous; cooked squash, beans, and corn; a cookie; and a glass of milk**



- VF
- WGF
- PF

1. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
2. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
3. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## REFLECTION QUESTIONS

1. Based on what you learned today, what could you try the next time you plan a snack?

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2. Based on what you learned today, what could you try the next time you plan a meal?

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# LESSON 2: EXPLORING VARIETY

Explore how choosing a variety of vegetables and fruits, whole grain foods, and protein foods helps your body get the nutrients it needs.

## ACTIVITY: FOOD PROFILES

Your teacher will assign you a set of foods to examine using nutrient graphs.

- Which *Canada's Food Guide* category do these foods belong to: vegetables and fruits, whole grain foods, or protein foods?  
\_\_\_\_\_
- In the chart below, list the top three nutrients in each food from highest percent daily value (% DV) to lowest % DV. If there is a tie, write in all the nutrients at that % level. Mark the protein claim for each food as well.

FOOD	TOP THREE NUTRIENTS	% DV	PROTEIN CLAIM
	1.		<input type="radio"/> Excellent source of protein
	2.		<input type="radio"/> Good source of protein
	3.		<input type="radio"/> Low source of protein
	1.		<input type="radio"/> Excellent source of protein
	2.		<input type="radio"/> Good source of protein
	3.		<input type="radio"/> Low source of protein
	1.		<input type="radio"/> Excellent source of protein
	2.		<input type="radio"/> Good source of protein
	3.		<input type="radio"/> Low source of protein

FOOD	TOP THREE NUTRIENTS	% DV	PROTEIN CLAIM
	1.		<input type="radio"/> Excellent source of protein
	2.		<input type="radio"/> Good source of protein
	3.		<input type="radio"/> Low source of protein
	1.		<input type="radio"/> Excellent source of protein
	2.		<input type="radio"/> Good source of protein
	3.		<input type="radio"/> Low source of protein
	1.		<input type="radio"/> Excellent source of protein
	2.		<input type="radio"/> Good source of protein
	3.		<input type="radio"/> Low source of protein

3. Are the top three nutrients for each food different?  Yes  No

4. Why do you think it is important to eat a variety of vegetables and fruits, whole grain foods, and protein foods?

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5. What are some challenges to eating a variety of foods? How could these be addressed?

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# LESSON 3:

## FACTORS THAT AFFECT FOOD CHOICES

Examine how various factors related to personal needs and available resources influence food choices.

### ACTIVITY: THIS OR THAT

There are no right or wrong answers for this activity. The purpose of the activity is to think about some of the reasons we make food choices.

#### SCENARIO

You were sent to the store with \$20 to buy groceries to make breakfast for your family of four.\* You decide to make peanut butter toast with fruit and milk, keeping in mind what you've learned about *Canada's Food Guide* (CFG) and variety. You write bread, peanut butter, apples, and milk on your grocery list.

#### PART 1: SELECT FOODS

Review each section of the chart and put a checkmark next to your preferred choice (for example, multi-grain bread versus whole grain bread). Consider what three factors most influenced your decision. If you choose a different food from what is listed, look up the cost online or in a grocery flyer and record the information.

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#### \*Notes:

- Food prices were based on three major grocery stores in Edmonton, Alberta (January 2021).
- Remote communities experience significant differences in pricing and availability. Consider using the open-ended "other" section in the activity as an opportunity to discuss this.

## MULTI-GRAIN BREAD *VERSUS* WHOLE GRAIN BREAD

FACTOR	Multi-grain bread	or	Whole grain bread
<b>TASTE</b>	Have you tried this before? If yes, did you enjoy it? If no, would you like to try it?		Have you tried this before? If yes, did you enjoy it? If no, would you like to try it?
<b>COST<sup>1</sup></b>	\$3.15/loaf (\$0.20 per slice)		\$3.58/loaf (\$0.22 per slice)
<b>FOOD GUIDE SNAPSHOT<sup>2</sup></b>	Multi-grain bread is a CFG whole grain food only if the ingredient list has the words “whole grain” followed by the name of a grain (for example, whole grain oats). This bread is not whole grain (see ingredients below).		Whole grain bread is part of the whole grain foods category in CFG.
<b>INGREDIENTS<sup>3</sup></b>	Enriched wheat flour, Water, Whole grain and seed mix (flax seeds, ground flax seeds, barley flakes, oat flakes, rye flakes, triticale flakes, corn meal, millet, sunflower seeds, brown rice meal, buckwheat flour, sesame seeds), Yeast, Sugar, Wheat gluten, Soybean and/or canola oil, Salt, Blackstrap molasses, Soy lecithin, Enzymes, Caramel colour, Ascorbic acid.		Whole grain whole wheat flour including the germ, Water, Sugar, Yeast, Vegetable oil (canola or soybean), Wheat gluten, Vinegar, Salt, Calcium propionate, Sorbic acid, Soybean lecithin.
<b>OTHER</b>	For example, if you have celiac disease you need to consider gluten free products when buying bread.		
<p>Select which food you would choose:</p> <p><input type="radio"/> Multi-grain bread</p> <p><input type="radio"/> Whole grain bread</p> <p><input type="radio"/> Other (if applicable) _____</p> <p>What were the top three factors you considered in making your final food selection?</p> <p>1. _____</p> <p>_____</p> <p>2. _____</p> <p>_____</p> <p>3. _____</p> <p>_____</p>			

