**CONSUMERISM STUDY GUIDE**

**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Period:\_\_\_\_\_**

**Establish and Apply a Budget**

1. What is a budget?
	1. A *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* that can help consumers *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* from their money.
2. The challenge with a food budget:
	1. To *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* without *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* than the budget allows.
3. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* can help consumers create tasty, nutritious meals within a budget.

**Shopping Strategies**

1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Helps consumers *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* to buy and get through a *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	2. Help prevent *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	3. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* on a shopping list in the order they are *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*
	4. Saves *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
2. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Calculating food *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	2. Helps to keep track of *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	3. Helps to *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* your budget
3. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. People spend up to *\_\_\_\_\_\_\_\_* on food when they are hungry or tired.
	2. You give into *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
4. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. You will *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* money
	2. You aren’t being *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* to make an *\_\_\_\_\_\_\_\_\_\_\_\_\_*

**Advertising Strategies**

1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_* that are sold at such a *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* that store makes very *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* or actually loses money.
	2. The low price on these items *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	3. Often advertised to *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* to buy the loss leader item in hopes that they will also*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
2. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* on specific products.
	2. When *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* consumers can often save money on a name brand item making it *\_\_\_\_\_\_\_\_\_\_\_* than a store/generic brand.
	3. Used by the manufacture to *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	4. Should only be used on products that a consumer would *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
3. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* from the maker of an item.
	2. Consumers pay the *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* and then *\_\_\_\_\_\_\_* the rebate coupon and mail it, with a proof of purchase, to the address given.
	3. The maker then *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* for the rebate.
4. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Most grocery purchases are on *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	2. Grocers usually *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* on impulse busy than on sales of staples like bread, milk and dry groceries.
5. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Foods that *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* (called demand items) are often placed at the *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* in order to use the stores pulling power to move shoppers past other *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	2. Most *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* are stocked with *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* like chewing gum, chocolate and magazines.
	3. Be aware that theses shelves are designed to *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
6. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Front and center, right at eye level - “*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*”: *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*and other leading brands
		* These items tend to be *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* or items with the highest mark up.
	2. Top Shelf: *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
		* These smaller brands usually don’t have the *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* for favorable placement.
	3. Bottom Shelf: *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**Shopping Guidelines**

1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Some packages are stamped with a date that indicates *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*and how long it can be used before it *\_\_\_\_\_\_\_\_*
	2. Different states have *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* regarding dating of foods.
	3. There are *\_\_\_\_\_\_\_\_*basic forms of package dating
2. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. The last day the product should *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
3. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. The last day on which the product will still have *high quality*.
4. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Unit pricing is the *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, etc.
	2. Most stores show the unit price on the *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	3. If no unit price is given, it can be calculated by *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Unit price does not always tell a *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	2. For example, boneless chicken costs more per unit than bone-in chicken, but it may be a better value because it has more edible meat.
	3. Cost per serving is a good way to *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* like these.
2. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Wrappers on food packages are *\_\_\_\_\_\_\_\_\_\_\_* about the food inside.
	2. Food labels are part *\_\_\_\_\_\_\_\_\_\_\_\_\_*and part *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	3. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* and distinguishing facts from claims is an important shopping skill.
3. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. The best way to choose the best product is through *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	2. Comparison-shopping means *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

 to determine which offers the *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.

* 1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* products are usually *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* than store brand products because more money is spent on *\_\_\_\_\_\_\_\_\_\_\_*.
1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Foods that have been processed to make *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, but are more expensive than foods prepared from scratch.
	2. Can also be whole foods that have been *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, etc., *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* in scratch cooking at home (purchasing pre-diced onions, minced garlic, etc.)
	3. These items *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* than its whole form but save the consumer time.

**Components of a Food Label**

1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. The nutrition facts panel on a food package lists the *\_\_\_\_\_\_\_\_\_\_\_*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*size of food.

1. Ingredients are listed from the *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* amount by *\_\_\_\_\_\_\_\_*.
2. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. A guide to the nutrients in *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* of food.
	2. For example, if the label lists *\_\_\_\_\_\_\_* for calcium, it means that *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* provides 15% of the calcium needed for the day.
3. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Nutrition information is given *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	2. Make sure to *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* in a package before consuming it.

**Food Label Terms**

1. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. How you might see it on a label:
		* *\_\_\_\_\_\_\_\_\_\_\_\_\_*, low-sodium, *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, low-calorie
	2. What it means:
		* This term is used on foods that can be *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* and consumers still won’t get more than the *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* of that nutrient.
2. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Contains at least *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* of the ingredient or *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*than the *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* version.
3. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Contains *\_\_\_\_\_\_\_\_\_\_* of a nutrient or calories *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	2. It could be the “regular” version of the *\_\_\_\_\_\_\_\_\_\_\_* food, or a *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* food.
	3. For example, pretzels that have 25% less fat than potato chips could carry a “less” claim on their label
4. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Can mean *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, fat or sodium.
	2. If the food gets *\_\_\_\_\_\_\_\_\_\_* of its calories from fat, then the product must have *\_\_\_\_\_\_\_\_\_\_\_* of the regular version in order to use “light”.
5. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Contains *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* of the Daily Value for the nutrient than a comparable food per serving.
6. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Provides *\_\_\_\_\_\_\_\_\_\_\_* of the Daily Value for the nutrient per serving.
7. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. The food is *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	2. The food was produced *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, artificial fertilizers, *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, or antibiotics.
8. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. A food that has been *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	2. Has *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* such as dyes and added sugars.
9. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. A product must be *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
10. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Also called a *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	2. Blend of *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, sweeteners*, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, and other additives.
11. *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	1. Also called *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*
	2. A drink that tastes like juice but *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.
	3. Fruit-flavored drinks are made with water, *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, and flavorings that give a *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*.