

Field Research: What's In Your Cart?



Step 1: Internet Research

- Create a chart for information about the following items. Find out: Who/what it is, what is good about it, what is bad about it.
 - GMO, Organic, Free Trade, Free Range, Grass-Fed, High-Fructose Corn Syrup, Monsanto, Locavore, Pesticides, rBGH, rBST, Fish Farm, Wild Caught

Step 2: Field Research

- Each group will visit the following stores. Go to the fruit/veg section and COUNT the tag of each TYPE (don't count each individual piece of fruit). Post it on a google chart:

Stores	# Fruits/ Veg	#/% Organic	# Grown in USA	# Grown in Your State	\$ Bag of Reg Apples	\$ Bag of Organic Apples	Guesstimate % of Store as Fruit/Veg
Harris Teeter							
Food Lion							
Walmart							
Lowes Foods							
Whole Foods							
Trader Joes							
Target							
Publix							
Lidl							
Aldi							
Wegmans							
Wake Forest Farmers Market							

- Go to the meat/fish section and COUNT the tag of each TYPE (don't count each individual piece of meat). Post it on a google chart:

Stores	# Meats/ Fish	# Raised in USA	# Raised in Your State	#/% Grass Fed	#/% Free Range	#/% Wild Caught Fish	Cost Packaged / Grass Fed Chicken	Cost Frozen/ Wild Salmon	Cost Organic / Reg 2% Milk

Step 3: Maps

- Print two blank maps of Wake County.
 - Map 1: Store Dot Map. Using Google Maps pull up Wake County. Then, search for each store and put a dot for each store's location. Use a different color for each company.
 - Map 2: Choropleth map. Using a map of Wake County, create a Choropleth map showing the average income of each Village/Town in Wake County.
 - Wake Forest, Rolesville, Wendell, Knightdale, Zebulon, Garner, Fuquay-Varina, Cary, Apex, Holly Springs, Raleigh

- Source: <http://www.city-data.com/city/North-Carolina.html>

Step 4: Synthesis Essay (no pronouns - I/Me/You/We)

- Which parts of Wake County would be considered the Core-Semi Periphery-Periphery?
- What was the relationship between each Store Chain and the location in Wake County income/targeted customer? Who do you think their targeted customers are?
- Compare the stores: Was there variability in the products offered? If yes, explain why.
- Create a chart, Grading Stores (A through F) on the following topics:
 - Availability/variety of fresh fruit and vegetables
 - Availability of organic fresh fruit and vegetables
 - Availability of locally grown fresh fruit and vegetables
 - Availability of grass fed/free range meats
 - Availability of wild caught fish
 - Availability of Organic Milk
 - Availability of Free Range Eggs
 - Budget/Cost Friendliness

Step 5: Application

- Which store would you be more inclined to shop? Why?
- Explain three things that your group found surprising or interesting from the research?
- How does the availability of food at the grocery store compare to what is really available at the Wake Forest Farmers Market? If there is a difference, what accounts for the difference?

OPTIONAL EXTRA CREDIT!!!: Raleigh Farmers Market

- Go to the downtown State Farmer's Market and complete the field research.
- Compare the availability of food at the State Farmers Market to what is available at the Farmer's Market?

OPTIONAL EXTRA CREDIT!!!: Taste Test

For this opportunity, you will create a Google Presentation, with self-taken photos and text documenting your answers to the following topics:

- Purchase a similar quantity of Grass Fed/Free Range and Non-Grass fed meat of your choice (Make note of the cost)
 - In the raw form, document differences in size, texture and smell
- Cook/Prepare the Grass Fed/Free Range and Non-Free Range Meats
 - Part prepared plain, with no seasoning.
 - The rest prepare as you would normally consume it
- Purchase two different types of fruit or vegetables, organic and non-organic (4 pieces in total)
 - Document differences in texture, size, smell
- Purchase Organic and Non-Organic Milk
 - Document differences in packaging and cost
- Taste Test: Part 1 - Straight Compare
 - Eat/Compare the Meats, Fruit/Veg, Milk.
 - Document differences in taste, texture and satiety
- Taste Test: Part 2 - Blind Taste Test
 - While blind folded, have someone feed you the grass-fed/non-grass fed meat (prepared plainly). This is followed by the fruit/veg that is organic/non-organic, and finally the Milk. You must then guess which it is: Organic/Grass Fed or Non-Organic. The assistant must document your responses (correct and incorrect)
- Synthesis
 - Were there differences between the "natural" and the "industrialized" versions of the products? Explain
 - In your opinion, is the cost difference worth the quality difference? Explain.
 - Is the cost difference worth the implied health/environmental benefits? Explain.
- Tips
 - Rinse mouth with water in-between bites
 - Take small bites
 - Allow food to sit in the mouth for a few moments, do not just quickly pop in and swallow



- Move it to different parts of the tongue, as the front, middle and sides are built to create/experience different taste sensations.
- Close your eyes after biting into the food. Removing one sense from the brain allows it to focus more on another.