Exploring the Food Business
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Introduction

Have you ever been asked, “What do you want to be when you grow up?” What are the careers or jobs you now are thinking about for your future? Picking a career or job is a big decision that will affect the rest of your life. It is a decision you need to make with a lot of knowledge about the many different options that are available in today’s work world.

Often the jobs that pay a lot or the jobs that our parents have are the first to come to mind. Exploring the jobs in various industries is a fun way to learn more about future career opportunities. The food industry is one that we all interact with on a daily basis, but many people can only name a few of the jobs available in this industry. The food business includes growing the food, processing and transporting it to the local supermarket, and the business operations that market, distribute, and sell these food products. Exploring the Food Business is a fun way to learn about just some of the jobs that make the food you eat available.
We all eat everyday. Most frequently what we eat comes from the “supermarket” or grocery store. Supermarkets provide us not only our food but also many employment opportunities. It takes many different people doing many different jobs to bring to you the banana, cereal, and milk you eat for breakfast.

Exploring your local supermarket offers you the means to learn more about future employment opportunities and how food travels from all over the world to reach your shopping cart.

You will find the following activities in Part 1:

- Activity 1: Mapping Your Grocery Store
- Activity 2: Grocery Business Know-It
- Activity 3: Careers to Consider
- Activity 4: Miles of Aisles

Completing these activities and the “Food for Thought” questions on page 10 will help you think about what you have learned and how it relates to your future career or job choice.
Mapping Your Grocery Store

Let’s start by taking a look at your local supermarket or grocery store. Divide the group into working teams of two or three. Using Activity 1, create a map of a grocery store. Indicate the various sections of the store where items are located (for example, produce with fruits and vegetables, dairy with milk and cheese, cereal aisle with many different brands of cereal). Create a map of where each store section is located.
Activity 1

Jobs That Make Grocery Stores Function

Review the maps that have been created. Decide as a whole group which map displays more departments. Next, list all of the jobs that make a grocery store function (for example, clerk, meat cutter, baker, bagger, and retail manager). Review individual lists and identify the jobs that the lists have in common.

List the jobs that make a grocery store function:

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(continued)
All of us have been in a grocery store. We think we know a lot about it just by shopping there. Ask yourself the following questions to see how many you can answer correctly; circle your answer. Go over your answers with your group to see who can explain the reasons for the correct answers.

1. Most grocery stores are small, employing fewer than 10 workers.
   TRUE  FALSE

2. Large supermarkets employ 50 or more workers.
   TRUE  FALSE

3. Cashiers and stock clerks account for over half of a grocery store’s employees.
   TRUE  FALSE

4. Grocery stores employ more older than younger people.
   TRUE  FALSE

5. The grocery industry employs fewer people with college degrees than with high school diplomas.
   TRUE  FALSE

6. Entry-level workers can advance to management positions.
   TRUE  FALSE
Activity 3

Careers to Consider

A local grocery store manager will be visiting your group to talk about all of the various jobs necessary to keep the local store running smoothly. Be prepared to ask the manager questions about working there. Many teens work for a grocery store in part-time positions. This is your opportunity to learn about the jobs available to teens, as well as to learn about the potential future jobs that the grocery industry can offer you.

After the visit, as a group, identify and list all of the jobs the local manager described. Select the job that you would like to learn more about. Using one of the Web sites below, answer the questions in the Careers to Consider Presentation Guide. Work with other group members who have selected the same job and prepare a short report to present to the group. The answers to the activity provide the content for your report.

- Albertsons Grocery Store
  [http://www.albertsons.com/](http://www.albertsons.com/)

- Career Guide to Industries (Grocery Stores)
  [http://stats.bls.gov/oco/cg/cgs024.htm](http://stats.bls.gov/oco/cg/cgs024.htm)

- Giant Food Stores

- Kroger Company

- Safeway
  [http://www.safeway.com/](http://www.safeway.com/)

- Weis
The job I selected is ______________________________________________________

1. Describe the educational requirements for the job you selected.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

2. What other qualifications and training are required to be hired?

________________________________________________________________________
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3. What advantages do you think this job would offer you?

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4. What new information did you learn about this job?

