

CHAPTER 8 ACTIVITY

Food for Thought

OBJECTIVE

The purpose of this activity is for students to compare name brands to generic brands when shopping. It also allows students to assess the difference in price when buying generic brands.

Teacher Directions

Hand out student activity sheet. This assignment can be done individually or in groups.

If possible, send students to different stores. If generic items can't be located, have students write down the other brand name of the item found.

Make sure students total the columns at the bottom of their page to calculate their total savings.

As a class, discuss several of the items and compare which stores had the lowest prices (if different stores were visited). Assign different stores for different students.

Next, take the total savings—which will represent a week's worth of grocery shopping—and multiply the amount by 4 (a month's savings) and invest for 40 years at 12% to see how much of your retirement you are eating by purchasing only name brand items.

Activity Extension

Discuss how “unit price labels” work and how to use the labels to identify the best buy on grocery items.

Name _____

Date _____

FOOD FOR THOUGHT

Go to a store in your area to “price shop” for the items listed on the mock grocery list. Compare the name brand with generic prices by listing them in the columns. (Some items might not have generic so compare it to a different brand.)

ITEM NAME	MEASURE	BRAND NAME / PRICE	GENERIC NAME / PRICE
Microwave popcorn	3 pack box		
Bread	1 loaf		
Milk (2%)	1 gallon		
Eggs / large	1 dozen		
Bacon	1 pound		
Potatoes	10 pound bag		
Canned tomatoes	28 oz. can		
Sugar	5 pound bag		
Cola	2 liter		
Toothpaste	7 oz. tube		
Chicken breast	1 pound		
Cornflakes	12-14 oz. box		
Cheese	24 slice pack		
Ice cream	1/2 gallon		
Tortilla chips	8 oz. bag		
Salad dressing	8 oz. jar		
Toilet paper	4 pack		
TOTAL PRICE			

Store name and address: _____