<sup>1</sup>**Cost:** Keep in mind that having reliable access to enough affordable, acceptable food can dictate choices before taste, variety, or nutrition.

<sup>2</sup>**Food Guide Snapshot:** According to Health Canada, “Whole wheat and multi-grain foods may not be whole grain. Some foods may look like they are whole grain because of their colour, but they may not be. Read the ingredient list and choose foods that have the words ‘whole grain’ followed by the name of the grain as one of the first ingredients,” such as

- whole grain oats
- whole grain wheat

(Health Canada. 2020. Eat whole grain foods. [food-guide.canada.ca](http://food-guide.canada.ca). Accessed Jan. 18, 2021.)

<sup>3</sup>**Ingredients:** Food additives or specific vitamins and minerals are regulated under *Canada’s Food and Drug Regulations*. They are safe to consume, even if their names are unfamiliar or difficult to pronounce. Health Canada states that food additives “must be of suitable quality, must be effective for their intended purpose, and when used according to the Lists, must not pose a hazard to the health of the consumer.” (Health Canada. 2016. Food additives. [canada.ca/en/health-canada](http://canada.ca/en/health-canada). Accessed Jan. 18, 2021.)

- Soy/soybean lecithin: made from soybean oil; has emulsifying properties (prevents oil from separating)
- Ascorbic acid: vitamin C; acts as a preservative to keep bread from spoiling
- Calcium propionate: acts as a preservative to keep bread from spoiling
- Sorbic acid: acts as a preservative to keep bread from spoiling

# PEANUT BUTTER *VERSUS* NATURAL PEANUT BUTTER

FACTOR	Peanut butter	or	Natural peanut butter
<b>TASTE</b>	Have you tried this before? If yes, did you enjoy it? If no, would you like to try it?		Have you tried this before? If yes, did you enjoy it? If no, would you like to try it?
<b>COST<sup>1</sup></b>	\$5.31/1 kg (\$0.08 per 15 g or 1 Tbsp)		\$7.08/1 kg (\$0.11 per 15 g or 1 Tbsp)
<b>INGREDIENTS<sup>2</sup></b>	Select roasted peanuts, Soybean oil, Corn maltodextrin, Sugar, Hydrogenated vegetable oil (cotton seed and rapeseed oil), Salt, Mono- and diglycerides.		100% select roasted peanuts.
<b>PREPARATION</b>	No preparation required. The stabilizers in the ingredients ensure the peanut butter does not separate.		Stir before use. The peanut's own oils separate from the solids and the oil needs to be mixed back in before use.
<b>OTHER</b>	For example, if you have a peanut allergy, you need to consider an alternative nut or seed spread.		

Select which food you would choose:

- Peanut butter
- Natural peanut butter
- Other (if applicable) \_\_\_\_\_

What were the top three factors you considered in making your final food selection?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

<sup>1</sup>**Cost:** Keep in mind that having reliable access to enough affordable, acceptable food can dictate choices before taste, variety, or nutrition.

<sup>2</sup>**Ingredients:** Food additives or specific vitamins and minerals are regulated under *Canada's Food and Drug Regulations*. They are safe to consume, even if their names are unfamiliar or difficult to pronounce. Health Canada states that food additives "must be of suitable quality, must be effective for their intended purpose, and when used according to the Lists, must not pose a hazard to the health of the consumer." (Health Canada. 2016. Food additives. [canada.ca/en/health-canada](http://canada.ca/en/health-canada). Accessed Jan. 18, 2021.)

