

Organic Scavenger Hunt

Background:

As you saw in the introduction to organic systems video, we are viewing organic as a system with multiple components that interconnect in numerous ways. This introductory activity will provide you the opportunity to explore organic availability, marketing, and farming in your community.



Assignment Objectives:

- Identify organic products and marketing techniques that differentiate organic from conventional products
- Conduct a survey of organic availability in your local store and region
- Participate in hands-on exploration of different components of the organic system

Estimated Completion Time: 1-3 hours + travel to a grocery store. *If you are unable to travel to a grocery store, please contact me at least 72 hours prior to the assignment due date to receive alternative instructions.*

Instructions:

Your task is to complete the following organic scavenger hunt and questionnaire by visiting a local grocery store and conducting online searches. Please note that you will need to complete many of the questions in the store so I recommend either printing off the scavenger hunt or having it pulled up on a mobile device in order to take notes. You can either type your answers in a word doc to submit or you can scan your scavenger hunt with your answers completed by hand (please ensure handwriting is legible).

Part 1: Complete In Store

Part 2: Complete In Store and Using Online Searches

Assessment:

Part 1 is worth 2/3 of your assignment grade and Part 2 is worth 1/3 of your assignment grade. Students will receive full marks on this assignment if all questions are clearly answered. We are aware that some of these questions may not be answerable depending on your chosen store and location. For those question(s), please first try your best to find answer(s) and if unable to answer, explain to us why you believe you cannot answer the question(s).

While this is a low stakes assignment with points provided for strictly based on participation, this is an opportunity to learn more about organic and your community. We will build on information explored in this assignment as we move throughout the term.

Organic Scavenger Hunt

PART 1: Complete In Store (66%)

Your name:

Name of store visited:

Location of store:

Date of store visit:

Approximate number of TOTAL store employees (*ask an employee or manager*):

Provide 2-4 sentences describing the store. Think about product variety, size, customer demographics, community perceptions, etc.

1)

Produce (fresh fruits and vegetables):

- 2) How does the store differentiate organic produce from conventional produce?
- 3) List all the countries represented by produce in the organic section. *Look for this information on the produce price signs and the produce stickers.*
- 4) Is any information about organic provided in the store? If so, what is provided?
- 5) Fill out the below chart by finding 3 organic produce items and 3 comparable conventionally grown produce items (eg. *organic avocado, fuji apple, celery and conventional avocado, fuji apple, celery*)

| Production Method | Produce Item | PLU <i>(4-5 digit number on produce sign and/or produce sticker)</i> | Cost | Crop Source Location <i>(eg. Mexico)</i> & Farm Name <i>(if listed)</i> |
|--------------------------|---------------------|--|-------------|--|
| Organic | | | | |
| Organic | | | | |
| Organic | | | | |
| Conventional | | | | |
| Conventional | | | | |
| Conventional | | | | |

6) Unless it is packaged, produce items (fresh vegetables and fruits) generally do not have the green “USDA Organic” logo. Based on the information you used to complete the above table, make an inference about one *consistent* way to determine if a produce item is organic.

7) Can you find a produce item for sale in the store that is from your local community and/or region?

a. If so, what is the item?

b. How did you know it was from the local area?

c. Is it conventionally or organically grown?

Packaged Items and Processed Food:

| | Organic Food Item | Cost | Ingredients | Company Location <i>(eg. Belgium)</i> |
|--------------------------------|--------------------------|-------------|--------------------|---|
| Grain (eg. flour, crackers) | | | | |
| Meat | | | | |
| Dairy | | | | |
| Beverage | | | | |
| Your Choice | | | | |
| Your Choice | | | | |

8) On packaged/processed organic food items, where on the label is the green “USDA Organic” label found?

9) Find one item that is “made with organic ingredients” but is not certified organic (Hint: *Packaged products such as cookies, energy bars, crackers, etc. are a good place to look for these items*).

a. What is the item and what are the organic ingredients?

b. Is a percentage of organic ingredients listed (eg. *“made with 70% organic ingredient”*)? If so, what is the percentage?

10) Examine personal care items, household cleaners, clothing, etc. and search for certified organic products. List examples here.

