



Lesson Objectives:

Club members and parents will:

- Compare costs of different brand name foods
- Making decision

Equipment and supplies:

- Decide whether to use loose kernel popcorn or microwave popcorn. Then choose four brands:
 - National name
 - Store brand
 - Generic brand
 - Pre-made kind next to the chips

Preparations:

- Review Lesson
- Gather equipment and supplies

What's in a name?

When you are shopping at the store, you can find many products that have three or more different brands. The types of name brands include:

- National brand names.
- Grocery store brand names.
- Generic brands or “no-names.”

National name brands are advertised heavily and promoted by coupons. Grocery store chains sell products that are almost identical to national name brands. Often, the store bought the item from the national company in large quantities at a lower price and put the store's label on it. That's why store brands are less expensive than national brands for the same item.

Generally, generic label items are the least expensive alternative among the different brands. The nutritional value is generally as good unless the label says otherwise. The quality of the food may not be as high as the store or national brand. For example, the pieces of a chopped food item may be more irregular. It's important to sample a generic brand for taste and looks. If there is no problem, then you can buy whichever one you want!

How can you tell which is the better buy? Each food is different and you should try each to find the one you prefer. Let's do a test with popcorn.

1. Prepare the various popcorn packages according to the label directions.
2. Compare the different popcorns for how they taste, look, and cost. Sometimes, the amount of unpopped kernels and hulls is important to the taster. As you fill in the chart on the next page, you might want to note that.
3. To figure out “cost per serving,” divide the price of the popcorn by the number of servings listed on the package label. Now you have a basis to compare different sized packages that produce a different number of servings.

Extra bite

Try investigating a different food that is available in national, store, and generic brands. You could investigate three brands of the same flavor of ice cream for ingredients, texture (how smooth it feels in your mouth), fluffiness (how fast it melts), flavor, sweetness, and cost.



Type of Popcorn	Appearance and Taste	Cost	Size of serving	Number of servings	Cost per Serving
National Name					
Store Brand					
Generic Brand					
Pre-Made					

1. Which type of popcorn costs the least per serving?

2. Which popcorn is the better value for your family? Why?

3. What other type of food have both generic and name brands?

4. How can you show your family how to decide between national, store, and generic brands?

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Sources & Additional Lesson info:

4-H Club GO TO Resources is being offered to 4-H clubs in Boone, DeKalb and Ogle Counties as a way to enrich and enhance 4-H experiences and programming at the club level. It is the goal of the Extension staff to assist 4-H leaders and officers in providing simple hands-on activities on a monthly basis that can broaden the 4-H club experience and as a result heighten positive youth development.

Resources: “What’s in a name?” Lesson provided by Purdue Extension “Tasty Tidbits” 2002

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