# 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.

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| **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?  |