



Explorations in Agriculture

Apple Taste Testing

Explore the factors that influence consumers' decisions with the food they buy and eat.

Supplies Needed

- 3-5 varieties of apples.
- Small cups or plates for sampling.
- Chart paper to collect and brainstorm ideas.
- Sticky dots or markers for voting.



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Activity

1. Consumers' decisions for buying and eating food are influenced by certain criteria like size, color, taste, and cost.
2. Have students compile a list of criteria they feel are important for buying and eating apples.
3. Conduct a taste test using 3-5 varieties of apples to test the students' criteria.
4. Cut each variety into slices and place them on numbered plates, separated by variety.
5. Every student should taste each variety of apple and rank them based on their criteria.
6. Discuss the results of the taste test.

Classroom Connections

English-Language Arts

- Compose a new advertising jingle for the winning apple, highlighting its criteria.
- Conduct an apple survey and write an article, as a consumer report, explaining the results.
- Have students research the job of a marketer. How do marketers help producers and consumers? Interview someone with a marketing job.
- Students could research sales and marketing, comparing and contrasting the two topics.

Academic Standards

Minnesota Social Studies Standards and Benchmarks

9.2.2.2 Personal and financial goals can be achieved by applying economic concepts and principles to personal financial planning, budgeting, spending, and saving.

Minnesota English Language-Arts Standards and Benchmarks

9.9.1.1 Initiate and participate effectively in a range of collaborative discussion (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues.

Additional Resources

- Popular apples grown in Minnesota include *Honeycrisp*, *McIntosh*, *Cortland*, *Fuji*, and *Gala*.
- Try using varieties of apples created at the University of Minnesota Horticulture Research Station – *Sweetango*, *Zestar*, *SnowSweet*, *Frostbite*
- <http://mnhardy.umn.edu/varieties/fruit/apples>
- “Principles of Marketing”
- <http://open.lib.umn.edu/principlesmarketing/chapter/1-1-defining-marketing/>
- “Factors that Influence Consumers' Buying Behavior”
<http://open.lib.umn.edu/principlesmarketing/chapter/3-1-factors-that-influence-consumers-buying-behavior/>