

NAME: _____

SUPERMARKET CHECK-OUT LIST

Your teacher will assign you a grocery product. Go to the supermarket with an adult, look for your product and answer the following questions.

Your grocery product: _____

LOCATION

Some grocery items can be found in different parts of the store. Look for your product in all the aisles and departments in your grocery store (example: deli, salad bar, bakery, dairy, gourmet).

How many different places did you find your product? _____

Name some of the places you found your product:

Why do you think the same kind of product can be found in several different places?

BRAND

Different manufacturers make the same kind of products and give them different names. Look at the different brand names for your product.

How many different brands did you find? _____

Name some of the brands you found:

Why would you buy one brand instead of another?

VARIETY

There can be several varieties (shapes, flavors, etc.) within one product category. Look at all the different varieties within your product category.

How many varieties of your product did you find? _____

Name some of the varieties you saw:

_____	_____
_____	_____
_____	_____

Why would you buy one variety instead of another?

SIZE

Products are often available in different package sizes. Look at all the different sizes that your product comes in.

How many different sizes did you find? _____

Name some of the sizes you found:

_____	_____
_____	_____

Why would you buy one size instead of another?

PRICE

Even though different brands of the same product may be the same variety and size, their prices may be different. Compare the costs of several brands of the same size and variety of your product.

How much does the least expensive product cost?

How much does the most expensive product cost?

Which product would you buy? Why?

PACKAGING

Today consumers often consider the environmental impact of product packaging when making a purchase decision. Study the packaging in your category.

What materials are used in this category (paper, glass, aluminum, plastic, etc.)?

Which labels caught your eye? Why?

Are the packages biodegradable? YES ___ NO ___ DON'T KNOW ___

Can the packages be recycled? YES ___ NO ___ DON'T KNOW ___

How would you dispose of them (recycling, composting, incineration, landfill, other)?

Would the packaging affect your decision to purchase or not purchase the product? Explain.

ROLE OF FOOD IN DAILY MEAL PLANNING

Some foods are high in nutrients; others add fun or appeal to meals. Your food product may be eaten at different times of the day or primarily at one meal.

Is your product used for: breakfast? ___ lunch? ___ dinner? ___ snack? ___

Would you eat it by itself? YES ___ NO ___

Would you combine it with other foods? YES ___ NO ___

Does it help meet your nutrition requirements? If so, how? (Look at the nutritional label.)

Is this a fun food that enhances other foods (a topping, garnish, ingredient)? How would you eat it?

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PICKLE TASTING QUESTIONS

1. Which products did you like? Why?

2. Which products didn't you like? Why

3. If you were on a limited budget, which product(s) would you buy? Why?

4. If you were buying for a very large family, which products would you buy? Why?

5. If you were making a peanut butter and pickle sandwich, but didn't want to cut the pickles yourself, which product would you buy? Why?

6. If you were making Mexican food, which product would you buy? Why?

7. If you wanted pickles to put on your hotdog, which product would you buy? Why?

8. If you wanted a hefty pickle to eat, which product would you buy? Why?

PICKLE TASTING WORKSHEET

NAME: _____

It is ultimately the consumer—by purchasing only products he or she likes—who determines which products survive in the marketplace and which products fail. Taste several kinds of pickles, fill in the chart and answer the following questions.

PICKLE PRODUCT/VARIETY	PRICE	SIZE	COLOR	SHAPE	DESCRIPTION OF TASTE/FLAVOR	SUGGEST SOME USES FOR THIS VARIETY

WORD SEARCH PUZZLE CLUES

1. A condition that exists if a seller has something to sell and consumers are willing to buy.
2. We make choices based on our individual assignment of these to various alternatives.
3. One of the world's oldest forms of food preservation.
4. An important factor in determining what kinds of foods can be grown in a region.
5. Pickled products are preserved primarily by the use of... (two words)
6. Giving up one quality or benefit in a product in favor of another.
7. The quantity of money that must be exchanged for a product or service.
8. This type of society relies on farming for its survival.
9. Something people can't live without.
10. What ultimately determines which products make it in the marketplace.
11. When several companies are trying to sell the same kind of product to the same kind of consumers.
12. The quantity of a product or service that consumers will buy at a specific price or time.
13. Money left to a business after all expenses have been paid.
14. This type of society relies on manufacturing for its survival.
15. Innovations in this allowed consumer access to foods from all over the world.

NAME: _____

FIND THE FACTS

The clues on the attached page will provide the answer words to be found in the puzzle. Words read up, down, across diagonal and backward.

M A T R D C D N A M E D E O P L C K I
A S U P L Y I N D N C D Y C I P T N N
R K E T I A N O R I I T R A N S D Y P
K R F Y W C E S S U R P P Y R U S T R
E A G R A R I T Y P P H B D S V A L U
T R A D E O F F D C E N S T C O R T N
S U T P K T L I N G V P R R N O A N I
P R F T I S P O R T A I R D P K G N G
U P D F V U K G D L A O F M I C E R S
T R O R D G K L P L C O M E P T N T N
D R C L I M T E T I O N C N A G I I A
P I C K L I N G B R R I P D S O V L I
R O D U C R T I O N O I S T R A D S C
O D A T R P S C O H L Y S T L G L R O
N E C E S S T I C K D E M U S D E T M
T D R A G R A R I A N F E E K E C Y P
E E P R S S E E N E C S D T Y P T L E
T M I I G M Y P I P S D U P S F D I T
A G R C U O T R A N S P O R T L A Y I
M A P S I C L I M A T R M A N O F F T
I D N E C E S S I T Y T I F O R S P I
L O L A I R T S U D I D E V L A V T O
C T R A D T R A N S P O R T A T I O N

NAME: _____

FROM RAW PRODUCT TO FINISHED PRODUCT

Choosing from the list at the bottom of the page, match the final product with its raw product.
(Hint: Final products can be used more than once and raw products can have more or less than four final products.)

