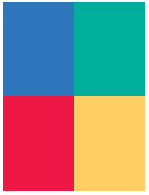




**SUPERMARKET BITS:
SHOPPING SKILLS
FOR REAL-WORLD SUCCESS**



**TEACHER'S
GUIDE**



INTRODUCTION

This Teacher's Guide provides information to help you get the most out of the *Supermarket Bits: Shopping Skills for Real-World Success* CD-ROM. The contents in this guide will allow you to prepare your students before using the program and present follow-up activities to reinforce the program's key learning points.

If your students' idea of food shopping is running through a market flinging ice cream and microwave pizzas into a cart and going home broke, they need *Supermarket Bits*—fast! It's a fun-filled, discovery-based simulation loaded with life-skills lessons and plenty of good advice. By immersing themselves in this virtual shopping environment, students experience the real-world process of grocery shopping without having to leave the classroom or spend a dime.

LEARNING OBJECTIVES

After using *Supermarket Bits* students will be able to:

- Prepare for the task of grocery shopping with a preplanned list and menu ideas in mind.
- Make informed decisions about when and where to shop, based on personal needs.
- Effectively utilize cost saving techniques such as coupons, store circulars, in-store specials, and shopper value cards.
- Develop a budget and analyze food costs for various products.
- Evaluate food choices and select items that meet nutritional and budgetary needs.
- Understand and evaluate common components listed on a nutrition label.
- Identify common marketing techniques that influence purchasing decisions.

EDUCATIONAL STANDARDS

The *Supermarket Bits* CD-ROM correlates to the National Standards for Health from the American School Health Association, the National Standards for Family and Consumer Science from the Family and Consumer Science Education Association, and the National Economics Standards from the National Council on Economic Education. The content has been aligned with the following educational standards and benchmarks from these organizations:

- Understands essential concepts about nutrition and diet.
- Understands how knowledge and skills related to nutrition and food affect the well-being of individuals, families, and society.
- Understands that family food choices are influenced by culture, traditions, and socioeconomic factors.
- Knows cost-effective practices for food purchasing.
- Uses criteria to evaluate sources of nutritional information (e.g., food labels, advertising).
- Understands how to plan, prepare, and serve simple meals that reflect dietary guidelines.
- Knows factors to be considered for food and meal planning (e.g., nutritional principles, specialized dietary requirements)



- Understands various dietary guidelines and food guides and their use in planning a healthy diet (e.g., food pyramid, recommended daily allowances)
- Manages money effectively
- Prepares and follows a budget
- Uses sound buying principles for purchasing goods and services

PROGRAM OVERVIEW

This CD-ROM program helps users learn how to be smarter, more savvy supermarket shoppers. It focuses on the entire supermarket experience, providing tips and tricks for buying groceries high in nutritional value and low in cost at today's modern markets.

Supermarket venues are always expanding, specializing, and reorganizing in order to lure customers and entice them into filling their carts and emptying their wallets. This program alerts users to marketing ploys and arms them with a carefully considered shopping plan paired with consumer confidence.

This interactive experience takes students through the task of grocery shopping from start to finish. Beginning with a discussion of how to plan for a successful shopping trip, students learn how to prepare to enter the grocery store with a clear list of needs, relevant coupons, and a set budget. While "obtaining" the items on his or her list, they discover the ins and outs of savvy shopping, including what to look for on labels, how to find the best prices, and common marketing traps to avoid. The program concludes with tips on what to do when you're checking out, and once you're back home with your purchases.

MAIN TOPIC AREAS

Topic 1: Before You Shop

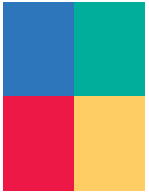
This section explains how to plan and what to consider before you head out to a supermarket. A discussion of how to make a list, organize your pantry, check circulars and coupons and determine when and where to shop prepares students for a stress-free, confident shopping experience.

Topic 2: Off to the Store

Just before the student is sent "Off to the Store," he is given a set budget of \$25, a shopping list and a selection of coupons to use during his virtual shopping experience. Armed with these necessities, the student discovers the essential tools for navigating the aisles while seeking out the items on his list through a discovery-based learning model. As each item is "found," the student is presented with an exercise to apply what has been learned in order to make an educated choice regarding what to "buy."

