



# Tasty Testing

Investigate what influences your decision about what you buy to eat.

## Materials

- Three to five different kinds of pears
- Small cups for sampling
- Chart paper to collect brainstormed criteria
- Sticky dots or markers for voting

## Tip

Try taste tests using other products.

## Preparing Taste Test

1. Explain that consumers make decisions that are influenced by a variety of criteria including appearance, taste, advertising, and cost.
2. Brainstorm a list of criteria that would make a good pear (size, color, variety, taste, texture). Have students vote for which criteria they think is most important.
3. Prepare the pears for the taste test by cutting enough for each student to taste each variety. Serve immediately or treat with lemon juice to prevent browning.
5. Place each pear variety (3-5) on a separate numbered plate.
6. Have students taste each pear and rank them based upon the criteria they determined was the most important.
7. Discuss the results from the taste test.

## Classroom Activities

### English Language Arts

- Write a new advertising jingle for the winning product highlighting the criteria. Create a 30-second commercial highlighting the product and present it to the class.
- Conduct a market test and write an article with artwork for a consumer report that explains the results. Create a marketing plan, including packaging and target audience.
- Research the career of a marketer. How do these professionals help producers and consumers? Interview someone who has a marketing job.
- If students have a hard time determining what is the most important criteria for the taste tests, have a classroom debate to decide which is the most important.



## California Standards

### Grades 9-12

ELA CC: SL.9-12.1; W.9-12.2

*This lesson can be easily adapted to meet the educational standards for a variety of grade levels.*

