

Tips to be food marketing savvy

You may not realize it, but you likely see ads for foods and drinks almost everywhere you go. These ads are often for highly processed foods and can influence the type of foods you choose. Use these tips to help limit the number of ads you see and their influence on you:

1.

Know the purpose. Remember that advertising is meant to make you want to buy certain foods or drinks. Remember, most of the food ads targeted to you are for products high in sodium, sugars or saturated fat.

3.

Get an app for that. Choose apps or download software that limits advertising you see on your mobile devices.

2.

Skip the ads. Use ad-free platforms when you are online. When watching TV, skip the ads, or use services that don't have ads.

4.

Think before you share. Often times viral videos or images online have been created by companies to advertise their product or brand. Think twice before you share them with others.

5.

Protect your privacy. The data you provide while you're online can be used to send you targeted ads. Limit the amount of information you share to help reduce these kinds of ads.