Topic 3: After You Shop

This section first evaluates the shopper's purchases and provides feedback as to whether the user has purchased all of the items on the list, stayed on or under budget, used the appropriate coupons, and limited impulse buys. The student is then given tips for being alert during the checkout process. The program concludes with advice on what to do when you get home with your groceries, and how to use what was learned to plan for the next shopping trip.



FAST FACTS

- Planning your meals ahead of time allows you to evaluate and balance the nutritional value of what you eat.
- The best way to save money on groceries is to never pay full price.
- According to the Promotion Marketing Association Coupon Council, manufacturers distribute 256 billion coupons each year, of which more than 4.5 billion are redeemed, with estimated savings of \$3.6 billion to American consumers.
- 81% of the American population, in all age and income groups, uses coupons on a regular basis.
- Just because an item is advertised does not necessarily mean it is on sale.
- “Loss Leaders,” items that the supermarket advertises and sells at a significant discount to get you to come into the store, are usually the best deals in the store.
- You can save yourself a lot of time and aggravation by avoiding peak shopping days and times. Saturdays, Sundays, and holidays are generally high traffic days, as well as the day before a long weekend or major holiday. If a big storm is coming, many people like to stock up on necessities. The same is true the day after a disaster such as a flood, earthquake, or tornado. Afternoons between 4:00 p.m. and 7:00 p.m. draw many people on their way home from work, so it’s best to avoid that time period as well.
- Studies show that shoppers who go to the store hungry are likely to buy more than they planned to buy.
- Higher-priced items are generally placed at eye-level on the store shelves.
- Many generic and store-brand products are made in the same factories as the brand-name products.
- Scientists estimate that almost 400,000 cases of cancer in the U.S. could be prevented solely through changes in diet.

VOCABULARY TERMS

Consumer: Someone who purchases and uses goods and services.

Convenience store: A store that is a quick place to stop and pick up a few grocery items, often attached to a gas station.

Farmer’s market: A place where local farmers bring fresh produce and other farm-produced items to sell.

Food additive: Substance added to food to improve its flavor, color, and freshness, or as a preservative.

Food co-op: A group of people who form a cooperative (co-op) association to buy or grow foods in bulk, then sell or distribute goods among its members.

Generic: Products that are considered “no brand,” usually having plain labels and no frills packaging.

Impulse buying: Buying items that you don’t need and didn’t plan on buying; giving in to a sudden urge to buy a product that is not on your shopping list; a splurge.

Manufacturer’s coupon: A piece of paper offering a discount directly from the manufacturer on a specific product.

Meat substitutes: Meat alternatives or foods high in protein used instead of meats; such as cheese, eggs, peanut butter, dried beans, and peas.

Name brand: Popular, well-advertised brand of a product such as Kraft or Del Monte.



Open dating: The process of putting a date on a label or product to indicate when that product should be purchased or used.

Perishable: Something that spoils quickly, usually requiring refrigeration.

Produce: Fruits and vegetables.

Rain check: A voucher issued by the store (usually at the courtesy counter) that allows you to purchase an out-of-stock item at the current sale price at a future date.

Running list: An on-going grocery list; during the week items are added to the list as you see the need for or run out of something.

Store brand: The brand of product sold by a particular store chain; for example, Acme stores sell Acme brand products; usually lower-priced than name brand products.

Superstore: A supermarket that sells many items besides food; it may have a bakery, bank, pharmacy, florist, coffee shop, etc.

Unit price: The price per ounce, pound, or other quantity of an item; used to compare the actual price per unit between two brands.

Universal Product Code (UPC): The symbol, used on labels, consisting of a series of numbers and bars that indicate manufacturer and product when read by a computer scanner.

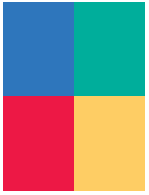
Warehouse stores: “No frills” supermarkets where products are packaged in bulk and discounts are typically given for purchasing in large quantities.

PRE-PROGRAM DISCUSSION QUESTIONS

1. How can foods affect your body in either a positive or negative way?
2. Some people make food choices based on the desire to be thin, while others focus on trying to be healthy. Explain the difference.
3. What compels you to shop in one store instead of another? Is it the store’s layout, cleanliness, appearance, convenience, services, prices, or something else?
4. What techniques, if any, do you currently use to save money when grocery shopping?
5. In what ways might the media affect a person’s choices in the grocery store?
6. What is a marketing ploy? Name some examples you might find in the grocery store.

