



DANIMALS  
LET THEM BE  
**GIANT**  
ALL SUMMER LONG!



## HOW KIDS LEARN ABOUT FOOD (BY AGE & STAGE)

Simple, age-by-age ways to support growing kids without pressure, confusion or food rules

Growing kids do big things. They run, build, learn, imagine, test boundaries and somehow still want a snack five minutes after eating.

With so much nutrition advice out there, it can be hard to know what kids actually need or how to talk about food without turning it into pressure, rules or a full-on lecture at the table.


The good news is you don't need to be a nutrition expert to help your kids learn about food in meaningful ways. Kids learn about food through everyday moments like packing snacks, stirring batter, asking questions, making choices and watching how their trusted grown-ups talk about food and bodies.


Here's how to support food learning by age and stage, with simple everyday moments that help kids build confidence, grow their independence and Let Them Be Giant in all they do.

### PRESCHOOLERS AGES 3-5

#### LEARNING THROUGH IMAGINATION, REPETITION AND BIG FEELINGS

Preschoolers ask a million questions, repeat random things and can decide they hate a food they happily ate last Tuesday. At this age, kids are concrete learners, meaning they understand food best through what they can see, touch, smell, hear and experience, not nutrition facts.

 **INSTEAD OF:**  
This yogurt has calcium and vitamin D for strong bones.

 **TRY THIS:**  
This yogurt is cold, creamy and tastes like strawberry. It's fun to squish. Wanna try?



#### LET THEM BE GIANT MOMENTS

- Picking which snacks go in their bag
- Stirring pancake batter
- Rinsing berries for snack

#### FOOD EXPLORER IDEA


Use a Danimals pouch to decorate toast with silly faces, swirls or patterns. Add fruit or sprinkles and let your child create their own snack art.

### EARLY ELEMENTARY AGES 5-7

#### LEARNING THROUGH RULES, REASONING AND SOCIAL SIGNALS

Kids this age want the world to make sense. They ask bigger questions, notice what feels fair and start connecting the dots about how things work. They still tend to think in pretty black-and-white ways, which means off-hand food comments, like labeling foods as 'good' or 'bad', can quickly become hard rules. This is a great age for helping kids make simple, real-life connections between food and how their bodies work.

 **INSTEAD OF:**  
You need more fiber. Fiber supports digestion.

 **TRY THIS:**  
Fiber is a helper found in lots of foods like apple peels, berries, beans and oatmeal. It can take up space as food moves through your tummy, which can help you feel full after eating.

#### LET THEM BE GIANT MOMENTS

- Packing their lunch for camp with help
- Picking fruit at the grocery store
- Building a DIY snack board



#### FOOD EXPLORER IDEA

Pour Danimals smoothies into small silicone molds or paper cups with popsicle sticks. Let kids choose mix-ins like berries, freeze-dried fruit, granola, cereal or mini chocolate chips, then freeze until firm for a delicious summer treat.


### LATE ELEMENTARY AGES 8-10




#### LEARNING THROUGH COMPARISON, LOGIC AND GROWING INDEPENDENCE

Kids this age notice everything - who's taller, who runs faster, who skipped snack. The outside world starts having a bigger voice at this stage. They're thinking in more logical, nuanced ways and starting to form their own opinions about food, bodies and where they fit in. But just because they can repeat something doesn't mean they fully understand it. This is an important age for calm, curious conversations.

**WHAT THEY HEAR:**  
My soccer coach said I need to drink more milk to get the calcium my bones need.

 **INSTEAD OF:**  
See? That's why I keep telling you to drink milk.

 **TRY THIS:**  
Sounds like your coach is thinking about how hard your body works when you run and play. Calcium is one helper that supports growing bones and teeth, and vitamin D helps your body use it. Milk is one way kids can get calcium and there are other foods that offer calcium too, like yogurt, cheese, beans and even some leafy greens.

#### LET THEM BE GIANT MOMENTS

- Helping prep dinner
- Planning snacks for a picnic
- Building their own after-school snack combo

#### FOOD EXPLORER IDEA

Make fro-yo dots by squeezing small dots of Danimals pouches onto parchment paper. Keep them plain or sprinkle with freeze-dried fruit, seeds, or granola then freeze until firm.