Tomatoes	_____	_____	_____
Potatoes	_____	_____	_____
Corn	_____	_____	_____
Wheat	_____	_____	_____
Grapes	_____	_____	_____
Milk	_____	_____	_____
Cucumbers	_____	_____	_____
Oats	_____	_____	_____
Peanuts	_____	_____	_____
Sugar	_____	_____	_____

ketchup
juice
flour
chips
wine
ice cream

spaghetti
cooking oil
jelly
cheese
peanut butter
relish

pickles
french fries
oatmeal
bran
salad
cereal

spaghetti sauce
candy
butter
bread
syrup
soup

ANSWER KEY

Teacher:

Here is the answer key for the Find the Facts word search puzzle. The grid indicates where the words can be found and the answers to the clues are listed. All of the words should be readily found in the background materials of the PPI Marketing Kit.

You can either supply the list of words to be found, or have your students figure out the answers based on the clues alone. Either way we suggest discussing the responses to encourage further conversation about food production and marketing.

M	A	T	R	D	C	D	N	A	M	E	D	E	O	P	L	C	K	I
A	S	U	P	L	Y	I	N	D	N	C	D	Y	C	I	P	T	N	N
R	K	E	T	I	A	N	O	R	I	I	T	R	A	N	S	D	Y	P
K	R	F	Y	W	C	E	S	S	U	R	P	P	Y	R	U	S	T	R
E	A	G	R	A	R	I	T	Y	P	P	H	B	D	S	V	A	L	U
T	R	A	D	E	O	F	F	D	C	E	N	S	T	C	O	R	T	N
S	U	T	P	K	T	L	I	N	G	V	P	R	R	N	O	A	N	I
P	R	F	T	I	S	P	O	R	T	A	I	R	D	P	K	G	N	G
U	P	D	F	V	U	K	G	D	L	A	O	F	M	I	C	E	R	S
T	R	O	R	D	G	K	L	P	L	C	O	M	E	P	T	N	T	N
D	R	C	L	I	M	T	E	T	I	O	N	C	N	A	G	I	I	A
P	I	C	K	L	I	N	G	B	R	R	I	P	D	S	O	V	L	I
R	O	D	U	C	R	T	I	O	N	O	I	S	T	R	A	D	S	C
O	D	A	T	R	P	S	C	O	H	L	Y	S	T	L	G	L	R	O
N	E	C	E	S	S	T	I	C	K	D	E	M	U	S	D	E	T	M
T	D	R	A	G	R	A	R	I	A	N	F	E	E	K	E	C	Y	P
E	E	P	R	S	S	E	E	N	E	C	S	D	T	Y	P	T	L	E
T	M	I	I	G	M	Y	P	I	P	S	D	U	P	S	F	D	I	T
A	G	R	C	U	O	T	R	A	N	S	P	O	R	T	L	A	Y	I
M	A	P	S	I	C	L	I	M	A	T	R	M	A	N	O	F	F	T
I	D	N	E	C	E	S	S	I	T	Y	T	I	F	O	R	S	P	I
L	O	L	A	I	R	T	S	U	D	I	D	E	V	L	A	V	T	O
C	T	R	A	D	T	R	A	N	S	P	O	R	T	A	T	I	O	N

1. Market
2. Values
3. Pickling

4. Climate
5. Vinegar, Salt
6. Trade Off

7. Price
8. Agrarian
9. Necessity

10. Consumer Choice
11. Competition
12. Demand

13. Profit
14. Industrial
15. Transportation

ANSWER KEY
FROM RAW PRODUCT TO FINISHED PRODUCT

Choosing from the list at the bottom of the page, match the final product with its raw product.
(Hint: Final products can be used more than once and raw products can have more or less than four final products.)

Tomatoes	<u>ketchup</u>	<u>salad</u>	<u>spaghetti sauce</u>	<u>soup</u>
Potatoes	<u>salad</u>	<u>chips</u>	<u>french fries</u>	<u>bread</u>
Corn	<u>cereal</u>	<u>chips</u>	<u>cooking oil</u>	<u>soup</u>
Wheat	<u>flour</u>	<u>spaghetti</u>	<u>bran</u>	<u>cereal</u>
Grapes	<u>juice</u>	<u>wine</u>	<u>jelly</u>	<u>salad</u>
Milk	<u>ice cream</u>	<u>cheese</u>	<u>butter</u>	<u>soup</u>
Cucumbers	<u>relish</u>	<u>pickles</u>	<u>salad</u>	<u>soup</u>
Oats	<u>flour</u>	<u>oatmeal</u>	<u>bran</u>	<u>cereal</u>
Peanuts	<u>peanut butter</u>	<u>salad</u>	<u>cooking oil</u>	<u>candy</u>
Sugar	<u>cereal</u>	<u>ice cream</u>	<u>candy</u>	<u>syrup</u>

- | | | | |
|-----------|---------------|--------------|-----------------|
| ketchup | spaghetti | pickles | spaghetti sauce |
| juice | cooking oil | french fries | candy |
| flour | jelly | oatmeal | butter |
| chips | cheese | bran | bread |
| wine | peanut butter | salad | syrup |
| ice cream | relish | cereal | soup |