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5. What does this information tell you about this future employment choice?

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________________________________________________________________________
Activity 4

Miles of Aisles

Grocery stores have expanded in the past few years to offer many services as well as food products. As small and big stores expand to provide services beyond food items, they create new employment opportunities for a wider range of people. Many stores now have in-house pharmacies, florist shops, drop-off dry cleaning, and film-processing services.

The future trend is for these stores to offer a wider range of services beyond food items. Many stores have specialty departments that offer products such as bakery items that used to be sold in separate, small shops. Follow the instructions below, using the list on the next page.

1. Visit your local grocery store.
2. Find the item.
3. Identify the store section in which it is located.
4. Record how many other similar items are in that section.

Each item on the Miles of Aisles list has recently become a grocery item. In the 1980s you would not have been able to buy them at the local grocery store.
<table>
<thead>
<tr>
<th>Item</th>
<th>Store Section</th>
<th>Number of Similar Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Sliced Mushrooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packaged Mixed Salad Greens</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prosciutto</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hazelnuts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ready-to-Grill Chicken</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specialty Brownie Mix</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packaged Individual Yogurt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Basil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baked Potato Chips</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Squeeze Margarine</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Think about what you’ve learned about how grocery stores operate and the jobs available there.

1. What did you learn about the grocery store business?

2. What else would you like to learn about the grocery store business?

3. What new jobs did you learn about that are available at your local grocery store?

4. What jobs would you consider as a future employment opportunity?

5. How do your personal interests and skills match those of jobs available in the grocery business?
Local stores stock many products to attract customers and provide profits. How stores are designed is no accident—stores are designed to maximize profits. We all go to the grocery expecting to buy any food item that we can imagine. The food products that we find in the store have traveled a long way to be available on the store shelves. It takes many people doing many different jobs to supply the shelves of the local grocery store with the wide variety of food products available today.

The food in the grocery store begins on a farm, ranch, plantation, or in a greenhouse. Some food products come to the store just the way they are grown. The produce section of the store has many of these products. However, even these products have been handled by various people doing their jobs to bring the raw product to the store shelf. For example, the tomato you buy at the store was probably grown by a farmer in another state or country. After the farmer has planted the seed or seedling plant, the plant is tended by farm workers, who water and care for the plant until it is fully grown. The tomato is then picked or harvested and packed into cartons or containers to be transported to a distributor or processor. If the tomato remains in its whole, fresh form, it may be repackaged before it is transported to the local store. If the tomato is processed, it will be cleaned and then cut, cooked, canned, or bottled. After the container holding the processed tomato has been labeled, it will be repacked into cartons and transported to a distributor to be transported to your local store. Completing Activity 5: Jobs of Food Production will help you learn more about the steps food travels and the jobs available in the food system.

**Activity 5: Jobs of Food Production**
Food Trail

Select one of these food products: bread, milk, banana, breakfast cereal, chocolate candy, tomato, ketchup, or carbonated drinks. On this sheet, list all of the steps that you think it takes to get the food product to the grocery store shelf. After you have identified the steps, create a list of the jobs required to accomplish each step in the process. Compare the lists to identify the steps and jobs that are similar for more than one product. Identify the jobs that are the same for all of the products.

<table>
<thead>
<tr>
<th>Food Trail</th>
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<tbody>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Jobs</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
Answer the following questions, then talk over the answers with your teacher, helper, or group.

1. Which part of the various food trails did you not think to list?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

2. What jobs do you think are the most interesting?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

3. Which jobs would you consider as a future career choice?

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________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

4. Why do these jobs appeal to you?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Most of the food products purchased today are in a processed form. That means they have been changed in some way either by freezing, canning, dehydrating, cooking, or combining them with other foods. Today, processed foods are the bulk of our diets in America. Food processing adds value to raw products. For example, chocolate has more value than sugar, milk, and cocoa beans.

Raw materials from the farm make up about 4 percent of a loaf of bread, which is equivalent to a slice of bread. Transportation costs account for another 4 percent, and the flour miller who grinds the grain into flour adds about 2 percent. However, the baker adds nearly 70 percent of the loaf’s value. More people are employed in the processing industry than in farming or production of raw products. There is greater employment opportunity in the processing industry. The following activities will help you learn more about how food products come to the store shelves and the jobs available in the food industry.

