

Activity 3.1

Name _____ Date _____ Hour _____

Unit Word Search

Student Materials

Pencil

Directions

Fill in the blank with the correct term from the word bank. Find each word within the word search.

- _____ 1. The process of gathering mature crops from the area where they were grown is known as _____.
- _____ 2. A person who moves from place to place as harvesting occurs is known as a _____ worker.
- _____ 3. Food _____ includes all the steps involved in transforming raw ingredients into food products.
- _____ 4. A _____ product has had its value increased due to the addition of ingredients or the processing that occurred.
- _____ 5. _____ involves research and planning to develop the best approach for selling a product.
- _____ 6. _____ marketing sells in large quantity to a buyer who will resell the product.
- _____ 7. _____ marketing sells directly to the consumer.
- _____ 8. Large retail store that has between 25,000 and 35,000 food items.
- _____ 9. A _____ retailer carries food items as well as clothing.
- _____ 10. Store with limited number of food items.
- _____ 11. _____ are based on quality factors such as texture, taste, and appearance.
- _____ 12. A system designed to analyze food processing procedures from the raw material to the finished product. (acronym)
- _____ 13. Procedures that have been developed to ensure a safe food product. (acronym)

- _____ 14. Foods that have been enhanced with nutrients are considered _____ .
- _____ 15. Fat which is of plant origin.
- _____ 16. Meat is a complete _____ source.
- _____ 17. Cereal grains are an excellent source of _____ .
- _____ 18. Fat which is solid at room temperature.

Word Bank

carbohydrates
convenience
fortified
GMP
grades
HACCP

harvesting
marketing
migratory
multipurpose
processing
protein

retail
saturated
supermarket
unsaturated
value added
wholesale

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

Activity 3.2

Name _____ Date _____ Hour _____

Food Processing: How to Make Dill Pickles

Student Materials

Quart size canning jars
5-6 medium cucumbers
1 dill weed sprig
2 cloves garlic
Brine
Measuring cups
Jar funnel
Jar lifter
Lid lifter
Ladle
Cloth towels and hot pad

Activity

3 cups water
2 cups white vinegar
¼ cup pickling salt
Bring to a boil

1. Sterilize jars and seals by placing in boiling water.
2. If teacher has not already prepared brine, combine ingredients and bring brine to a boil.
3. Select 5-6 cucumbers and wash. Cucumbers should be fresh and crisp, not soft or overripe.
4. Fill the jar with 5-6 cucumbers. Cucumbers should fit tightly into jar.
5. Place a sprig of dill weed and 2 garlic cloves in jar.
6. Add brine to jar using a ladle, leaving ½ inch of headroom.
7. Wipe rim of jar until clean.
8. Place seal and ring on jar.
9. Place jar into boiling water for 15 minutes. An inch of water should cover the top of the jar.
10. Lift the jars from the water and let stand for 24-48 hours without touching or moving them.
11. Store jars for 3-4 weeks for best results and then enjoy your pickles.

**Activity
3.3**

Name _____ Date _____ Hour _____

Food Marketing: Developing a Food Product

Student Materials

Pencil

Directions

The latest marketing data indicates that families no longer sit at the kitchen table for a large breakfast. Consumers are looking for healthy breakfast foods that can be eaten on the go. Our company's consumers want a product that can be eaten while driving to work or during a morning break. The two largest target markets are women and children. Our company needs you to develop a product that will target children. Children want a food that is fun as well as tasty. To encourage mothers to purchase the product, it must also be able to be marketed as healthy. Your goal is to develop a product that will meet the market need. A list of possible ingredients is below.

Granola
Oatmeal
Toasted O's Cereal
Toasted Rice Cereal

Chocolate Chips
Dried Fruit
Raisins
Nuts

Peanut Butter
Marshmallow Cream
Yogurt
Carmel

1. List the ingredients that you have chosen. _____

2. Describe the product that you have developed. _____

3. Explain how this product meets the needs of the target market. _____

Activity
3.4

Name _____ Date _____ Hour _____

Food Marketing: Developing a Food Advertisement

Student Materials

Poster Board
Art supplies such as crayons, markers, etc.

Directions

Once a food product has been developed, the target market must be informed about the product. Marketing involves research and planning to develop the best approach for selling a product. In the previous activity, you developed a product that is targeted for children. Now you must develop a food advertisement that will encourage mothers to buy the product for their children. Once you have developed your advertising concept, present it to the class.

