

FCS 321 Exercise 1: Factors Influencing Cost of Food

Procedure

1. Visit any grocery store to collect data for this assignment.
2. Complete the tables by finding the price of different packaged foods.
 - Choose one type of packaged food.
 - Find TWO national brand varieties of that food
E.g. Swanson's, S&W canned tomatoes
 - Find a store brand of that food. (Name of market is evident on the label)
E.g. Ralph's canned tomatoes
 - Find a generic brand of that food. (Evident by lack of any brand name)
(Could be parent company E.g. Kroger)



3. During class session, compare information with other classmates.

A. COMPARING NATIONAL, STORE, AND GENERIC BRANDS

TYPE OF PRODUCT: _____

(E.g. canned tomatoes)

Be sure all of these refer to the one food product.

	BRAND (Name)	Description (What is it?)	PRICE/ PRODUCT	PRICE/ OZ (g)	Comments
National brand #1					
National brand #2					
Store or generic brand					

B. QUESTIONS TO ANSWER

- a. Why is there a difference in price for the same type of product?
- b. Any difference between store and generic brands?
- c. Which is the best buy?