Activity 6: Processed Power  
Activity 7: Food Scientist for a Day  
Activity 8: Making the Food Product  
Activity 9: Selling Is the Name of the Game
Processed Power

Select one raw food item from this list. List all of the processed foods that you can think of that are made from this raw product. Then list jobs that you think it takes to make the processed food available in the grocery store.

<table>
<thead>
<tr>
<th>Raw food item</th>
<th>Processed foods</th>
<th>Jobs needed to process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beef Cow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken Eggs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grapes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hog</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oranges</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peanuts</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
As many as 15,000 new food products come to market each year. These can be completely new items or a twist to an established product, such as green or purple ketchup in a squeeze bottle. New products are constantly being developed. These products grow out the imagination of scientists or food chemists. New products are developed to keep the company competitive and to make money. Many new products fail, but some become long-term, high-selling products.

Marketing a new product costs a great deal of money. For this reason, new products are tested to see if they will actually sell. Most products are developed to attract a specific customer. Why do you think purple and green ketchup was developed? If you guessed to attract kids, you were right. Who do you think flavored prunes were developed for as customers? If you guessed older adults, you were right again.

Food scientists work in laboratories to create new food items that end up on the grocery store shelf. Food scientists need not only an imagination, but also a college degree. These people are like other scientists, but they focus on food products. The development of a new food product can take up to 5 years and thousands of tests. It is estimated that it will take up to 11 years before the company can make a profit from the product. For these reasons, new products are tested a lot before the company moves forward with beginning to actually make the product. Completing Activity 7 will give you an opportunity to create a new food.
Food Scientist for a Day

It is your job as a food scientist to create a new food item. Remember, new food items are created by changing texture, adding new flavors, changing the color of an already existing food item, or by creating a brand-new food. Use the form below to describe your new food item. After creating the new food, list the name on a flip chart or the board. Describe the food item to the whole group. After each presentation, group members will vote if they would spend some of their weekly food dollars to purchase the item. When all presentations have been completed and voted on, the top three products are identified.

Food Item’s Brand Name

Target Customer

Cost of Item

Description of New Food (include the appearance, color, flavor, texture, storage requirements, and nutritional value)
1. What was the hardest part of creating a new food?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

2. What did you learn about how people decide to spend their food dollars?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
All processed food products pass through a production process. This may involve mixing, blending, chopping, shaping, baking, steaming, frying, canning, or freezing food products. The production process reshapes the raw food into a new form. The production staff is employed to keep the food manufacturing line in good working order and to make the product. Various jobs are involved in food production. These range from employees who operate the line of production to specialized mechanics, quality and safety inspectors, transportation employees, and a variety of management and professional workers who make policy decisions. At each stage of production, employment opportunities vary and require different levels of education. All of these jobs are needed to make the foods you eat everyday.

Using the Making the Food Product activity, imagine yourself in the place of a production engineer. Keep in mind that your decision will influence how profitable the food product will be.
Alice has been hired as an operations manager for the XYZ Breakfast Foods Company. She must set up a new production line to make a new breakfast bar. She will have to determine the most cost-effective way to produce the bar. She has three options to consider: mass production, batch production, or total automation. Select the method of production that you think would be the most profitable for this product. Explain why you selected this option. Compare your selection and reasons for that selection with other group members’ choices and reasons.

