# Activity: What’s on a label?

In this activity, students will identify and analyse the information found on existing labels.

1. Divide the class into groups of 3 students and give each group a different product with a label.
2. Have each group complete the chart below for their product.
3. Share each group’s analysis with the class and use this as a lead-in to determine what makes a good label.

|  |  |  |
| --- | --- | --- |
| **Name of product:** | | |
| **Tick if the following appear on the label:** | **Is this information required by law?** | **Is this optional information?** |
| Name of product |  |  |
| Manufacturer |  |  |
| Address |  |  |
| Country of origin |  |  |
| List of ingredients |  |  |
| Nutrition information |  |  |
| Instructions for use |  |  |
| Storage information |  |  |
| Advertising |  |  |
| Health claims |  |  |
| Weight or volume |  |  |
| ‘Best before’ or ‘use by’ date |  |  |
| Barcode |  |  |
| Other |  |  |
| What type of consumer would buy this product? Why? | | |
| How does the legally required information benefit the consumer? | | |
| What are the benefits of the optional information? Who for? | | |
| Describe the aesthetic features of the label. | | |
| How have the aesthetic features been used to appeal to the target market? | | |