

# Understanding Common Food Marketing Terms

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**CACFP iTrain  
Simple Lesson Plan**

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# Understanding Common Food Marketing Terms

## CACFP iTrain Simple Lesson Plan

**EXECUTIVE DIRECTOR**  
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**Intended Audience:** CACFP personnel and other child care staff

**Description:** This lesson explains five commonly used food marketing terms: Made with Real Fruit or Contains Real Fruit Juice, Zero *Trans* Fat per Serving, Multigrain, Low Fat and Reduced Fat, and Low Sodium and Reduced Sodium.

2021

## Institute of Child Nutrition The University of Mississippi

This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture, Food and Nutrition Service, through an agreement with the Institute of Child Nutrition at the University of Mississippi. The content of this publication does not necessarily reflect the view or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.

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Suggested Reference Citation:

Institute of Child Nutrition. (2021). *CACFP iTrain simple lesson plan: Understanding common food marketing terms*. University, MS: Author.

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## Lesson-at-a-Glance

Time	Topic	Activity	Materials
<b>Introduction</b>			
5 minutes	▶ Introduction and Overview		<ul style="list-style-type: none"> <li>• PowerPoint slide deck</li> <li>• Computer</li> <li>• Pen or Pencils</li> </ul>
<b>Objective:</b> Evaluate the meaning of five common marketing terms found on food labels and packages.			
15 minutes	▶ Five commonly used food marketing terms: <ul style="list-style-type: none"> <li>• Made with Real Fruit or Contains Real Fruit Juice</li> <li>• Zero <i>Trans</i> Fat per Serving</li> <li>• Multigrain</li> <li>• Low Fat and Reduced Fat</li> <li>• Low Sodium and Reduced Sodium</li> </ul>	▶ Standing Think Pair Share	▶ Handout: Common Marketing Terms and Definitions
<b>Conclusion</b>			
10 minutes	▶ Lesson Summary ▶ Training Evaluation	▶ Speed Action Planning ▶ Training Evaluation (Optional)	▶ Worksheet: Speed Action Planning ▶ Optional: Training Evaluation & Training Certificate
<b>Total Time: 30 minutes</b>			

## References

U.S. Department of Agriculture, Food and Nutrition Service. (2018, August). *Adding whole grains to your cacfp menu*. <https://www.fns.usda.gov/tn/adding-whole-grains-your-cacfp-menu>

U.S. Food and Drug Administration. (2018, August). *Trans fat*. <https://www.fda.gov/food/food-additives-petitions/final-determination-regarding-partially-hydrogenated-oils-removing-trans-fat>

U.S. Food and Drug Administration. (2018, October). *Use of the term natural on food labeling*. <https://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm456090.htm>

U.S. Food and Drug Administration. (2020, April). *Sodium in your diet: Use the nutrition facts label and reduce your intake*. <https://www.fda.gov/Food/ResourcesForYou/Consumers/ucm315393.htm>

U.S. Food and Drug Administration. (2020, March). *Understanding and using the nutrition facts label*. [https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/assets/InteractiveNFL\\_UnderstandingTheNFL\\_March2020.pdf](https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/assets/InteractiveNFL_UnderstandingTheNFL_March2020.pdf)

## Internet Resources

► Institute of Child Nutrition: [www.theicn.org](http://www.theicn.org)

► USDA’s Team Nutrition: [www.fns.usda.gov/tn](http://www.fns.usda.gov/tn)

## Preparation Checklist

**Instructions:** Use the Preparation Checklist to prepare for the training session. Keep track of your progress by checking off tasks as they are completed.