POST-PROGRAM DISCUSSION QUESTIONS

1. Which of the techniques or shopping suggestions discussed in the program do you feel could help you save the most money? The most time?
2. Which is more important to you when it comes to supermarket shopping—cost or convenience? Why?
3. What information is typically found on a food nutrition label? Which part of this information is most important to you? Why?
4. What are the main differences between a store brand and a name brand product? Would you consider buying a store brand item? Why or why not?
5. How do TV commercials, billboards, and magazine advertisements influence consumer choices at the grocery store? What are some other in-store marketing techniques used to influence your shopping choices? Which ones are you most susceptible to?



GROUP ACTIVITIES

Planning a Picnic

Develop a grocery list based on a picnic or lunch that would feed the entire class. Include specific quantities for each item. Then, divide into small groups of three or four students. Assign each group a local grocery store in which to shop. Before heading to the store, each group should scan the current weekly sales circular from their assigned supermarket in order to identify any sale items that will meet the required list (any brand is acceptable, but product sizes should be limited to no more than 20% above what will be needed for the planned meal). Each group should then record the package size and price of any sale items on a class cost comparison chart (sample below) in **red**.

Over the next few days (preferably before the sales change, usually Saturday or Sunday) each group should visit their assigned grocery store in order to record the prices of the items on the class grocery list that are not on sale that week. Each group should then record the package size and price of any regularly priced items on the class cost comparison chart in **blue**.

When all data has been collected, total the cost of the grocery items for each store. Compare the outcomes and discuss any other factors that may have influenced these experiences. For example, did any group feel they could have spent less if they bought a larger size? Did anyone settle for a brand they didn't like in order to save money? What did each group like or dislike about the store in which they shopped? Did the store with the best sale prices end up with the lowest overall cost?

Red = Sale priced item

Blue = Regular priced item

Class Cost Comparison Chart

	Group 1 Safeway	Group 2 Giant	Group 3 Red Lion
32 Hotdogs	four 8-packs (\$0.99 each) \$3.96	3-lb box (36 hotdogs) \$2.99	four 8-packs (\$1.19 each) \$4.76
20 Cans of Soda	two 12-packs (\$2.99 each) \$5.98	four 6-packs (\$1.69 each) \$6.76	one case (24 cans) \$3.99
Total Cost	\$9.94	\$9.75	\$8.75



Marketing Ploy Poster

As a class or working in small groups, visit a small local grocery store, chain supermarket, or convenience store to see how many “marketing ploys” can be identified. If possible, take a camera along—use it to take photos of each ploy as you spot it. Then use the photos to create a “Marketing Ploy Poster” that identifies each in-store marketing technique and answers the following questions:

- Who is the target, or intended audience for each ploy?
- Where is each ploy placed in the store? Why is this important?
- Why is each particular technique effective in persuading someone to buy an item?

INDIVIDUAL STUDENT PROJECTS

Your Personal Food Pyramid

Examine your eating habits in relation to the current version of the Food Guide Pyramid. Keep a written log of everything you eat for one week. At the end of the week, compare the types of food you eat to the recommended amounts of grains, fruits, vegetables, proteins, and sugars. What does your personal pyramid look like?

Now, create your own meal plan for three days using only foods you like and would realistically eat. Plan according to the current Food Guide recommendations. Note the associated area(s) of the Pyramid for each item. Now, give your diet a test run!

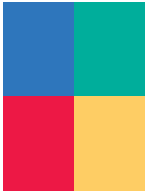
After three days, do you feel healthier? Was it hard to stick to your meal plan? What were the challenges? How might you expand this meal plan for a longer term?

The Price is Right—Or Is It?

Start keeping a “Price Book.” A price book is used to track the lowest prices you have found for items you buy most often. That way you never have to rely on memory when trying to decide if an item is a good deal. Make sure to note the store where you shopped, the day of the week you visited, and the unit price for each item. Your price book can be as simple as a small notebook in which you keep track of items you buy most often and the best price you have found for them, or as complex as a computer spreadsheet. Try keeping a price book for two months—if you don’t usually do the family shopping, tag along with whoever does and keep tabs on the prices of what they buy. What pricing trends do you notice? What is the lowest and highest price that you saw for each item?

