

Social Studies: Form 3

Theme: Economic Growth and Development

Topic: Global Distribution of Goods

Specific Learning Outcomes

- Define and explain relevant terms and concepts
- Discuss the choices consumers have in purchasing goods

Teaching Points

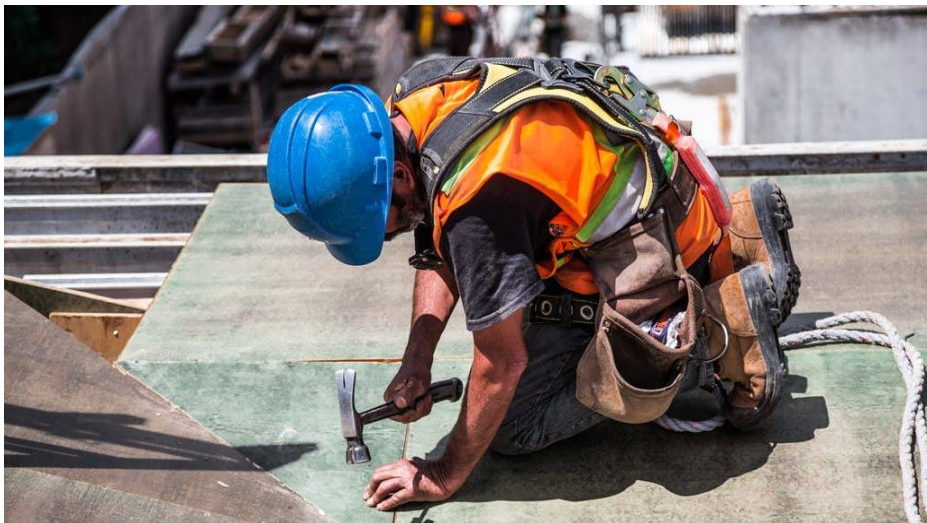
- ✓ A consumer is a person who buys and uses goods and services.
- ✓ We are all consumers since we must consume goods and services in order to live

We are all consumers because we all use goods and services. Businesses and **institutions** are also consumers since they also use goods and services. Goods are **tangible** products which consumers use such as flour, rice, clothes and cars. Services are those actions which supply consumers' needs such as medical attention, transportation and electricity.

Activity 1

Identify from the pictures which are goods and which are services.

Picture 1



Picture 2



Picture 3



Picture 4



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Picture 5



Picture 6



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Answers

Picture 1	Service
Picture 2	Service
Picture 3	Goods
Picture 4	Goods
Picture 5	Goods
Picture 6	Service

Factors which influence consumers' choices in purchasing goods



What are some reasons why people shop online?

- ❖ It is convenient
- ❖ Prices are cheaper
- ❖ It is easy to compare prices
- ❖ There is no sales pressure

Some disadvantages in online shopping

- ❖ Delivery may be delayed
- ❖ One cannot touch or feel the merchandise before shopping
- ❖ There may be fraudulent sites.

Activity 2

- (a) **Explain** each of the reasons given above for shopping online and each of the disadvantages.
- (b) Describe any other advantages and disadvantages of shopping online.

Activity 3

Click on the link below and read to answer the question which follows.

<http://www.news.gov.tt/content/promoting-%E2%80%98good-food%E2%80%99%E2%80%A6-tobago-good-foods-project#.XpdcyZkpDIU>

Describe what the project was about and how it benefitted producers.

Answer

The Tobago Good Foods Project of the European Business Chamber in Trinidad and Tobago (EUROCHAMTT), promotes food from producers that practice good agricultural and processing practices that respect the environment and promote community and sustainable development, and is financed with a contribution from the Enabling Competitive Business Strategy (ECB Strategy), a programme of the Ministry of Trade and Industry and the Ministry of Labour and Small and Micro Enterprise Development.

The project has derived benefits for both the agricultural producers and for the tourism sector as a whole. For Producers – access to expertise in specialized areas; access to specialized tools and equipment which provide a demonstrative impact on how to improve productivity; access to new markets. For Tobago – more natural and innovative products available; contribution to the brand of Tobago as green and natural, and now associated with more organic foods; and new agro-tourism tours introduced. Workshops were hosted in the areas of Opportunities for Dairy Goat Farming in Tobago; Cocoa and Coconut Rehabilitation in Tobago; Sustainable Agriculture and Eco Labels (Permaculture, Organic, SLOW FOODS, BIO, Fairtrade); Dehydration of local fruit; Organic Certification - Gaining Access to International Markets for Locally Produced Organic Food Through Certification; Training for Experienced Beekeepers – Queen Bee Rearing – Grafting.

Activity 4

Marketing strategies and **training** of producers can encourage local consumer buying. **Marketing** refers to activities a company undertakes to promote the buying or selling of a product or service. **Marketing** includes advertising, selling, and delivering products to consumers or other businesses.

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Quotation from **NAMDEVCO**

Q: why should you shop at a NAMDEVCO Farmers' Market?

A: - All produce are locally grown and fresh from the farm

- Prices are below retail, but above wholesale
- Safe and customer friendly environment
- Wide range of local produce
- Customer Satisfaction Guaranteed

Click on the link below and read.

<https://www.namdevco.com/services/farmers-markets/>

What is a farmers' market?

What is the difference between retail prices and wholesale price?

Answers

A farmers' market is a retail marketplace intended to sell foods directly by farmers to consumers.

Wholesale prices are rates charged by producers or distributors to **retailers**, and **retail prices** are those charged by **retailers** to consumers.