Notes

Teacher Note

After students have presented to the class, have students vote on the product that they feel will sell best. Have class discussion about why the product meets the target market needs and how the advertisement encourages consumers to buy the product.

Activity 3.5

Name _____ Date _____ Hour _____

Product Pricing Comparison

Student Materials

Pencil

Directions

Stores often have different pricing. Visit three different stores and compare prices of the following products. Answer the questions that follow.

	Convenience Store	Supermarket	Multipurpose Store
Store Name			
Milk			
Bread			
12 pack of pop			
Bag of chips			
Candy bar			

1. Which store had the highest prices overall? _____

2. Hypothesize why this store might have the highest prices. _____

3. Which store has the lowest prices overall? _____

4. Hypothesize why this store might have the lowest prices. _____

5. The processing of raw products into value added products usually increases the price of the product. Visit a supermarket or multipurpose store, compare prices and calculate a price per pound.

	Package Price	Unit Price	Price Per Pound
Fresh Chicken Breasts			
Frozen Breaded Chicken Breasts			
Cooked Fried Chicken Breasts (Deli)			

6. Which product has the lowest cost per pound? _____

7. Which product has the highest cost per pound? _____

8. Explain the differences in pricing. _____

9. Give another example of a value added product. _____

**Activity
3.6**

Name _____ Date _____ Hour _____

Food Recall Presentation

Visit the FDA website at www.fda.gov. Choose a food recall situation that interests you. Research the issue and develop a PowerPoint presentation. Your presentation will be presented to the class.

Presentation Requirements

8-10 slides

Include one graphic or image per slide

Include one graph in presentation

Topics to cover:

Product

Company Name

Reason for recall

Effects of recall

Notes

**Activity
3.7**

Name _____ Date _____ Hour _____

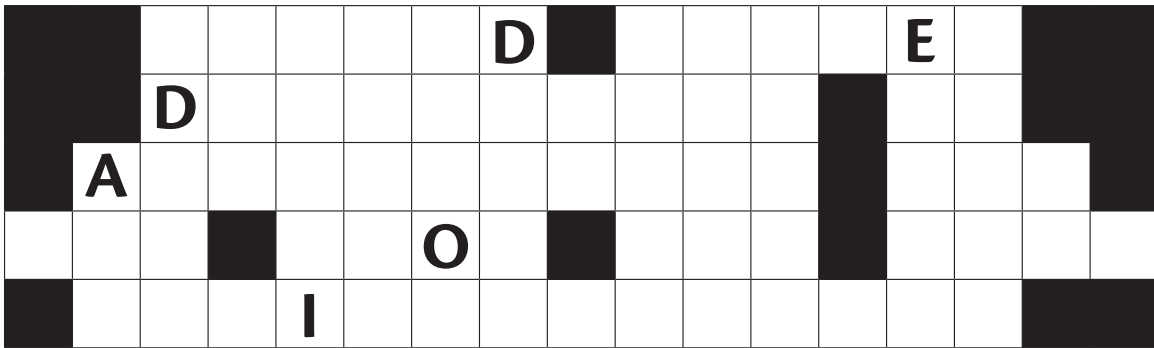
Food Fallen Phrase

Student Materials

Pencil

Directions

The letters in the phrase have fallen down. Use only the letters in the column to solve the phrase. A few of the letters have been filled in for you.



U P A E D E T A O R
 G R ~~I~~ O U L A A T ~~E~~ F
~~A~~ ~~D~~ E I T I ~~D~~ T U N T A S
 H D N I C R S M S R D T O N D
 T A E M F N ~~O~~ T T R N E I D N U G

Explain how the answer to the fallen phrase is involved in the food industry.

**Activity
3.8**

Name _____ Date _____ Hour _____

World Food Customs

Introduction

In this activity, you will investigate the different food customs around the world via the internet.

