**Lesson Name:** Market Scavenger Hunt

**Main message:** Introduce farmers to a variety of booth set ups, pricing, and product at a local farmers market

**Time:** 1.5 hour

**Location (classroom/field):** classroom and multi-vendor farmer’s market

**Audience (Level):** beginning and intermediate

**Literacy/Numeracy level:** Someone in each group needs to have basic English reading comprehension

**Area of learning/Subject:** Marketing

**Competencies/Skills/Core Knowledge:**

Knowing the prices of different crops

Setting up a farm stand

**Related activities:**

Setting up a market stand

**Learning objectives**

***By the end of the lesson farmers will…*:**

* Be introduced to a variety of different ways that farmers set up a farm stand and sell produce
* See that farmers sell different types of produce and have different packaging and pricing
* Become more familiar with the pricing for certain items

**Assessment evidence**

***Farmers will demonstrate their learning by…*:**

* Participating in the scavenger hunt with their group
* Participating in the discussion after the activity

**Pre-teaching Concepts:**

What is a scavenger hunt? *How does it work? What do you do?*

**ESL words of the Lesson:**

**Teaching Tips:**

Make sure someone in each group can tell time and has a device for telling time for when you meet up together after the hunt.

This activity has to be scheduled during the time of a multi-vendor farmers market

**Background Notes/Reference Materials/Supporting Documents:**

**Materials:**

* Ipads or digital cameras
* Printed copies of the scavenger hunt
* Pens/pencils for writing
* Clipboard

**Set-up:**

None

**Steps:**

*Pre Hunt Introduction*

1. Meet in the classroom to go over the activity
2. Explain what a Scavenger Hunt is
3. Have the participants divide into groups of 2-3 people and give each a paper, pens, clipboard and photo taking device
4. Go through each question on the scavenger hunt to make sure that they understand what they are to do
5. Give them a certain amount of time (30-45 minutes) to go through the market to take their photos and tell them to meet back at an established rendezvous point at a certain time

*Post Hunt Discussion*

1. Meet back together and go through each question asking participants to share their photos and explain why they took them
2. Talk about pricing—did people have the same prices for each of the types of vegetables throughout the market? What could influence different prices?
   1. If some produce was organic
   2. Heirloom varieties
   3. Hard to find vegetables—if you are the only one selling it you might be able to ask a higher price
   4. Quantity/packaging—different amounts or ways of selling might influence the price
3. Packaging—how were things packaged?
4. Ask if they have any other things to share, interesting things they saw in the market
5. Ask how they might incorporate ideas they saw into their own farm stand booth.

**Alternatives**

There are many alternative questions or discussion topics you could add to this scavenger hunt to make it more advanced

* Interviewing farmers and customers
* Asking about transport/washing
* Asking about varieties
* Ask customers about varieties of things they wish they could find but can’t
* Looking at average number of crops each vegetable farmer sells

**Reflection *What did farmers learn? How do I know? What did I learn? How will I improve my lesson next time?*:**

**Participant Evaluation**

How much did you like this activity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |
| **Comments:** |  |  |  |  |

Did you feel like you learned something?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |
| **Comments:** |  |  |  |  |

**Accompanying Photos:**