<table>
<thead>
<tr>
<th>Production Method</th>
<th>Advantage</th>
<th>Disadvantage</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Production</td>
<td>• Workers require less training.</td>
<td>• One worker can slow or stop production process.</td>
<td>• Equipment moderate.</td>
</tr>
<tr>
<td></td>
<td>• Worker learns one task.</td>
<td>• Individual worker not responsible for product control.</td>
<td>• Operation moderate.</td>
</tr>
<tr>
<td></td>
<td>• Work done by machines.</td>
<td>• Repetitive.</td>
<td>• Labor high.</td>
</tr>
<tr>
<td></td>
<td>• Product is uniform.</td>
<td></td>
<td>• Product cost per unit high.</td>
</tr>
<tr>
<td></td>
<td>Series of small tasks produce same item in large numbers.</td>
<td></td>
<td>• Monthly total production costs $12,000.</td>
</tr>
<tr>
<td>Batch Production</td>
<td>• Training required for multiple tasks.</td>
<td>• All workers don’t see final product.</td>
<td>• Equipment moderate.</td>
</tr>
<tr>
<td></td>
<td>• Most work done by machines.</td>
<td>• Worker can slow production process by not doing job.</td>
<td>• Operation moderate.</td>
</tr>
<tr>
<td></td>
<td>• Workers have greater responsibility for quality control.</td>
<td></td>
<td>• Labor moderate.</td>
</tr>
<tr>
<td></td>
<td>Small tasks combined into stages to make completed product.</td>
<td></td>
<td>• Product cost per unit moderate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Monthly total production costs $10,000.</td>
</tr>
<tr>
<td>Total Automation</td>
<td>• Training required to oversee production process.</td>
<td>• Higher quality control of product.</td>
<td>• Equipment high.</td>
</tr>
<tr>
<td></td>
<td>• Worker runs machine through computers.</td>
<td>• Production dependent on skills of workers to oversee and operate.</td>
<td>• Operation moderate.</td>
</tr>
<tr>
<td></td>
<td>• High quality and quantity product control.</td>
<td>• Computer failure slows production.</td>
<td>• Labor moderate.</td>
</tr>
<tr>
<td></td>
<td>Machines complete product production.</td>
<td></td>
<td>• Product cost per unit low.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Monthly total production costs $8,000.</td>
</tr>
</tbody>
</table>
A company’s production engineer has to frequently make these kinds of decisions and justify those decisions to the top management team. Top management will weigh the choice based on the food item’s ability to be profitable for the whole company.

Income – expense = profit.
Selling Is the Name of the Game

In a business that must be profitable from selling food products, there are people who work at jobs that make that happen. For every new food product, there are people who market and advertise the food product so consumers will spend their food dollars to buy it. These jobs require college degrees and real skill. Some of these jobs are: a brand manager, a label designer, a packaging engineer, a design manager, and a marketing manager. These jobs take the food item that the food scientist has developed and package it attractively to sell.

Selling any food product requires an overall marketing strategy that is built upon knowing a great deal about the customers, size of the market, and the competition. Who are the customers of the product? Do the parents or the child determine which breakfast cereal to buy? Are there many different groups or a large number of potential customers? If a customer base is small, then the product will need to have very weak or no competition to be profitable.

Developing the package and marketing strategy to sell a product is not as easy as it may appear. Here’s your chance to see if you like doing these kinds of jobs.
Divide into three teams.

Your group will be assigned one of the top products developed in Activity 7: Food Scientist for a Day. Your group will design the packaging for that product and develop an advertising strategy to sell it.

After groups have designed and developed their marketing strategy, each group will sell their product to the whole group or to a panel of impartial judges.

After all three presentations, use the following questions to talk about the activity.

1. What made the winning team’s product more saleable?

2. Was the package design or the marketing strategy the key to selling the product?

3. What do you like and dislike about selling?
Think about what you learned about the various food industry jobs.

1. What did you learn about the food processing industry?

2. Which food processing industry jobs interest you and why?
A corporation is a legal entity separate and distinct from its owners, the shareholders, who invest their money in shares of stock and elect a board of directors. The board of directors sets policy, declares dividends or profits shareholders receive, and appoints a management team to run the business. Management carries out the policies and directs day-to-day business operations. Most corporations have the following: a president, vice president, controller, treasurer, and secretary. These employees are responsible for running the business and reporting the financial results to the board of directors and shareholders.

A partnership is two or more co-owners who own the business. These people share the profits and losses based on an agreed-upon formula. If the business is unsuccessful, the owners’ other personal resources can be used to pay the debts.

A sole proprietorship is a business owned by one person. This individual receives all of the profits or losses. This person is also liable for all of the business’s financial debts. Most businesses in the United States are small businesses operated using a proprietorship.

The supermarket business in America is a $450 billion business that is predicted to continually increase sales. To keep a competitive edge, supermarkets are trying to make the shopping experience faster, friendlier, and more fun.

Working in a regional or corporation realm of the grocery business is similar to working in any other large business. Most people are aware of the large food producers such as General Mills, Hershey Foods, and Betty Crocker. However, many people do not recognize the names of the supermarket giants that have stores across the United States. People generally know the name of their local stores. Yet many of these have connections to larger business organizations that provide for wholesale product purchasing, advertising, and food marketing strategies.

If you are interested in a future job in business, the food industry is an expanding business sector that can offer you many opportunities. Food corporations are managed by professionals. These people run the business for shareholders, who own stock in the business, or for an owner or group of owners. In the U.S. business world there are three forms of businesses: corporations, partnerships, and sole proprietorships.
The grocery store business is a highly competitive business. You probably have several grocery stores near your home. Where your family shops is influenced by many factors including the ability of the store to advertise in a way that is appealing to your family’s major shopper. Advertising is a function of the marketing professionals employed by the supermarket corporation. These employees are college graduates who majored in marketing. They learn the methods of finding out what various groups of shoppers like and want in grocery items. They also design the item or store food advertisements. You have seen the ads in newspapers or flyers from your local store. Advertising is needed to sell food products, but it is also an expense that adds to the cost of doing business. Try your skills as an advertising manager for XYZ Corporation.
Earl is the advertising manager for the XYZ Supermarket Corporation. He has been asked by management to cut costs, but to keep sales profitable. His staff has designed a new ad campaign. Now he has to decide which strategy will be used for the upcoming holiday season.

Select the option that you think he should choose and list your reason for the selection that will be presented at the next top management meeting. Be prepared to explain why this is the most profitable choice. After group members have made their selections and listed reasons for that choice, determine, as a group, which choice is the most profitable.

Options

A. A local advertising campaign in the five major regions in the United States using newspapers, radio, and newspaper flyer inserts (expense = $500,000)

B. A national advertising campaign using television ads (expense = $500,000)

C. A combination of a national and local advertising campaign with national coverage, limited to one advertisement (expense = $350,000)

Option to Use: ____________________________________________

Reasons: __________________________________________________
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The supermarket business, like other businesses, needs to sell products to be profitable. Being able to determine successful selling items enhances the business’s success. Market analysts are professionals employed by large corporations who try to determine which new products that will sell. Knowing the current trends in food use and purchasing is important for predicting how new products will sell. Market analysts have college degrees that assist them in learning various methods to find out what specific groups of potential customers will buy their products. Market research is an important function for any business, no matter what its size. If the customers are not willing to buy a product, a smaller business may fail; a larger corporation will lose money.

Try one of the processes that a market analyst may use to determine if a product will sell. Based on your findings, make a recommendation about the product’s success if marketed to a specific age-group.

Riley’s company sells natural fruit drinks. Sales have skyrocketed in recent years. The company sells a wide range of products from individual juice boxes to bottled organic juices. The company has developed a new fruit juice combination of kiwi and pineapple juice with a touch of coconut. Currently, it is called Tropical Breeze based on the use of all-tropical-juice bases. The company is interested in determining the age-group most likely to purchase the product. Three groups have been targeted: young teens, 18- to 20-year-olds, and 30+ year-olds. If you were Riley preparing to do a market analysis with the young teen group, what would be the most important questions to ask to determine if this group would buy Tropical Breeze fruit drink? Ask four young teens your questions, summarize their overall responses, and make recommendations to the company’s marketing vice president concerning the group’s likelihood of sales success. Remember, it is important to find out if young teens like the flavors of kiwi, pineapple, and coconut, if they drink fruit juices regularly, and if they would buy this juice product instead of other juice products or other drinks.
Activity 11

What Do They Want? (survey)

(continued)

Question 1: _____________________________________________

Question 2: _____________________________________________

Question 3: _____________________________________________

Response 1: a. ___________________________________________
           b. _____________________________________________
           c. _____________________________________________

Response 2: a. ___________________________________________
           b. _____________________________________________
           c. _____________________________________________

Response 3: a. ___________________________________________
           b. _____________________________________________
           c. _____________________________________________

Response 4: a. ___________________________________________
           b. _____________________________________________
           c. _____________________________________________
Summary:

________________________________________________________________________
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________________________________________________________________________

Recommendation:

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Presidents of large corporations not only make large salaries, but they must also have high-level credentials such as college degrees and extensive experience managing smaller companies. These individuals make the decisions that position a company to remain or become more profitable. The president’s decisions affect all aspects of the business’s operation. The company president reports to the directors and shareholders of the corporation. If it is a sole proprietorship, the president may be the owner or may report directly to the owner. If it is a partnership, the president reports to the partners. When a company is not making adequate profits or the president makes poor decisions that cause the company to lose money, he or she will probably lose his or her job. Managing the company to be profitable is what keeps him or her in the job.

The president meets with the board of directors, on at least a yearly basis, to report on how profitable the business is and to seek approval to make changes in the business. Shareholders receive an annual report in writing that tells them about the business’s profits or losses. Companies hold annual shareholders’ meetings to report progress made on the business plan. The business plan is a blueprint that guides the day-to-day operation of the business. When changes are to be made, approval must be granted by the board of directors and shareholders.

Of equal importance are the financial functions that employ bookkeepers, accountants, and financial analysts. These people keep all of the financial records and track the financial status of the business. These professionals usually have college degrees.

With all of these reports, the bottom line for decision making still falls on the company’s top management team, headed by the company’s president. Ultimately, the responsibility for the decisions that affect the company’s profitability falls on the president. The following activity offers you the opportunity to see what it would be like to be a company president.
XYZ Corporation has remained profitable over the years by remaining in touch with its consumer base and by taking risks when they appeared to open the door to a new group of customers. The current company president has to make a decision concerning several new food products. He must decide if the company will promote any of the following products. He has received a report from the market analyst that these are the upcoming trends in the food industry for the next 25 years.

**CONVENIENCE**
Fast food is of primary importance for the majority of Americans. Almost half of weekday meals are prepared in less than 30 minutes. Children to adults want food products in a form that can be easily and quickly prepared to be ready to eat.

**GOOD FOR YOU**
People understand the connection between food and good health. Consumers are interested in buying foods that can assist in keeping them healthy.

**FLAVOR HIGH**
Consumers want foods to have intense flavors. Increasing the flavor in foods can be tied to increasing ethnic diversity, an aging population, and the industry’s ability to create and infuse flavors into new food products.

**SAFE**
The American public has high concern about food safety. This demand has increased packaging and labeling innovations and costs.

Three new product lines have been proposed by the company’s research and food scientists. They are: Cheese-A-Squeeze, a lunch serving of macaroni and cheese in a squeeze tube; Red HOT Chili, an extra-hot lunch serving of chili in a squeeze tube; and Tofu Tasto, a Mexican, tofu-based lunch product in a squeeze tube.

As president of XYZ Corporation, you must select the product that you think will be the most profitable for the company’s business. Once you have selected the product, list your reasons for selecting it and prepare a presentation to explain to the board of directors and shareholders your reasons for the selection. Using the market analysis and potential profits can strengthen your presentation.
Product Selection:

Reasons:
Activity 13

Board of Directors’ and Shareholders’ Roles

The board of directors provides oversight for the corporation’s management decisions. The board ensures that the company uses appropriate legal and financial practices.

Using the presentation prepared for Activity 12: President’s Decision, as a group, select a board of directors. The size of this group can vary depending on the size of the whole group, but do not exceed seven board members. Ask the remaining group members to join into teams of no more than three based upon their selected product choice.

As a team, each group presents their product choice and the reasons for selecting the product to the board of directors. Individuals in each of the groups can play different roles such as a marketing analyst or financial analyst to support the president’s presentation. The group members not on the presenting team are to role play being shareholders who have the right to ask questions as the various presidents do their presentations.

At the end of all of the presentations, the board of directors selects the team that presented the most convincing product promotion. After the board of directors’ decision has been announced, ask the board to explain what convinced them to select that team’s product.
Think about what you’ve learned about the corporate level of the food business and discuss the following questions.

