



EXPLORING SUPERMARKET CIRCULARS

INTRODUCTION

Food advertisements are all around us: on television, on websites and social media and on the streets. Have you also thought about supermarkets? How do they advertise their products? One way that supermarkets advertise their products, and especially offers, is through circulars.

Do students ever look at supermarket circulars? What type of food do they advertise? Are there a lot of offers? For what?

In this activity students will explore circulars from different supermarkets and reflect on what type of food is advertised and how this is connected to healthy and sustainable dietary habits.

THE ISSUE

1. Watch the video “Food advertisements” with your students as an introduction to the topic.
2. Ask your students if they or their families ever look at supermarket circulars.
3. Tell your students that they are going to explore circulars from different supermarkets around them.

INTO THE COMMUNITY

4. Help your students to find supermarket circulars. They can be in either physical or digital form. If you want to save time you can ask the students to find a supermarket circular and bring it to the next class as a home assignment.
5. Ask your students to discuss with their families if they ever look at supermarket circulars and what they think about them and the food that they are advertising. Ask your students to write down what they discuss.

AIMS

- To explore what type of food is advertised in supermarket circulars.
- To raise awareness among the school community families on what type of food is advertised in supermarket circulars.
- To create a supermarket circular that better promotes healthy and/or sustainable food consumption.

SUSTAINABILITY COMPETENCES

- Critical thinking
- Envisioning future scenarios

SOCIETAL ACTORS

- Families
- School community

KEYWORDS

Food marketing, food choices, food offers, dietary recommendations

AGE RANGE

13-16 years old

SUBJECTS

Citizenship / Civic participation,
Home and consumer science

THE CO-CREATION PROCESS

6. In the classroom, divide the students into groups and let them analyze what type of food is being advertised in the supermarket circulars. Are there any differences between circulars from different stores? Are there many foods on offer? For what type of food?
7. Let the students share what they have discussed with their families. Ask the students to take notes from the family discussion and bring these back to the classroom.
8. Back in the classroom, look at the national dietary guidelines together with your class and let them discuss in groups if the dietary guidelines are reflected in the supermarket circulars.
9. Discuss in the class what they have found and share your own thoughts with the class

THE (SUGGESTED) SOLUTION

10. Ask the students to create their own circular that better reflects the dietary guidelines. You can also choose to focus extra on sustainability aspects. This can be done by cutting and pasting from physical circular or it can be done using computers.
11. Share the outcomes within the school community and with the students' families.

TOPICS

Citizenship / Civic participation:
Sustainable development

Home and consumer science:
Food choices

SETUP

Part of the activity will be developed outside school, around the school premises. The rest of the activity will be developed inside school. During the activity, students share and discuss their findings with families.

MATERIALS

- Supermarket circulars (physical or digital)
- Stationery items to be used for creating a circular, or computers with access to PowerPoint or another program that can be used to create a digital circular