1. Choose one country from each of the following continents.

North America _____

South America _____

Europe _____

Asia _____

Africa _____

2. Research food customs in each country and write a short description.

North American Country - _____

South American Country - _____

European Country - _____

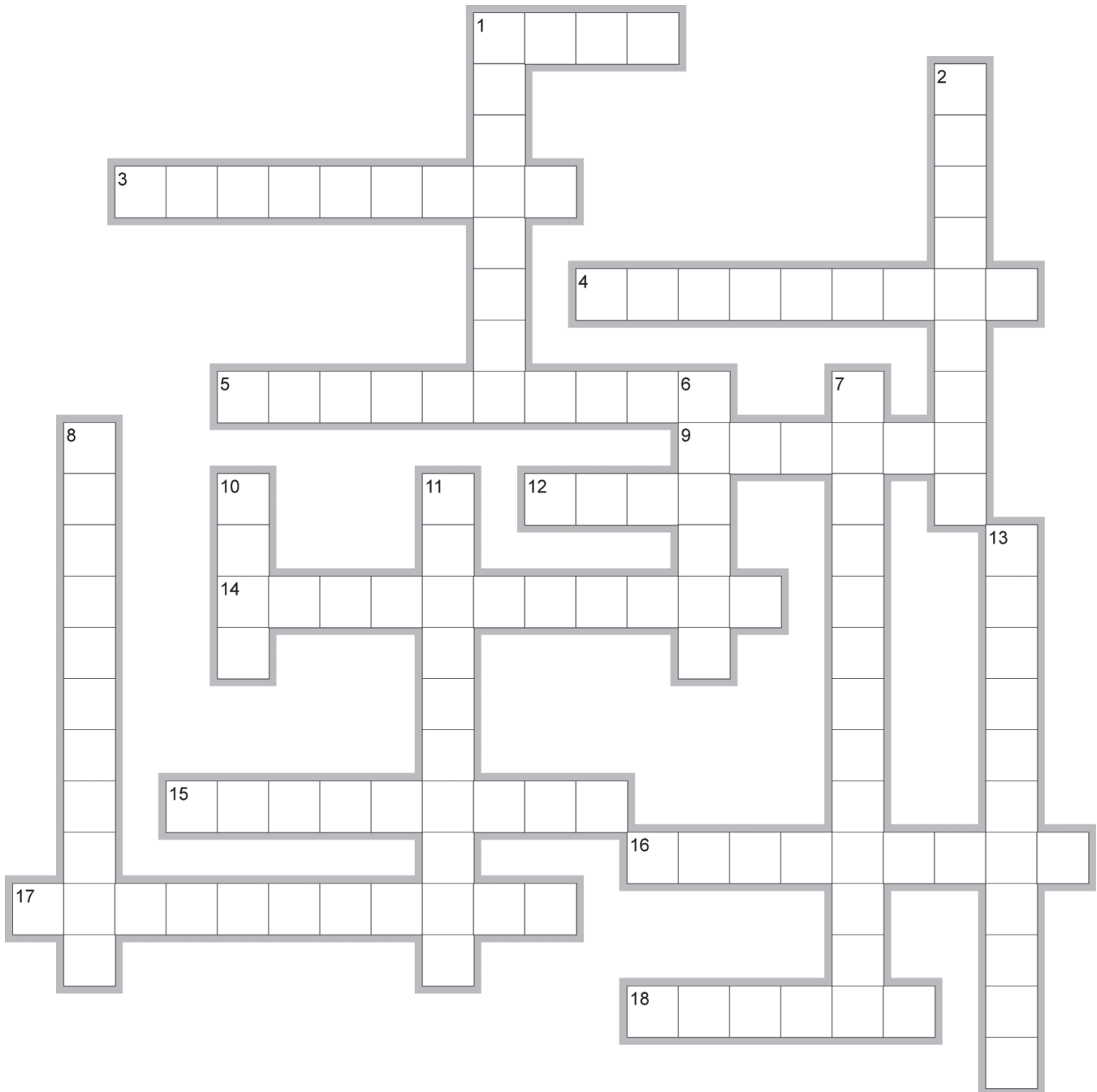
Asian Country - _____

African Country - _____

**Activity
3.9**

Name _____ Date _____ Hour _____

Unit Review Crossword



EclipseCrossword.com

Across

1. Good source of calcium
3. Fat of animal origin
4. Enhanced with vitamins and minerals
5. Transformation of raw ingredients into food products is food ____ .
9. Selling food for personal consumption
12. Agency that ensures meat products are safe for consumption
14. Store with a large variety of food items and brands
15. Selling to a target market
16. Worker who moves from place to place
17. Store that has limited food items
18. United States has the ____ food supply.

Down

1. Fruits and vegetables are high in vitamins and ____ .
2. Selling in large quantity to a buyer who resells the product
6. Uniform set of standards
7. These provide the body with energy
8. Saturated fats in a diet contribute to high ____ .
10. Tends to spoil rapidly and marketed fresh or frozen
11. Gathering mature crops
13. Fat which is liquid at room temperature