

The State Fair of
TEXAS
Curriculum

FAIR FOOD
GRADE 4 SOCIAL STUDIES

SWEET TREATS GALORE

THE FREE ENTERPRISE SYSTEM AT WORK





Sweet Treats Galore The Free Enterprise System at Work

Recap

- ★ Recall the concept of free enterprise: the freedom to start a business, and *supply* (sell) a *product* that the public *demand*s (needs or wants), at a price the public is willing to pay.
- ★ Today, you will find examples of free enterprise by looking for sweet treats at the State Fair and examining:
 - * How the businesses supply their food to the public.
 - * How much demand there is for certain treats.
 - * How much the public wants them.

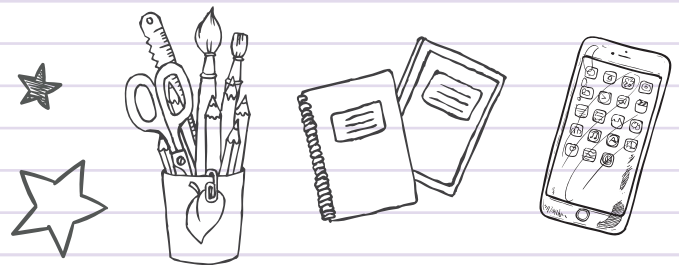
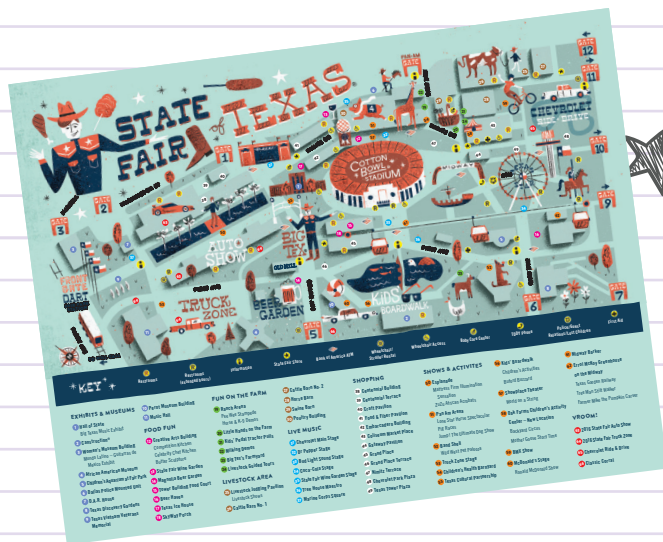


Plan Your Route.

- ★ Food stands are scattered throughout the State Fair of Texas.
- ★ Make your way through the fairgrounds observing the different foods available.

Optional Materials to Bring

- ★ Smart Phone or Tablet
- ★ Pencil & Notepad
- ★ Sketchbook



While You're There

- ★ You will use information you gather at the State Fair to help you with this project goal:

Develop a business plan for selling food or craft items at a school-sponsored fair of your own!

For now, the objective of your visit is to find examples of the free enterprise system at the Fair.



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TEMPTATIONS

- Visit various food vendors and buy some sweet treats.
- Pay attention to price.
- Write down the cost of specific items you purchase.
- Notice what other fair goers are buying.
- Which vendors have the longest lines?
- Ask the vendors if the prices are set or if they change from day to day.
- If the prices change, ask why.
- Take photographs of your tasty treats with your smartphone and post them on social media.
- Pay attention to how the treats look.
- How are they plated?
- Do the colors look appetizing?
- Draw or sketch some of the foods in your sketchbook.

DIGEST

- ★ Think about the following questions as you observe and explore, and write your thoughts in your notebook.
- How did you decide what to buy?
- Did cost influence your decision?
- What about appearance?
- Did certain items cost more than others? Why? If you don't know why, take a guess!
- Which items were purchased most often?
- Were these treats more or less expensive?
- How did the vendors draw you in and market their products?
- Were there fancy signs, words, or pictures?
- Draw or sketch the ones that really stand out.
- Can too many choices impact our decisions?
- How did you maximize your budget to get the most for your money?

Back at School

When you return to class following your State Fair visit, you will work on your project! See your teachers for more information.