Done <input checked="" type="checkbox"/>	Lesson Tasks
<b>Gather Materials</b>	
<input type="checkbox"/>	► Training Script
<input type="checkbox"/>	► Computer and Projector Screen
<input type="checkbox"/>	► Worksheets and Handouts: <ul style="list-style-type: none"> <li>• Common Marketing Terms and Definitions handout</li> </ul>
<input type="checkbox"/>	► Pens or pencils (one per participant)
<input type="checkbox"/>	► Optional: Training Certificate/Evaluation/Feedback Form (one per participant)
<b>Prepare for Lesson</b>	
<b>Before the training day:</b>	
<input type="checkbox"/>	► Review the training script and research any relevant State or local requirements. <ul style="list-style-type: none"> <li>• The content reflects the Federal regulations and/or national best practices or standards. However, it’s essential to include any additional State or local requirements when presenting this training.</li> </ul>
<input type="checkbox"/>	► Make enough copies of the handouts for each participant.
<input type="checkbox"/>	► Test the PowerPoint on the computer and projector screen.
<input type="checkbox"/>	► Optional: Develop and print a session certificate/evaluation/feedback form (one per participant)
<b>On the training day:</b>	
<input type="checkbox"/>	► Place pens or pencils on tables (one per participant).
<input type="checkbox"/>	► Distribute materials to each participant.
<b>On the instructor’s table:</b>	
<input type="checkbox"/>	► Training Script
<input type="checkbox"/>	► Instructor’s copy of handouts and/or worksheets
<input type="checkbox"/>	► Optional: Session Evaluation/Feedback Forms

## Training Script

**Instructor’s Note:** Each section below has an accompanying slide(s). Review and share the content for each PowerPoint slide.

<p><b>Introduction</b></p>
<p><b>Welcome!</b></p> <p>Complete the following tasks:</p> <ul style="list-style-type: none"> <li>▶ Distribute handouts to the participants.</li> <li>▶ Welcome the participants to the training.</li> <li>▶ Introduce yourself and allow the participants to introduce themselves by sharing their name and one thing they would like to get from this training.</li> </ul>
<p><b>Review Current Knowledge</b></p> <p><b>Ask posing questions:</b> Have you ever bought a product at the grocery store based on what the front label of the package says? When shopping for food, what words or phrases on labels come to mind?</p> <p><b>Share core content:</b> There are so many product options available at grocery stores, and most shoppers are in a hurry when going to the store. Manufacturers will often use marketing terms on the front label of a package in order to persuade shoppers to buy certain products. Some terms are regulated by the Food and Drug Administration (FDA) and U.S. Department of Agriculture (USDA), and some are not. It is important to remember that a marketing claim on the front of a package does not always provide the overall picture of the product. A marketing term is just one snapshot of a food product. In order to get the whole picture, we must learn what some of these terms mean and in some cases, take a closer look at the standardized Nutrition Facts label, along with the list of ingredients in a product. By understanding how marketing terms are used, it will increase your awareness of food label facts and improve your skills in selecting healthier products.</p>
<p><b>Overview</b></p> <p><b>Share core content:</b> Five common marketing terms:</p> <ul style="list-style-type: none"> <li>▶ “Made with Real Fruit” or “Contains Real Fruit Juice”</li> <li>▶ “Zero <i>Trans</i> Fat per Serving”</li> <li>▶ “Multigrain”</li> <li>▶ “Low Fat” and “Reduced Fat”</li> <li>▶ “Low Sodium” and “Reduced Sodium”</li> </ul>

<p><b>Objective:</b> Evaluate the meaning of five common marketing terms found on food packages.</p>
<p><b>Ingredient List</b></p> <p><b>Ask posing question:</b> What do you look for on an ingredient list?</p> <p><b>Share core content:</b> The ingredient list is usually located below or near the Nutrition Facts label on a food product. It is designed to inform us of all components used in making a product. Ingredients are listed by weight, with the highest weight being listed first. The first ingredient has the highest contribution to a product, and the next ingredient will be the next highest contribution to a product. When making purchases, it is important to compare the marketing term on a product with the ingredient list to be sure that it is truly what you intend to buy.</p>
<p><b>“Made with Real Fruit” or “Contains Real Fruit Juice”</b></p> <p><b>Share core content:</b> The terms “Made with Real Fruit” and “Contains Real Fruit Juice” are often used on the packaging, especially on products intended for children. A package may use this label even if a very small amount of fruit has been used, and the fruit used in the product may not match the fruit on the label. Fruit snacks and juice products usually have these terms on the front labels.</p> <p>For products with these marketing terms, it is important to look at the ingredients listing to determine the amount and type of fruit that may be present in the product.</p>
<p><b>“Made with Real Fruit” Ingredient List Sample</b></p> <p><b>Share core content:</b> This ingredient list is taken from a familiar product that is advertised as a strawberry fruit snack (“made with real fruit”).</p> <p>INGREDIENTS: CORN SYRUP, DRIED CORN SYRUP, SUGAR, PEAR PUREE CONCENTRATE, PALM OIL. CONTAINS 2% OR LESS OF: CITRIC ACID, SODIUM CITRATE, FRUIT PECTIN, MONOGLYCERIDES, MALIC ACID, DEXTROSE, VITAMIN C (ASCORBIC ACID), ACETYLATED MONOGLYCERIDES, NATURAL FLAVOR, COLOR (RED 40, YELLOWS 5 &amp; 6, BLUE 1).</p> <p>This product has way more sugar than fruit, and it does not contain the fruit advertised on the front label. The first ingredient is corn syrup, followed by dried corn syrup, and then sugar. All three of these ingredients are sugar. When any product lists either of these two terms “Made with Real Fruit” or “Contains Real Fruit Juice,” it’s important to read the ingredients label.</p>
<p><b>“Zero Trans Fat per Serving”</b></p> <p><b>Share core content:</b> This statement is often used on labels. <i>Trans</i> fat is unhealthy in any amount. It affects our blood in two ways: increases the level of bad cholesterol and decreases the level of good cholesterol, which is known to increase chances of developing heart disease. Labels are permitted to use “no/zero <i>trans</i> fat per serving” if the amount of <i>trans</i> fat is less than or equal to 0.5 grams per serving. This can lead one to believe that it is a healthy product, which can be misleading. If a product contains partially hydrogenated oils, it possibly contains <i>trans</i> fat. The Federal government is working to remove all <i>trans</i> fat from the products that we eat, but as of now, this type of fat might still be present.</p>

