

# Grocery Store Scavenger Hunt Activity

**Materials:** Field Trip Scavenger Hunt Worksheet

**Introduction:** The layout and organization of a grocery store/section is no accident. Considerable amounts of money have been spent to study and make recommendations about how and where to display certain items. Taking a scavenger hunt to the local grocery will give your family the opportunity to form your own conclusions and analyze your purchasing habits.



**Directions:** Use the form provided to take a trip through your local grocery and record your findings.

## General Information

1. The displays at the end of the aisles are called *endcaps* – Why do you think they have this name? What kinds of items do you see displayed on the *endcaps*?
  - Sometimes endcaps display items that are on sale. Other times, the store puts items on the endcaps that it wants to sell quickly to make room for more products. These items are not always sold at a reduced price.
2. What types of foods are located near the register? Why do you think these might be called *impulse buys*? Do you ever purchase any of these items?
  - People don't usually plan to buy impulse items, but are tempted while they are waiting in line.
  - It's an easy way for a store to sell more items.
3. Go to the cereal aisle – are the most important items on the top or bottom shelves? Why do you suppose they are organized in this manner?
  - Stores place products targeted to children at a lower level so that the children can see them more easily.
  - Stores place more expensive products at the eye level for an adult of average height.
4. How does food packaging help promote food products?
  - Food packages often use fun, attention-grabbing techniques to attract your attention and make you want to eat the food. Foods that don't have packaging, such as fruits and vegetables, cannot rely on these techniques to attract your attention.
  - Some fruits and vegetables—such as baby carrots or raisins—are now sold in convenient packages that make it easy for people to eat without preparation. Such convenience may make it easier for people to include more fruits and vegetables in their daily food choices.

## Scavenger Hunt Guide: Produce



Today you're going on a scavenger hunt for information!

### Key things to look for in your search:

- Availability of a wide range of fruits and vegetables in the produce section
- Availability of a variety of deeply colored fruits and vegetables (red, orange, purple, yellow, green)
- Availability of ready-to-eat fruits and vegetables
- Packaging or lack of packaging
- Nutrition Information

1. Find five different fruits or vegetables that you eat regularly (at least once a week):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

2. Find the following:

• Two kinds of dark-green leafy vegetables:

- \_\_\_\_\_
- \_\_\_\_\_

• Three deep-yellow or orange fruits or vegetables (remember, they can be deep yellow or orange under a peel or skin, too):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

• Three types of berries:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

• Vegetables or fruits you would like to try soon:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

3. List any fruits and vegetables that you've never seen before today:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

4. Why is it good to try new fruits and vegetables?

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### **Packaging and Placement**

5. List at least three produce items that are packaged in a way that makes them ready to eat right now:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Do you think young people would choose these items? Yes  No

Why or why not? \_\_\_\_\_

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6. Are fruits and vegetables advertised as much, and/or in the same way, as other items (for example: breakfast cereals or cookies)?

Yes  No

Why is this, do you think? \_\_\_\_\_

7. What would you suggest to a fruit or vegetable company to help it sell more of its products?

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8. Name an interesting fact you learned about the produce section. You can think about nutrition content, packaging, or the location of the fruits and vegetables in the store.

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### Scavenger Hunt Guide: Fruit Juice

Today you're going on a scavenger hunt for information! Tour the juice section and answer the questions below.

Key things to look for in your search of orange juice or some other fruit juice:

Orange Juice or another fruit juice	Frozen	From Concentrate	Not From Concentrate	Canned or Bottled
What is the serving size?				
What is the daily value of calories per serving size?				
What is the daily value of sugar per serving size?				
What vitamins are in this product?				
What minerals are in this product?				
What is the % juice content?				

What did you learn about the grocery store that you may not have known before? \_\_\_\_\_

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How will this scavenger hunt influence you to shop differently? \_\_\_\_\_

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If you owned the grocery store, would you make any changes? \_\_\_\_\_

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What did you learn about nutrition that you did not know before? \_\_\_\_\_

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Adapted from: *Media Smart Youth – Eat, Think and Be Active*, National Institute of Child Health and Human Development, Washington D.C.