1. What information did you learn about how a corporation functions?

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In this project we have explored many different jobs involved in the food industry. It takes thousands of jobs to grow, harvest, process, package, and sell the food that you buy at the grocery store. However, we have just scratched the surface of jobs available to you. You have many employment opportunities that require many different skills and educational backgrounds. The food industry is an ever-growing industry as new food items are developed. It offers you thousands of opportunities for employment. Take a look at some of the following Web sites in Activity 14, on page 37, to learn even more about the food industry and the employment opportunities available.

Activity 14: Employment Opportunities
Activity 14

Employment Opportunities


Albertsons Grocery Store: http://www.albertsons.com/

The American Meat Institute: http://www.meatami.org/

Careers at the Food Marketing Institute: http://www.fmi.org/careers/


Foodservice and Packaging Institute: http://www.fpi.org/

Giant Food Stores: http://www.giantfood.com/

Grocery Manufacturers of America: http://www.gmabrands.org/

Kroger Company: http://kroger.com/

National Fisheries Institute: http://www.nfi.org/

National Food Processors Association: http://www.nfpa-food.com/

National Frozen and Refrigerated Food Association: http://www.nfraweb.org/

National Grocers Association: http://www.nationalgrocers.org/

Produce Marketing Association: http://www.pma.com/

Progressive Grocer: http://www.progressivegrocer.com/

Safeway: http://www.safeway.com/

Snack Food Association: http://www.sfa.org/

Weis: http://www.weis.com/
Activity 14
(continued)

Employment Opportunities

List the three Web sites you visited:

1. 

2. 

3. 

For each site you visited, describe some new information you learned.

Site 1: 

Site 2: 

Site 3: 
Food Industry IQ

Test your food industry IQ by circling the correct answers. These are important ideas that you should have learned from the project.

1. Supermarkets are designed to attract customers to buy more of certain items. Which food products always are near the entrance?
   - A. Dairy Products
   - B. Fresh Produce
   - C. Breakfast Cereal
   - D. Soft Drinks

2. Over half of supermarket employees are:
   - A. Butchers
   - B. Managers
   - C. Clerks and Cashiers
   - D. Specialty Clerks

3. Most food products purchased today are processed. Processing adds value to raw products. Examples of processed foods are:
   - A. Sugar Cane
   - B. Bananas
   - C. Candy
   - D. Tomatoes

4. New food products are created by:
   - A. Farmers
   - B. Food Scientists
   - C. Quality Inspectors
   - D. Marketing Analysts

5. Food processing requires many different jobs to produce a product. The job that makes manufacturing policy decisions is the:
   - A. Food Technician
   - B. Quality Inspector
   - C. Marketing Analyst
   - D. Production Engineer

6. Raw food products are produced by:
   - A. Farmers
   - B. Ranchers
   - C. Greenhouse Operators
   - D. All of These
7. Food trends and new technology create many new food products. Approximately how many come to the store shelf for sale each year?

A. 500  
B. 10,000  
C. 15,000  
D. 1,000

8. The supermarket business in America is big business. It is increasing its sales in the:

A. Millions  
B. Billions  
C. Trillions  
D. Hundred of Thousands

9. Some supermarket chains are corporations that operate like other big corporations. Professionals that run the large supermarket chains are:

A. Presidents  
B. Financial Officers  
C. Production Engineers  
D. A and B

10. A corporation is owned by:

A. Shareholders  
B. One Person  
C. Two or More Co-Owners  
D. Board of Directors

11. Most grocery food items in the United States are sold in:

A. Supermarkets  
B. Small Proprietorships  
C. Mega-Supermarkets  
D. None of These

12. How many different jobs are involved in growing, harvesting, processing, packaging, and selling the food items in your local grocery store?

A. Hundreds  
B. Fifty  
C. Thousands  
D. Twenty-Five
References


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**4-H Club Motto**

“To make the best better”

**4-H Club Pledge**

I pledge

my head to clearer thinking,

my heart to greater loyalty,

my hands to larger service, and

my health to better living, for

my club,

my community,

my country, and

my world.

**4-H Club Colors**

Green and White