Homemade versus Pre-Made Meals

Calculate the cost of preparing your favorite meal from scratch versus buying a pre-made or partially prepared version. Keep in mind the serving size of the pre-made item in comparison to your usual serving size. Using the product’s nutrition label as a guide, estimate the amount of various nutrients found in your homemade meal versus the nutrients found in the prepared version (i.e. fats, sodium, sugar, calories). Which is more cost-effective—the homemade meal or the pre-made meal? Which is more nutritious? Which is more time-effective?



What Did You Buy?

Note: Students should be asked to save grocery receipts for at least one month prior to completing this exercise. The exercise should not be explained or discussed in advance.

Using your family's past month's grocery receipts, calculate the Total Amount Spent (add up all the receipts) and note it as follows: "In the month of _____, we spent \$____."

Next, using honest judgment, calculate the following information using all receipts.

Total number of items	Total number of items	Total cost of items	% of total amount spent
"Impulse buy" items			
Prepared foods			
Healthy choices			
Junk food			

How did you do? Are you surprised by the percentage of your food cost for any category? How can you plan better for your next shopping trip?

INTERNET ACTIVITIES

Buying Groceries Online

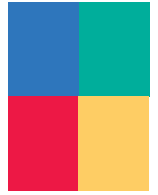
Make a short list of groceries you typically buy (8-10 items). Then compare the prices and availability at on-line grocery stores to your favorite local supermarket. (Use an Internet Search engine such as Yahoo! or Google to find and visit at least two on-line grocery stores.) Compare the brands and varieties of items on your list. Are the brands you prefer offered? How do the prices compare to your neighborhood store? How much will you have to pay to have the groceries delivered?

Comparing Coupon Websites

Use an Internet Search engine such as Yahoo! or Google to find one or more websites that offer store coupons for you to print and use. How do these sites work? What is convenient about them? What are the drawbacks?

Looking at Labels

Take a look at the area of the U.S. Food and Drug Administration's website concerning food labeling (www.cfsan.fda.gov/label.html). Write a one-page summary of a current FDA labeling topic such as bioengineering, irradiated food, trans fat, nutraceuticals, allergens, etc. Investigate why the issue is of concern to the public and what is currently being done to regulate the process or ingredient.



ASSESSMENT QUESTIONS

Q: Which of the following places would be a good store to shop for hygiene products and cleaners?

- (a) Convenience store
- (b) Chain supermarket
- (c) Warehouse club
- (d) Specialty store

A: (c)

Feedback: Hygiene products and cleaners can often be purchased for less at warehouse clubs and discount drug stores.

Q: “Double coupons” means _____.

- (a) The store will give you another coupon in return for yours
- (b) The store will deduct twice the amount of the face value of your coupon from your total purchase
- (c) The store will let you use the coupon for two items
- (d) The store will let you use the coupon twice—once today and again another day

A: (b)

Feedback: Your coupons are worth double their face value at stores that offer this buying incentive program.

Q: Which of the following statements is true?

- (a) Coupons printed from the Internet are illegal to use.
- (b) You cannot use a coupon if the expiration date is the same as today's date.
- (c) Most stores will not let you use more than ten coupons per visit.
- (d) You can use a coupon on an item that is already on sale.

A: (d)

Feedback: Using coupons on sale items is a great way to increase your savings!

Q: Before shopping you should be sure to _____.

- (a) eat
- (b) make a list of what you need
- (c) remove expired coupons from your organizer
- (d) all of the above

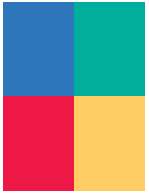
A: (d)

Feedback: Careful planning and preparation will make your shopping experience less stressful and save you time and money.

Q: The unit price allows you to compare the prices of different size packages. *True or False?*

A: True

Feedback: The unit price is the best way to compare the prices of different sizes and brands of an item.



Q: Who is the best person to take with you to the grocery store?

- (a) No one
- (b) Your spouse
- (c) Your children
- (d) Your mother

A: (a)

Feedback: You are more likely to stick to your list and get through the store quickly if you shop alone.

Q: Which of the following will NOT help you to save money and stay within your budget when grocery shopping?

