



Post-Activities Grades 3-6

ShopRite Student Shopper™

The following are suggested follow-up activities to help students reflect on their experiences during both the in-school (Part 1) and in-store (Part 2) events of the program.

After the In-Store Experience

Ask students their impressions of their experience in the ShopRite store. ***What did you enjoy? What didn't you enjoy? What surprised you? What do you want to learn more about?***

Have them share their general observations and reactions.

You may want to have the class compose and send thank-you letters to the ShopRite Ambassador and/or those who supported the event. Mention a favorite activity or information learned during the field trip.

Demonstrate Knowledge

Ask students what influences shoppers when they are choosing among the thousands of items in a grocery store. Recall that the following all contribute to a person's decision.

- Price
- Packaging
- Nutrition
- Flavors and preferences

Then have students create their own cereal box packaging design. Collect several empty cereal boxes for students to use as a base. Students can cover the sides of the boxes with paper and draw or paint their designs. Some may choose to print out a design that they created on a computer and paste it to the sides.

Encourage students to keep in mind the factors that influence shopper's decisions and the target audience for their cereal (kids, adults, athletes, etc.) as they create their designs. To begin, ask students to choose one of the Nutrition Facts labels shown on the Cereal Nutrition Facts Label worksheet. Students should incorporate any benefits they notice listed on the label into their design.

For Grades 3-4

Display the boxes in the classroom and provide students time to review them. Once students have looked at all of the boxes, review the two Nutrition Facts labels and discuss the content for each. Allow students to draw conclusions about which might be more nutritious. Choose a few box examples from the class and discuss why someone might want to purchase each cereal.

For Grades 5-6

Allow students time to present their cereal boxes to the rest of the class. Encourage them to describe the benefits of their cereal using information from the Nutrition Facts label, and persuade their classmates to "purchase" it.



Name: _____

Date: _____

Cereal Nutrition Facts Label

Choose one of the Nutrition Facts labels and use the information to create your cereal box packaging. Remember to keep in mind price, nutrition information, and the target audience as you design your cereal box.

Nutrition Facts		
Serving Size: 1 cup (51g)		
Amount Per Serving		
Calories	175	Calories from Fat 7
% Daily Value*		
Total Fat	0.82 g	1%
Saturated Fat	0.18 g	1%
Trans Fat	0 g	
Cholesterol	0 mg	0%
Sodium	5 mg	0%
Potassium	173 mg	5%
Total Carbohydrate	41 g	14%
Dietary Fiber	5 g	20%
Sugars	10 g	
Protein	5g	
Vitamin A	0 IU	0%
Vitamin C	0 mg	0%
Calcium	16 mg	2%
Iron	15 mg	82%

Nutrition Facts		
Serving Size: 1 cup(30g)		
Amount Per Serving		
Calories	118	Calories from Fat 8
% Daily Value*		
Total Fat	0.93 g	1%
Saturated Fat	0.46 g	2%
Trans Fat	0 g	
Cholesterol	0 mg	0%
Sodium	150mg	6%
Potassium	36 mg	1%
Total Carbohydrate	26 g	9%
Dietary Fiber	.75 g	3%
Sugars	12 g	
Protein	1.5g	
Vitamin A	483 IU	10%
Vitamin C	14 mg	24%
Calcium	4 mg	0%
Iron	6 mg	34%

Nutrition benefits:

Target audience:

Price: _____

Notes about packaging:
