Let’s Go On A Shopping Spree

**PROCEDURE**

1. Draw a large pyramid (triangle) on the board and label it, “Human Needs Pyramid”. Through group discussion, have students decide how needs differ from wants. Have the group complete levels of human needs pyramid, beginning at the bottom with safety, then food, then shelter, clothing, group acceptance and love.

2. When the pyramid is completed, have students determine those needs supplied by agriculture and it’s related industries.

3. Divide students into small groups and have them complete the “Let’s Go on a Shopping Spree!” exercise. As a class, have groups compare responses.

**EVALUATION**

Students distinguish the difference between human wants and needs and identify the varied uses for agricultural products to meet human needs. Students describe the characteristics of Kentucky’s geographic terrain which are suited to production of a specific agricultural product. Students demonstrate graphing and estimating skills to calculate food costs in the shopping cart and demonstrate understanding that agricultural commodities go through many processing stages before being ready for the consumer.
OFF-FARM

costs (marketing expenses associated with processing, wholesaling, distributing and retailing of food products) account for 81 cents of every retail dollar spent on food.

38.5¢ Off Farm Labor

8¢ Packaging

4¢ Transportation

3.5¢ Energy

4.5¢ Profits

4¢ Advertising

3.5¢ Depreciation

4.5¢ Rent

2.5¢ Interest

1.5¢ Repairs

3.5¢ Business Taxes

3¢ Other Costs

81¢ OFF FARM

19¢ FARM

FARMERS and RANCHERS

receive only 19 cents out of every retail dollar spent on food that is eaten at home and away from home. In 1980, farmers received 31 cents out of every retail dollar spent on food in America.

*OTHER COSTS include property taxes and insurance; accounting and professional services; promotion; bad debts; and many miscellaneous items.