<p><b>“Zero Trans Fat per Serving” Ingredient List Sample</b></p> <p><b>Share core content:</b> This ingredient list is taken from a familiar product that advertises as a wheat tortilla (“zero <i>trans</i> fat per serving”).</p> <p>ENRICHED BLEACHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), WATER, VEGETABLE SHORTENING (PARTIALLY HYDROGENATED SOYBEAN OIL, HYDROGENATED SOYBEAN OIL AND/OR PALM OIL), CONTAINS 2% OR LESS OF: SALT, SUGAR, LEAVENING (SODIUM BICARBONATE, SODIUM ALUMINUM SULFATE, CORN STARCH, MONOCALCIUM PHOSPHATE AND/OR SODIUM ACID PYROPHOSPHATE, CALCIUM SULFATE), DISTILLED MONOGLYCERIDES, ENZYMES, WHEAT STARCH, CALCIUM CARBONATE, ANTIOXIDANTS (TOCOPHEROLS, ASCORBIC ACID, CITRIC ACID), CELLULOSE GUM, GUAR GUM, DOUGH CONDITIONERS (FUMARIC ACID, SODIUM METABISULFITE AND/OR MONO- AND DIGLYCERIDES), CALCIUM PROPIONATE AND SORBIC ACID (TO PRESERVE FRESHNESS).</p> <p>This product does, in fact, contain <i>trans</i> fat.</p>
<p><b>“Multigrain”</b></p> <p><b>Share core content:</b> Multigrain can be different from whole grain-rich (WGR). It can mean that a product is made using several different types of grains, but that does not mean that the product is whole grain-rich. A product can be 100% enriched (not WGR) and make the multigrain claim. Sometimes, multigrain can mean WGR, so you need to check the ingredient list. Remember, for a product to be WGR, it must contain 100% whole grains, or at least 50% whole grains, and the remaining grains in the food are enriched. WGR means the first ingredient must say “whole”—not enriched—no matter what the front label of the package might say.</p>
<p><b>“Multigrain” Ingredient List Sample</b></p> <p><b>Share core content:</b> This ingredient list is from a bread that advertises as multigrain.</p> <p>Ingredients: UNBLEACHED ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), WATER, WHOLE WHEAT FLOUR, CONTAINS 2% OR LESS OF THE FOLLOWING: FLAX SEEDS, SESAME SEEDS, SUNFLOWER SEEDS, ROLLED OATS, SUGAR, MOLASSES, SALT, YEAST, WHITE RYE FLOUR, DOUGH CONDITIONER (WHEAT GLUTEN, WHEAT FLOUR, ENZYMES, ASCORBIC ACID), CULTURED WHEAT FLOUR (FOR ADDED FRESHNESS), WHEAT SOUR, CORN MEAL. CONTAINS WHEAT.</p> <p>This bread is not WGR.</p>
<p><b>“Low fat” and “Reduced fat”</b></p> <p><b>Share core content:</b> Low fat means no more than 3 grams of fat per serving, and 30% or less of the total calories per serving are from fat. Reduced fat means it contains 25% less fat than the regular product. Reduced fat may not be the same as low fat if a regular product is typically a product high in fat. Low fat can still be high in calories and/or saturated (bad) fat. These terms are found on a variety of products, especially dairy products, cookies, and prepackaged meals.</p>



