



Exploring the Food Groups

Fifth-grade nutrition education newsletter

Lesson **11**

Why we eat

Why we eat is as important as what we eat. Many things influence why we eat. Some are obvious, some less so.

Hunger

Hunger is our body's way of telling us that we need to eat.

Loneliness or boredom

Sometimes we eat because it is something to do. We may not be hungry but instead we are lonely or bored.

Anxiety

Sometimes when we are worried or anxious about an upcoming event, we eat. For example, studying for a test.

Family and culture

Celebrations like holidays or other events bring people together and food is often part of these events. Food is associated with traditions and these traditions influence our food choices.

Fun times with friends

Whether it's having pizza and soda after a game or having popcorn at a movie, friends influence what and how much you eat. If everyone is having pizza and soda, you might feel separate from the group if you order something different.

Advertising

Nowadays there are many more sources of food ads than there used to be. In addition to TV, there are movie theatre ads, ads in mobile apps, online ads, video game ads and school ads or sponsorships. Ads influence what we eat in many ways. For example, we may associate a food with an image or a person like a celebrity. For example, if you eat "X," you'll have better looks.



Why do you or others in your family eat?

To help you determine what influences why you or others in your household eat, try this: Write down all the foods you ate yesterday and the information in the other columns. An example is provided to help you get started.

Meal	Food I ate	Where was I?	Who was I with?	How did I feel?	What was I doing?
Example	Cookies	Home	Alone	Bored	Watching TV

Become an ad detective

While you are watching TV or you are online, add up the number of food ads you see. Can you guess which category of food you won't see a lot of ads for? (Hint: It's the last one on the list below.)

- **Candy** number of ads: _____
- **Soft drinks** number of ads: _____
- **Fast food** number of ads: _____
- **Cereal** number of ads: _____
- **Snack foods (chips, cookies)** number of ads: _____
- **Fruit, vegetables, milk, bread** number of ads: _____



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