- Maltodextrin: made from carbohydrates; thickens foods and extends their shelf life
- Mono- and diglycerides: a type of fat; has emulsifying properties (prevents oil from separating)

## APPLES *VERSUS* APPLE SAUCE (UNSWEETENED)

FACTOR	Apples	or Apple sauce (unsweetened)
<b>TASTE</b>	Have you tried this before? If yes, did you enjoy it? If no, would you like to try it?	Have you tried this before? If yes, did you enjoy it? If no, would you like to try it?
<b>COST<sup>1</sup></b>	\$4.52/1 kg (\$0.88 per apple)	\$2.54/650 mL (\$0.49 per 125 mL or ½ cup)
<b>SEASONALITY<sup>2</sup></b>	Apples are in season when you are making your selection.	Apple sauce is made from apples picked at peak ripeness and processed within days to retain nutrients and flavour.
<b>PRODUCTION</b>	There is a sign beside the apples with a picture of a local farmer who grows apples and supplies them to the store.	The package of apple sauce says, “Product of Canada.”
<b>OTHER</b>	For example, you may consider choosing organic <sup>3</sup> to be important when buying produce.	

Select which food you would choose:

- Apples  
 Apple sauce (unsweetened)  
 Other (if applicable) \_\_\_\_\_

What were the top three factors you considered in making your final food selection?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

<sup>1</sup>**Cost:** Keep in mind that having reliable access to enough affordable, acceptable food can dictate choices before taste, variety, or nutrition.

<sup>2</sup>**Seasonality:** Frozen and canned vegetables and fruit are healthy and convenient options. They often take less time to prepare and are just as nutritious as fresh vegetables and fruits.

<sup>3</sup>**Organic:** Choosing organic or conventionally produced foods is a personal decision. Health Canada recognizes that “there is no scientific evidence to show that there is a health risk from eating conventionally grown produce because of pesticide residues, or that organic foods are safer to eat than conventionally produced foods.” (Health Canada. 2021. Pesticides and food safety. [canada.ca/en/health-canada](https://canada.ca/en/health-canada). Accessed Jan. 18, 2021.) It should also be noted that both organic and conventional foods use pesticides when needed.

## 1% MILK *VERSUS* ALMOND BEVERAGE (FORTIFIED, UNSWEETENED)

FACTOR	1% Milk	or	Almond beverage (fortified, unsweetened)
<b>TASTE</b>	Have you tried this before? If yes, did you enjoy it? If no, would you like to try it?		Have you tried this before? If yes, did you enjoy it? If no, would you like to try it?
<b>COST<sup>1</sup></b>	\$3.88/2 L (\$0.49/250 mL or 1 cup)		\$4.50/2 L (\$0.56 per 250 mL or 1 cup)
<b>FOOD GUIDE SNAPSHOT<sup>2</sup></b>	Milk is part of the protein foods category in CFG.		Almond beverage does not contain enough protein to be part of CFG's protein foods category. It is also not part of the vegetables and fruits or whole grain foods categories.
<b>PRODUCTION</b>	Milk is produced and processed locally in Canada, then delivered to grocery stores.		Almonds are grown outside of Canada, then processed into almond beverage and delivered to grocery stores.
<b>OTHER</b>	For example, if you are lactose intolerant you may prefer lactose-free milk.		

Select which food you would choose:

- 1% Milk  
 Almond beverage (fortified, unsweetened)  
 Other (if applicable) \_\_\_\_\_

What were the top three factors you considered in making your final food selection?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

<sup>1</sup>**Cost:** Keep in mind that having reliable access to enough affordable, acceptable food can dictate choices before taste, variety, or nutrition.

<sup>2</sup>**Food Guide Snapshot:** The only plant-based beverage included in CFG's protein foods category is fortified, unsweetened soy beverage. (Health Canada. 2020. Eat protein foods. [food-guide.canada.ca](http://food-guide.canada.ca). Accessed Oct. 28, 2020.) Other plant-based beverages are not included in any CFG category (vegetables and fruits, whole grain foods, or protein foods).

