

Food Labeling and Sweetpotatoes

You and your team will be assigned the two articles:

- FDA Food Facts Gluten and Food Labeling
 - USDA Labeling Organic Products
1. Individually, read and annotate your article. Use sticky notes, various colored markers, highlighters, and any other methods to write notes helping you to understand what you are reading.
 2. Pay close attention to things that confuse you, those which you have questions, terms you are unfamiliar with, points of interest, something that you connect with, or something that you can picture. Be sure to spend some time reading and making notes on your article or sticky notes.
 3. When you are finished, share out your ideas and information with your group. See if others can help you where you are confused or if you can help others that have questions from the reading.
 4. Once finished, work with your team to create an advertisement for a gluten free, certified organic sweetpotato product. The product MUST be free from gluten and therefore suitable for someone with celiac disease.
 5. Your label must be clear, have the appropriate seals (USDA Organic) and identify all the ingredients.
 6. You should develop your own product, packaging, advertisement, and an elevator speech (1-2 minute snapshot) about your product.
 7. During your presentation you should spend no more than five minutes doing the following:
 - a. Elevator speech
 - b. Showing your packaging
 - c. Showing your advertisement

Food Labeling Presentation Check List	Checklist
Work with your team to discuss your annotations and understanding of the article	
Create a prototype or real packaging for your product that highlights critical information and food labeling	
Create a form of media, graphic, or illustration that acts as an advertisement	
1-2 minute elevator speech (be sure to highlight key terminology from the articles)	

Gluten	A protein found in wheat, barley, rye, and crossbreeds of these small grains
Celiac Disease	An autoimmune reaction to eating gluten. If left untreated it can lead to issues including anemia, chronic fatigue, osteoporosis, impaired spleen, infertility, neurologic disorders, skin rashes and cancer.
Gluten intolerance	Food allergy impacting the digestive system. With a food allergy, the immune system overreacts to gluten and causes symptoms that are potentially serious or even life threatening.
Non-Celiac Gluten sensitivity	Person does not test positive for Celiac Disease, however, has similar symptoms, including; abdominal pain, bloating, gas, diarrhea, foggy mind, lethargy or fatigue. Symptoms improve when gluten is eliminated from the diet and return when gluten containing foods are reintroduced.

Definitions derived from American Academy of Allergy, Asthma, and Immunology