

Should you eat fat to get fit?



In 2003, a chocolate company launched a major marketing campaign, encouraging schoolchildren to collect tokens from chocolate bars. Tokens could be swapped for school sports equipment. But did anyone stop to think how much fat and how many kcalories the children (and their families) would have to eat to get the sportskit? See if you can do the maths to find out.

You'd need to collect 170 tokens to get one basketball for your school

Total kcalories to eat for one basketball: $170 \times 226.25 =$

.....

Total fat to eat for one basketball: $170 \times 12.3 =$

.....

You'd need to collect 320 tokens to get one volleyball for your school

Total kcalories to eat for one volleyball: $320 \times 226.25 =$

.....

Total fat to eat for one volleyball: $320 \times 12.3 =$

.....

You'd need to collect 5,440 tokens to get a set of posts for a volleyball net

Total kcalories to get one set of volleyball posts: $5,440 \times 226.25 =$

.....

Total fat to get one set of volleyball posts: $5,440 \times 12.3 =$

.....

In total, tokens were printed on 160,000,000 (160 million) chocolate bars. So the total number of kcalories consumed would be over 36 billion, and the total amount of fat consumed would be nearly 2 million kilograms! Do you think that eating all this fat is a good way for people to get fit? Explain your answer:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

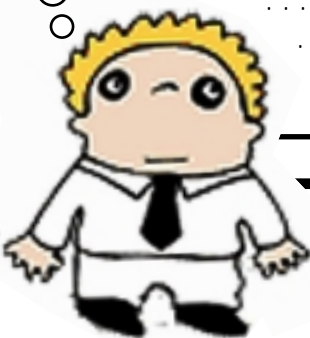
.....

.....

.....

.....

.....



Useful information

Average Calories in each chocolate bar: 226.25 kcalories
Average fat in each chocolate bar: 12.3 grams

Extra info: The chocolate bars cost about 42p (£0.42) each. You could also work out how much you would need to spend to get each bit of sports equipment (hint: multiply the number of tokens by 0.42).