## PART 2: CALCULATE THE TOTAL COST OF THE BREAKFAST

### SELECT WHICH FOODS YOU CHOSE AND PRICE YOUR BREAKFAST

- Multi-grain bread \$3.15/loaf
- Whole grain bread \$3.58/loaf
- Other (name of food and cost): \_\_\_\_\_

- Peanut butter \$5.31/1 kg
- Natural peanut butter \$7.08/1 kg
- Other (name of food and cost): \_\_\_\_\_

- Apples \$4.52/1 kg
- Apple sauce (unsweetened) \$2.54/650 mL
- Other (name of food and cost): \_\_\_\_\_

- 1% Milk \$3.88/2 L
- Almond beverage (fortified, unsweetened) \$4.50/2 L
- Other (name of food and cost): \_\_\_\_\_

TOTAL COST: \_\_\_\_\_

### PART 3: REFLECT ON THE FACTORS THAT AFFECTED YOUR FOOD CHOICES

1. Did you stay within your budget of \$20? If no, explain. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. What were the top factors you considered in making your final food selections? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. What is one factor not discussed that might influence your food decisions? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Does your breakfast have at least one vegetable or fruit, one whole grain food, and one protein food?  
If not, what could you add? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Are there any foods you would add or change to make this meal more enjoyable? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# LESSON 4: FOOD TRUCK FRENZY

Apply knowledge of the CFG Plate, of choosing a variety of foods, and of factors that affect food choices in the development of a food truck menu.

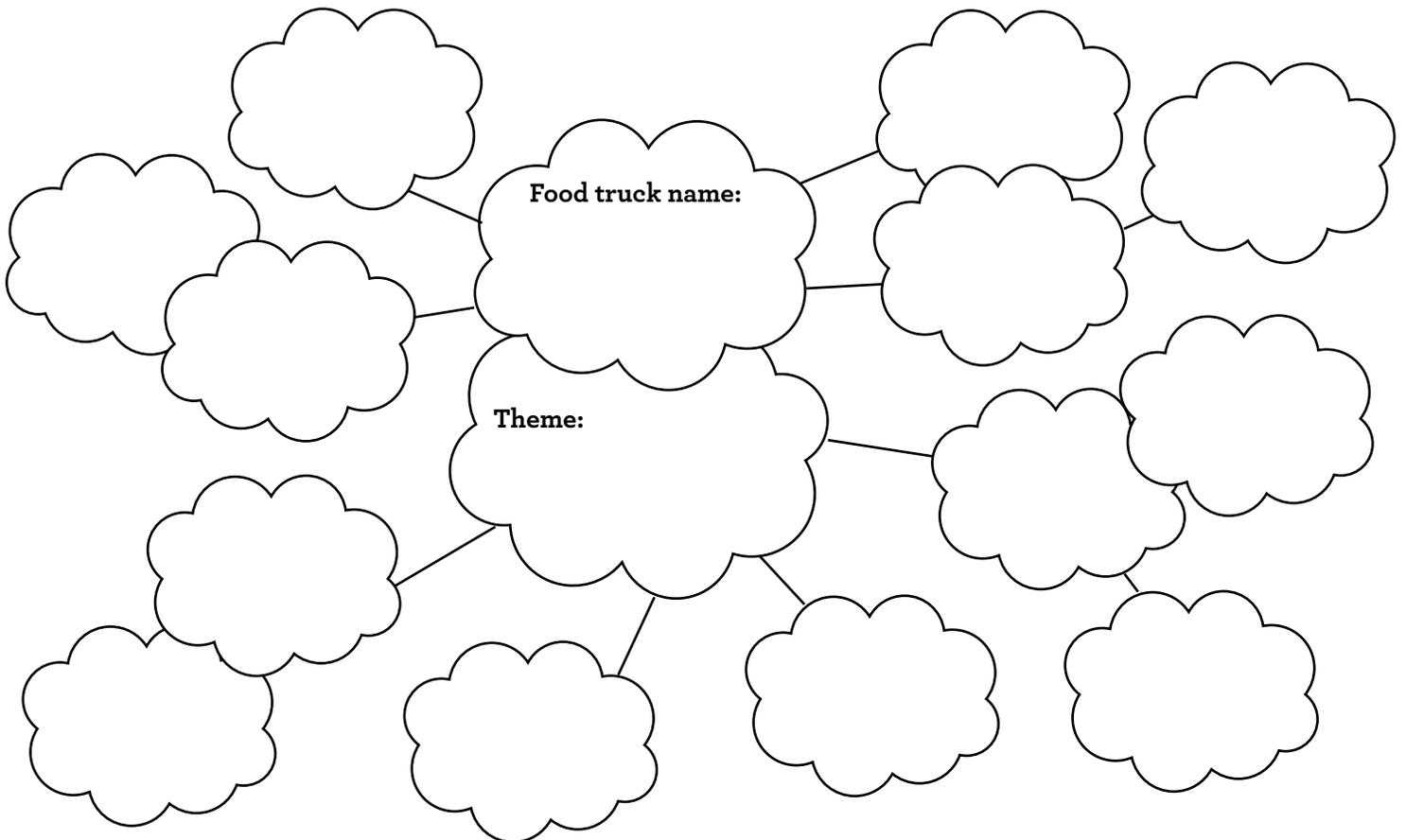
## ACTIVITY: FOOD TRUCK FRENZY

This activity has four components. Complete the parts in order.

