

activities



What do the ingredient labels on bread mean?



Cut a bread bag down its seams and paste flat on a piece of paper. Paste the bag's tie on the paper, too, as this also has information on it.

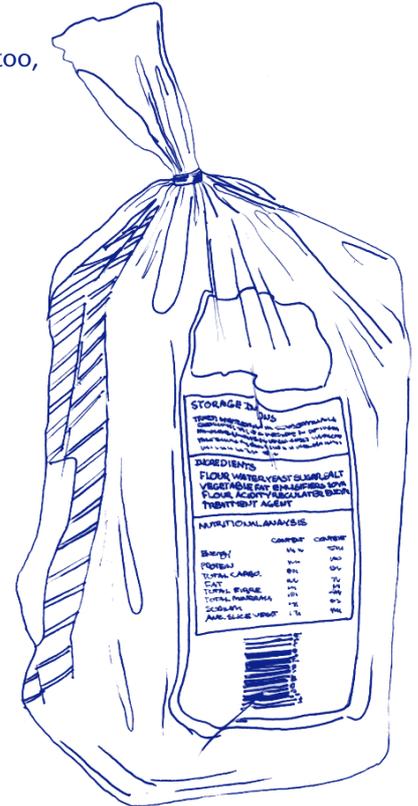
Using arrows, label all the things you see.

The following must be on the label:

- The common name or description of the product
- Net weight
- Trading name and address
- Ingredients in order of most to least
- Best before and/or Use by date
- Storage directions

Here are some other things that you may see:

- Batch code
- Recycling information
- Nutritional Information
- Guarantee



Survey people in the street or ask a supermarket manager whether you could survey shoppers buying bread on how bread labels influence decisions.

Ask questions such as...

When you buy bread do you look at the label?

What do you look for on a bread label?

What would you like to see on a bread label?

What don't you want to see on a bread label?

Do you think bread labels are easy to read? If not, what changes would you make?

Does colour make a difference to whether you:

- notice the bread label?
- read the bread label?
- buy the bread?
- not buy the bread? *Explain your answers.*

How important is the label's information to you?

Do you believe what the label says? Why or why not?



Design a bread label of the future.

The label could have voice activated sensor pads to explain the ingredients, weight, etc. A 'Tanning Index' could change the crust from pale brown to dark brown. The breads' calories could change according to your setting on the 'Weight Gain Regulator'. This would be brilliant for those diet-conscious people! A self-destruction button would dispose of your bread when it goes mouldy. What other original ideas can you think up? How will your design make an impact on people's lifestyles? How will you present and promote your ideas to a manufacturer or to your bank manager when you need funding to develop your project even further?



Recycle that Bag!

People everywhere are becoming interested in recycling. How important is recycling to you? If you don't already, would you like to start recycling? Start with something simple like bread bags. Make a list of the many ways bread bags can be recycled. Design a brochure to market all or some of your ideas or choose one creative idea from your list and write instructions for others to make your idea.

Ask a friend to make your recycling idea. How easy did he/she find your instructions to follow?

To find out whether your recycling idea is useful ask a friend to trial your idea for a month. Here is a idea that you might like to try yourself...

The Bread Bag Dispenser

You will need:

- 1 Bread bag with the sealed end cut off
- 2 Pieces of cord (or string) 30 centimetres long and 60 centimetres long

To make 'The Bread Bag Dispenser':

Fold the edges of the open bag ends two or three times. Make about 10 small holes through the layers, not too close to the edge of the bag, with a sharp pencil, or a hole punch.

Take the long cord and thread it through the holes at one end of the bag. Tie the cord so there is a small opening in the centre to allow bags to be put in. Tie a loop at the end of the remaining cord so that 'The Bread Bag Dispenser' can be hung on a hook. Thread the shorter cord through the holes at the other end allowing a small opening for bags to be pulled through. Now you can stuff 'The Bread Bag Dispenser' full of bread bags to use again!