



*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

#### In this lesson students will:

- ★ Identify the characteristics of the free enterprise system in Texas.
- ★ Describe how the free enterprise system works, including supply and demand.
- ★ Provide examples of the benefits of the free enterprise system, such as choice and opportunity.
- ★ Develop a business plan for selling food or craft items at a school-sponsored entrepreneurial fair.

If you've got a sweet tooth, the Texas State Fair is the place to be! Folks travel from all over to delight in unique culinary wonders. Entrepreneurial chefs provide choice and opportunity to eager consumers, and the free enterprise system thrives. Get prepared to create your own business plan and explore the concept of supply and demand!

#### Standards

- ★ Social Studies TEKS: 4.11(B), 4.11(C), 4.22(C)
- ★ ELAR TEKS: 4.18(B)
- ★ Art TEKS: 4.2(B), 4.4(B)



#### Before You Go

- ★ Print the four pictures (attached to the last pages of this lesson) of common sweet treats sold at the State Fair, and post the photos of different desserts in the four corners of the classroom.
  - \* Look at each treat, and point out the price for each item.
- ★ Pretend you have done chores at home and earned \$10.00.
- ★ Your money could buy four ice cream bars—one treat for four days, or buy two separate items such as a caramel apple and churros.
- ★ However, your cash would only buy one funnel cake.
- ★ Choose the corner near the picture of the treat you would be willing to purchase with your hard-earned money, and stand there.
  - \* You've just participated in something called the Free Enterprise System!



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### Plan Your Route.

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

### Optional Materials to Bring

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



### While You're There

- ★ The goal of your visit is to find examples of the free enterprise system at the Fair.



### 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.



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#### After the Fair

When you return to class following your State Fair visit, you will work with a partner to develop a business plan for selling food or craft items at a school-sponsored entrepreneurial Fair.

- ★ Use your knowledge of the free enterprise system and your experience from the Fair.
- ★ Set and adjust prices based on supply and demand.
- ★ Be sure to include some drawings with color in your plan.
  - \* The items that you are selling need to catch the customer's eye before they will consider buying your product!
  - \* Refer to the sketches you made from the Fair, or think back to the signs, words, or pictures that especially caught your eye.
- ★ Test your products!
  - \* Post your drawings and marketing materials with prices, like in the beginning of this lesson.
  - \* Survey students to see which products they would choose, if they had \$10 to spend.

#### 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?







**\$10.00**



**\$5.00**



**\$2.50**





**\$5.00**