



# Exploring the Food Groups

Fifth-grade nutrition education newsletter

Lesson 10

## Why we eat

**W**hy 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, we may snack while 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 theater ads, ads in mobile apps, online ads, video game ads and school ads or sponsorships. Ads influence what we eat in many ways whether we realize it or not.



## 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 or Snack	Food I ate	Where was I?	Who was I with?	How did I feel?	What was I doing?
<i>Snack</i>	<i>Cookies</i>	<i>Home</i>	<i>Alone</i>	<i>Bored</i>	<i>Watching TV</i>

## 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: \_\_\_\_\_



Funded in part by USDA SNAP.

For more information, call MU Extension's Show Me Nutrition Line at 1-888-515-0016.

Need help stretching your food dollars? Contact your local resource center or go online to [mydss.mo.gov/food-assistance](http://mydss.mo.gov/food-assistance)