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?

________________________________________________________________________

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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?

________________________________________

________________________________________

________________________________________
NAME: ______________________

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?
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
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.

<table>
<thead>
<tr>
<th>PICKLE PRODUCT/VARIETY</th>
<th>PRICE</th>
<th>SIZE</th>
<th>COLOR</th>
<th>SHAPE</th>
<th>DESCRIPTION OF TASTE/FLAVOR</th>
<th>SUGGEST SOME USES FOR THIS VARIETY</th>
</tr>
</thead>
<tbody>
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</table>
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.
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.
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.)

<table>
<thead>
<tr>
<th>Raw Product</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Tomatoes</td>
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<tr>
<td>Potatoes</td>
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<tr>
<td>Corn</td>
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<tr>
<td>Wheat</td>
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<tr>
<td>Grapes</td>
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<tr>
<td>Milk</td>
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<tr>
<td>Cucumbers</td>
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<tr>
<td>Oats</td>
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<tr>
<td>Peanuts</td>
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<tr>
<td>Sugar</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Final Product</th>
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</thead>
<tbody>
<tr>
<td>ketchup</td>
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<tr>
<td>juice</td>
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<tr>
<td>flour</td>
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<td>chips</td>
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<tr>
<td>wine</td>
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</tr>
<tr>
<td>ice cream</td>
<td></td>
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<tr>
<td>spaghetti</td>
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<tr>
<td>cooking oil</td>
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<tr>
<td>jelly</td>
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<tr>
<td>cheese</td>
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<tr>
<td>peanut butter</td>
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<tr>
<td>relish</td>
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<tr>
<td>pickles</td>
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<td></td>
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<tr>
<td>french fries</td>
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<tr>
<td>oatmeal</td>
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<td>bran</td>
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<tr>
<td>salad</td>
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<tr>
<td>cereal</td>
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<tr>
<td>spaghetti sauce</td>
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<td></td>
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<tr>
<td>candy</td>
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<tr>
<td>butter</td>
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<td>bread</td>
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<tr>
<td>syrup</td>
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<tr>
<td>soup</td>
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</table>
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.

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

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<th>salad</th>
<th>spaghetti sauce</th>
<th>soup</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Potatoes</td>
<td>salad</td>
<td>chips</td>
<td>french fries</td>
<td>bread</td>
<td>soup</td>
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<tr>
<td>Corn</td>
<td>cereal</td>
<td>chips</td>
<td>cooking oil</td>
<td></td>
<td>bread</td>
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<tr>
<td>Wheat</td>
<td>flour</td>
<td>spaghetti</td>
<td>bran</td>
<td>cereal</td>
<td>bread</td>
</tr>
<tr>
<td>Grapes</td>
<td>juice</td>
<td>wine</td>
<td>jelly</td>
<td>salad</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Sugar</td>
<td>cereal</td>
<td>ice cream</td>
<td>candy</td>
<td>syrup</td>
<td></td>
</tr>
</tbody>
</table>

(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)