**DIRECTIONS TO THE INSTRUCTOR FOR GROUP ACTIVITY 2**

 **Preparation:** No advance preparation is needed for this activity.

**Process:** Divide the class into groups of 3 or 4 students each. Explain that the groups should brainstorm the routing, or sequence of steps, involved in producing orange juice from its beginning as unharvested fruit through the moment when it is poured out of its carton (i.e., The orange trees must be planted and cultivated by farmers. The oranges must be harvested at the proper time and shipped by truck to a processing facility where they are washed, sorted, and squeezed. The orange juice is then filtered to remove seeds and extra pulp. After that, the juice is packaged in cartons or jugs. Then it is shipped to the grocery store, stocked on a shelf, purchased, taken home, etc.).

The groups should then brainstorm all of the human resources involved in getting the orange juice into consumers’ hands (the farmer who grew and harvested the oranges; the truck driver who transported the oranges to the plant; the plant workers who washed, sorted, squeezed, and filtered the oranges into juice; the workers who packaged the juice; the truck driver who transported it to the store; the warehouse workers who unloaded the shipment; the stock person who put it on the grocery shelves; the grocery clerk who rang up the purchase, etc.).

A group recorder is responsible for recording the group’s responses. Allow approximately 10–15 minutes for this portion of the activity. Ask a spokesperson from group #1 to write the first step on the board, and ask the other groups if they came up with the same answer. If not, determine as a class what the first step of orange juice production should be, and write it on the board. If so, allow groups to take turns writing each step on the board until the production process is complete. Then, list all of the people who are involved in getting the juice to consumers. Discuss the form utility of turning oranges into juice and other relevant aspects of
orange juice production (package design, continuous production, mass production, etc.).