

Content Area Lesson 1: Dairy Products and By Products  
Activity 2: Why Buy

**Iowa Core Curriculum:**

21<sup>st</sup> Century Skills- Employability Skills

- Essential Concept and/or Skill: Communicate and work productively with others emphasizing collaboration and cultural awareness to produce quality work.
- Essential Concept and/or Skill: Demonstrate initiative, creativity, self-direction, and entrepreneurial thinking to produce successful outcomes.
- Essential Concept and/or Skill: Demonstrate productivity and accountability by producing quality work.

Science Standards

- Content Standard 1: Students can understand and apply skills used in scientific inquiry.

**Supplies:**

Why Buy Worksheet

**Activity Length:** 20 minutes

**Activity Directions:**

- A. One of the biggest ways for companies to sell their products is the image of the product they are selling.
  - a. For instance: Why do you think the yogurt was made into tubes that we now call go-gurt?
    - i. Convenience
    - ii. Easier use
    - iii. Less Messy
  - b. What is neat about the packaging?
    - i. Sometimes they change colors.
    - ii. You can see the flavor of the go-gurt
    - iii. Lots of flavors that kids like
- B. Today I want you to think about how milk could be marked to attract kids to it.
  - a. Think about what you could change to make is better
    - i. You may add color, trivia, a different shape or pictures.
    - ii. Be creative
- C. (Hand out the Why Buy Worksheet, which can be found on the extension website at <http://www.extension.iastate.edu/allamakee/info/dairystory> under Content Area Lesson 1, Activity 2.)

D. Ask students to get out their markers, colored pencils or crayons to dress up the milk carton.