- (a) Coupons
- (b) A list of what you need
- (c) Credit cards instead of cash
- (d) A preferred shopper card

A: (c)

Feedback: If you only take a set amount of cash to the store, you will not be able to spend more than you had planned.

Q: Which of the following is a good time to shop?

- (a) Afternoons between 4:00 p.m. and 7:00 p.m.
- (b) Tuesday mornings
- (c) Sundays
- (d) On a holiday

A: (b)

Feedback: You will get through the store faster if you avoid crowded peak shopping times.

Q: As a rule, the least expensive foods are also the most nutritional. *True or False?*

A: False.

Feedback: The most nutritional foods sometimes cost more. Stock up when there is a sale, if you can.

Q: Stores often advertise products at a deeply discounted price on the front or back of their circulars to attract shoppers. This is called a _____.

- (a) sale item
- (b) loss leader
- (c) frequent shopper product
- (d) in-store special

A: (b)

Feedback: Loss leaders help to draw customers into the store.



ADDITIONAL RESOURCES

Websites

Grocery Shopping Basics: Helpful Information from Grocery Gurus
<http://grocery.lifetips.com>

Abe's Grocery Tips
www.abes-grocery-tips.com

Penny Pinchin' Food Ideas
<http://home.att.net/~rsenecal/grocpage.html>

The Frugal Shopper
www.thefrugalshopper.com

Food and Drug Administration
www.fda.gov

The Environmental Protection Agency's Recycling Information—Paper or Plastic?
www.epa.gov/recyclecity/market.htm

Free Coupons Online
www.couponsurfer.com

Publications

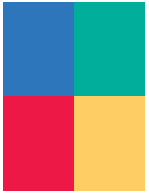
Health Magazine, October, 2002 edition:
"The Great Supermarket Psych-Out"
www.health.com/health/food/article/O,15669,356696,00.html

Just the Weigh You Are: How to Be Fit and Healthy, Whatever Your Size,
by Steven Jonas and Linda Konner. Houghton Mifflin Co, 1998. ISBN: 0395935237.
Written by a medical doctor, this total fitness guide is for anyone who finds it too difficult to lose weight but still wants to be healthy.

Other Products

Supermarket Shopping, VHS/DVD, Cambridge Educational
Shopping used to be such a time-consuming process...buying meat at the butcher's, vegetables at the market, flowers at the florist's. But today's supermarket is truly a one-stop-show for many consumer needs. We discover shopping techniques to help shop smarter and faster, like...choosing the best time to shop...and whether to use coupons, buy the store brands, or opt for the generic ones. We look at how stores are organized...research comparison shopping...and find out how product placement influences what we buy and how much we spend. We also explore other shopping choices including warehouse stores, health food stores, specialty stores, and farmer's markets. Shopping may be a whole lot more convenient, but wise consumers know that making good choices means having all the facts.

Order no: 26443, www.cambridgeeducational.com, 1-800-468-4227



Nutrition and Menu Planner, CD-ROM (Windows/Macintosh), Meridian Education
This fun, interactive program allows the user to plan a day's menu including breakfast, lunch, and dinner by choosing foods from the nutrition pyramid groupings. Nutritional values of food items appear alongside each food selection as meals are planned for the day. Personal information is stored in a database to be accessed later to compare these personal nutrition requirements with the food values selected from over 4,000 items. Live-action video clips on the nutrition pyramid as well as useful information about food labels provide a fun, hands-on activity for individuals interested in practicing good nutrition.
Order no: 11055, www.meridianeducation.com, 1-800-468-4227

Eating Healthy: What Is a Serving?, CD-ROM, Meridian Education
The new USDA guidelines for nutrition include revised serving sizes and recommendations. Correlated with the updated Food Guide Pyramid, this CD-ROM uses live-action video and interactive testing to help students understand how to use the guidelines to ensure a healthy diet. Available for Windows only.
Order #: 11075, www.meridianeducation.com, 1-800-468-4227

Surviving the Checkout: Wise Food Buying, VHS/DVD, Cambridge Educational
Discusses how to make wise food buying decisions by pre-planning meals for the week using newspaper food ads and the Food Groups as guides. A summary of alternatives to supermarket shopping is also presented.
Order no: 14576, www.cambridgeeducational.com, 1-800-468-4227



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