**“Reduced Sodium” and “Low Sodium”**

**Share core content:** Low sodium means no more than 140 mg per serving, and reduced sodium means 25% less sodium than the regular product. Reduced sodium may not be the same as low sodium if a regular product is typically high in sodium. These terms are usually found on canned vegetables and canned soups.

**Activity: Standing Think Pair Share**  
**Time: 5–10 minutes**

- ▶ **Purpose:** The purpose of this activity is to recall the meaning of a common food marketing term and to compare it with an ingredients list/Nutrition Facts label.
- ▶ **Materials Needed:** Common Marketing Terms and Definitions handout, and Pen/Pencil
- ▶ **Instructions:** Ask participants to stand and divide into pairs, then distribute the Ingredient List handout. Review the handouts together and discuss a common food marketing term that is surprising to you. Discuss how you can use the Nutrition Facts label/ingredient list to make an informed decision. Allow participants 5 minutes to record their answers and then discuss them with the whole group.

**Conclusion**

**Activity: Speed Action Planning**  
**Time: 5 minutes**

- ▶ **Purpose:** This purpose of this activity is to establish future steps for applying the information in their workplace.
- ▶ **Materials Needed:** Speed Action Planning worksheet, Planner or Cell Phone Calendar App, and Pencil/Pen
- ▶ **Instructions:** Distribute the Speed Action worksheet. Inform participants that it is important to develop a plan for using the training’s information. Ask them to take 1–2 minutes to answer the following three questions to establish an action plan.
  - What did you learn in this training?
  - How will you apply this information in your current or future role?
  - When will you apply this information?

Once participants have finished, encourage them to save this goal to a planner, calendar app, or other sources to ensure they follow through with their plan. Following this activity, dismiss participants from the training.

**Thank You!**

Complete the following tasks:

- ▶ Conclude the training.
- ▶ Refer participants to the Institute of Child Nutrition for additional information at [helpdesk@theicn.org](mailto:helpdesk@theicn.org) or 800-321-3054.
- ▶ Distribute any certificates or evaluations.

**Common Marketing Terms and Definitions**

Manufacturers will often use marketing terms on the front label of a package to persuade shoppers to buy certain products. It is important to remember that a marketing claim on the front of a package does not always provide the overall picture of the product. A marketing term is just one snapshot of a food product.

**“Made with Real Fruit” or “Contains Real Fruit Juice”**  
 A package may use this label even if a very small amount of fruit has been used, and the fruit used in the product may not match the fruit on the label. It is important to look at the ingredients list to determine the amount of fruit that may be present in the product.

**“Zero Trans Fat per Serving”**  
*Trans* fat is not an essential fat and is very unhealthy in any amount. Labels are permitted to use no/zero *trans* fat per serving if amount is 0.5 grams and under per serving. This is misleading because the product possibly does contain *trans* fat if it contains partially hydrogenated oils.

**“Low fat” and “Reduced fat”**  
 Low fat means no more than 3 grams of fat per serving and 30% or less of the total calories per serving are from fat. Reduced fat means it contains 25% less fat than the regular product. Reduced fat may not be the same as low fat if a regular product is typically product high in fat. A product can be labeled as low or reduced fat and still be very high in calories.

**“Multigrain”**  
 This term does not mean whole grain-rich (WGR). In order to be WGR, a product must contain 100% whole grains, or at least 50% whole grains, and the remaining grains in the food are enriched.

**“Reduced Sodium” and “Low Sodium”**  
 Low sodium means no more than 140 mg per serving and reduced sodium means 25% less sodium than the regular product. Reduced sodium may not be the same as low sodium if a regular product is typically product high in sodium.



## Speed Action Planning

**Instructions:** Today's training featured key information on common food marketing terms. Answer the following three questions to establish a plan for using the information.

**1. What did you learn in this training?**

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**2. How will you apply this information in your current or future roles?**

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**3. When will you apply this information (e.g., one week, one month, six months, etc.)?**

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