**Congratulations!** You have decided to open a food truck. Using what you learned in Lessons 1–3, work through this activity to get your new business ready to launch!

### PART I: GET CREATIVE

Brainstorm a unique name and theme for your food truck. Use as many bubbles as you need.



## PART 2: BUILD A MENU

Create three unique menu items that your food truck will serve. Use what you have learned about planning meals with *Canada's Food Guide* when choosing your three dishes. Write a compelling description of each menu item to encourage someone to try it.

Menu Item 1: \_\_\_\_\_

Menu Board Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### INGREDIENTS

Vegetables and fruits

Whole grain foods

Protein foods

Sauces and sides

Menu Item 2: \_\_\_\_\_

Menu Board Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**INGREDIENTS**

Vegetables and fruits	Whole grain foods	Protein foods	Sauces and sides

Menu Item 3: \_\_\_\_\_

Menu Board Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**INGREDIENTS**

Vegetables and fruits	Whole grain foods	Protein foods	Sauces and sides

## PART 3: CREATE A MENU VARIATION

Some of your customers may have dietary needs or preferences due to allergies or intolerances, cultural practices, or food likes or dislikes.

Choose one of your menu items and turn it into a lacto-ovo vegetarian option. There are different vegetarian eating patterns, but one of the most common is lacto-ovo.\* Lacto-ovo vegetarians do not eat meat, poultry, or fish, but do include dairy products and eggs in their diets.

If all of your menu items are already vegetarian, create a variation for your menu item that would satisfy a different dietary need (for example, lactose intolerance, nut allergy).

Ensure your variation includes all three food categories from CFG.

Original Menu Item: \_\_\_\_\_

New Menu Item: \_\_\_\_\_

New Menu Board Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### INGREDIENTS

Vegetables and fruits	Whole grain foods	Protein foods	Sauces and sides

Describe what changes you made to the original menu item to create the variation: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Unlock Food. 2019. What you need to know about a healthy vegetarian eating plan. [unlockfood.ca](http://unlockfood.ca). Accessed Jan. 20, 2021.

## PART 4: CONSIDER FACTORS THAT INFLUENCE FOOD CHOICES

Select another menu item. Identify three key ingredients used to prepare the dish. List the top three factors that influenced your decision to use that ingredient and explain why each factor influenced your choice.

Examples include taste, cost, its ingredients, its preparation, the *Food Guide* Snapshot, how it was produced, seasonality, etc.

Menu Item: \_\_\_\_\_

Ingredient 1: \_\_\_\_\_

Factor 1: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Factor 2: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Factor 3: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Ingredient 2: \_\_\_\_\_

Factor 1: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Factor 2: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Factor 3: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ingredient 3: \_\_\_\_\_

Factor 1: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Factor 2: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Factor 3: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## REFLECTION QUESTIONS

1. Was health or nutrition a factor when you selected your ingredients? Why or why not?

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2. What was an unexpected challenge you encountered while designing your food truck menu?  
How did you work through this challenge?

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3. What factors do you prioritize when eating away from home?

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# FOOD TRUCK FRENZY: OPTIONAL ENGLISH LANGUAGE ARTS EXTENSION

Create a short radio or video advertisement letting the public know about your new food truck.

## ACTIVITY: RADIO OR VIDEO ADVERTISEMENT

You have set up your food truck and now it is time to advertise. Create a 30 second radio or video advertisement that will inform people about your new food truck and encourage them to try your meals. You only have 30 seconds, so you need to carefully plan what you will say and how you will say it.

### PART I: PLANNING

Use the questions below to gather ideas about what information you could share with the audience about your food truck.

What food will you serve?  
(List your menu items from pages 18 and 19)

How will your food truck be unique?

What is your food truck's theme?

What will your slogan be?

How will you advertise?

Why will customers order from you?





## **PART 4: EDITING**

Once you are happy with the content of your advertisement, make sure there are no spelling, grammar, or punctuation errors.

## **PART 5: SHARING**

Record your radio or video advertisement and share it with the class.





