\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 9:30 11:30

**Last Name**, First Name (partner optional) Circle your class time

**Supermarket Savvy Assignment**

Complete the HO on-line, print it to turn in for grading Tues. May 9

Print (back to back if possible) 20 points

Visit your local super-market **not** a superstore (e.g. Wal-Mart, Target, Costco) nor a quick convenience store (e.g. 7-11). You may do this assignment with a partner. If so, list both names on the summary sheet. Carefully complete this hand-out with clear, brief answers.

**Part I**

Name of Market visited\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Part II**

**1.** The first product that catches my eye as I enter the market is\_\_\_\_\_\_\_\_\_\_\_\_\_.

Why do you think this item is placed up front?

**2.** Highlight the non-food related services are offered at your market.

ATM Pharmacy Flowers/Cards Deli/Hot Ready to Eat foods

Bank Movie rental Mailbox Cleaners

Other services not listed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2A. Why do you think these services are offered at a market?

**3.** Go to the cereal aisle. What is the first thing that catches your eye in this aisle?

**3A.** Choose two cereals to evaluate; one aimed at kids, the other at the health/fitness conscious, adult consumer. List the cereal name in the space provided at the top of the chart. Complete the table and highlight the one you determine to be the most nutritious.

**Consumer Tip:** It’s tough to find, but considered ideal to eat cereal with ≥ 5 g protein and fiber/serving and ≤ 5 g sugar/serving, a short ingredient list of whole foods. Some examples include; Shredded Wheat and a few of the Kashi products meet this standard.

|  |  |  |
| --- | --- | --- |
|  | Write in name of your ‘Fitness Cereal’ | Write in name of your ‘Kid’s Cereal’ |
| 1. Total weight of box (oz.) |  |  |
| 2. Price of box (in cents) |  |  |
| 3. Price/ounce (Note1)  (Known as ‘**unit pricing’**) |  |  |
| For questions 4-6 List **amount** of **nutrient/serving**, **primary source** of nutrient and if the source is **added or natural** | xxxxxxxxxx | xxxxxxxxxx |
| 4. Sugar  Look for stand-alone sweeteners, syrups, juice concentrate, ‘ose’ ending words except cellulose or sucralose | Amount/serving  Primary source  Added or Natural | Amount/serving  Primary source  Added or Natural |
| 5. Fiber Note2  Look for chicory, inulin and/or bran fiber to ID added fiber | Amount/serving  Primary source  Added or Natural | Amount/serving  Primary source  Added or Natural |
| 6. Protein Note2  *Look for soy protein isolate, albumin and/or whey powder to ID added protein* | Amount/serving  Primary source  Added or Natural | Amount/serving  Primary source  Added or Natural |
| 7. Considering only the info you collected, which is the most nutritious choice? |  |  |

**Note 1:** Calculate ‘**Unit Price-**Divide package price by total pkg. weight (ounces). Ifproduct cost = $3.50 (350 cents) for 10 oz. box, then ‘Unit Price’=350 cents/10 oz. or 35 cents/oz.

**Note 2:** When fiber, protein, vitamins and minerals are added to a food to boost its nutrient content over what was originally present, it is called **fortification.**

**3B**. Why is ‘unit pricing’ a useful shopping tool?

**4. Go to the dairy section. Look for milk sold by the gallon.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Per 8 oz. serving, list**  | Protein  (grams) | % Daily Value (DV) Calcium  (not grams) | % DV Saturated Fat (not grams) | Sugar  (grams) | Price/gallon |
| Conventional **Nonfat** Milk  (0% fat) |  |  |  |  |  |
| Conventional Whole Milk  (~4% fat) |  |  |  |  |  |
| **Organic** Whole Milk (~4% fat) |  |  |  |  |  |

**Note:** (1-2 grams or 1-2%DV/serving difference is **not** significant)

**4A.** What is the one **biggest** (use chart) difference between conventional nonfat milk and conventional whole milk?

**4B**. Find a gallon of organic whole milk. What is the one **biggest** difference between conventional and organically produced whole milk?

**NOTE**: **If you cannot find Organic whole milk** at your market, compare conventional milk to 8 oz. of plain soymilk. What is the biggest difference you see between conventional milk and plain soymilk?

**4C.** Draw/or print the USDA organic logo.

**4D**. What % of ingredients must be organic for a product to use this logo? (Refer to class notes, text or USDA.gov site)

**5.** Compare a Certified Fair Trade (CFT) and similar *non-FT* product in your market.

(Hint: check out coffee, tea, chocolates to find CFT products, or ask staff for help.)

**5A**. What does Certified Fair Trade mean? If you quote a source, please credit it.

**5B.** If the store you are at does not carry CFT products, then you may skip this question (5B) with no penalty.

CFT Product Name\_\_\_\_\_\_\_ Price/oz. (see Q3-Note1 for help on unit price) \_\_\_\_\_\_\_

Non-CFT Product Name\_\_\_\_\_\_\_\_\_Price/oz. \_\_\_\_\_\_\_\_\_

**5C.** Do you think the price difference is worth the extra cost? (Check class notes/links and/or this [web](http://fairtradeusa.org/what-is-fair-trade) link for more info about Certified Fair Trade.)