



## An “Ugly Fruits” Campaign

*An activity of “Target: waste less food”.*

Read the article, “Target: waste less food” (page 19, *What’s Up* January 2025). Food waste is one of Singapore’s largest waste streams. One of the reasons is that many people only want to buy “perfect-looking” produce. Imagine you are tasked to design a campaign to encourage people to buy and eat “ugly” produce.

1. Look at the two options below.

	
Perfect-looking grapes at \$6 a box.	Slightly bruised grapes at \$3 a box.

Which would you choose? Why?

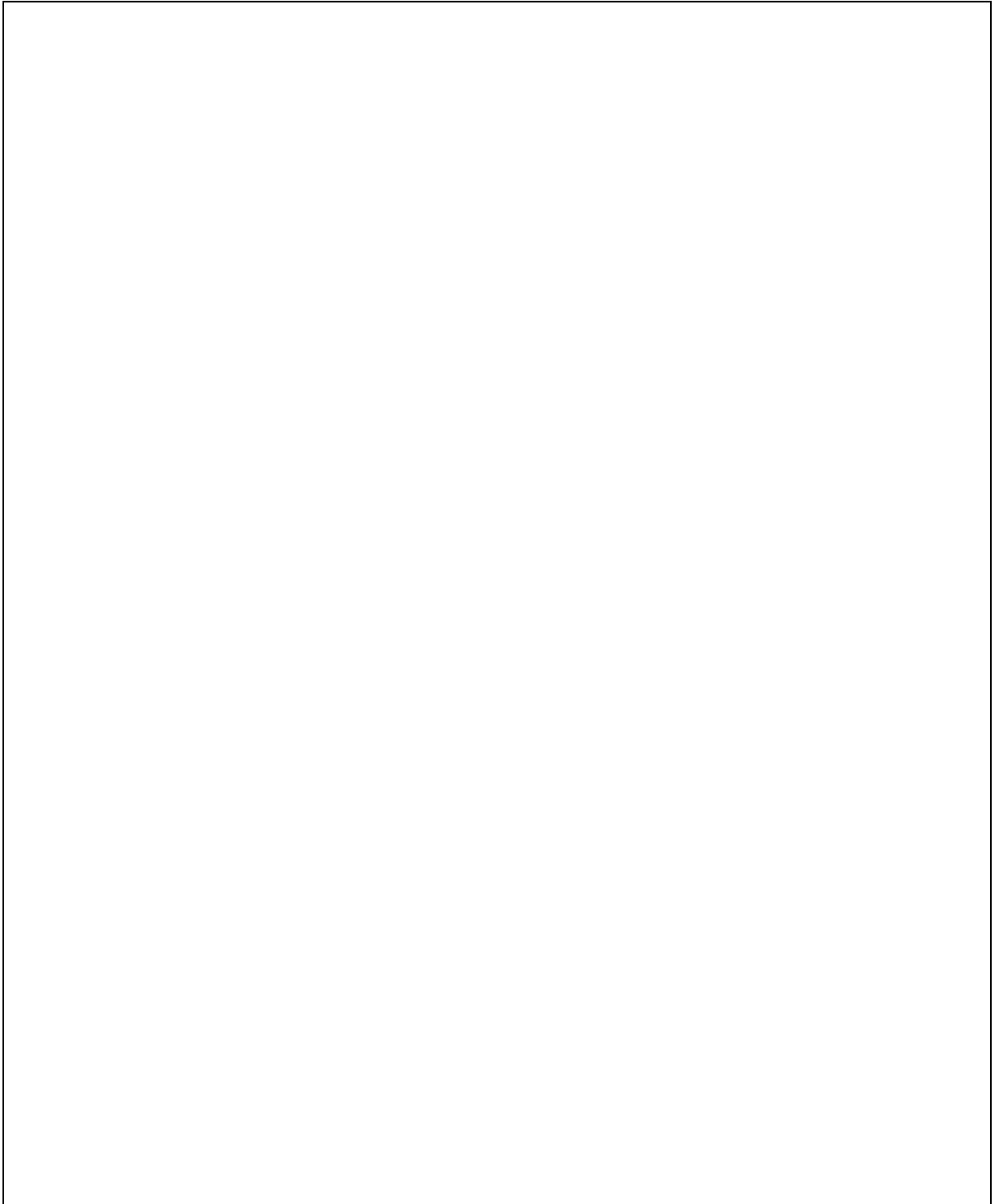
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2. Develop your campaign. In small groups, come up with a mascot, a slogan, and a ditty (a short, catchy rhyme or jingle) to promote your message.

<b>Our Mascot</b> (e.g. a bruised but smiling banana called “Baby Bruce”)
<b>Our Slogan</b> (e.g. “Ugly is the new yummy!”)
<b>Our Ditty</b> (e.g. “Brown spots, small bruise, no big deal! Ugly food is a value-meal! Don’t let good food go to waste, Try it today, you’ll love the taste!”)

3. First, draft an attractive poster in the space below, including your mascot, slogan, and the lyrics of your ditty. Then, produce the poster on flip-chart paper.

A large, empty rectangular box with a thin black border, intended for students to draft their posters. The box is completely blank and occupies most of the page's width and height.

4. Present your group's poster and perform your ditty for your class. You can add a few dance steps if you like!
5. On your own, reflect on whether such campaigns would help other children to see that we can reduce food wastage by being willing to eat ugly produce.