*You will be paying a visit to a local grocery store in order to do a little geographical analysis. You will need to choose a store with an extensive grocery section containing both organic products as well as conventional products.*

**Part I: Organics vs. Conventional Produce** -- Fill out the following table by comparing organic and conventional produce. You’ll need to choose four items that you kind find offered as both organic and conventional.

|  |  |  |  |
| --- | --- | --- | --- |
| Conventional Produce | Place of Origin(Country/ State) | Price per lb. | Appearance/Quality |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| Organic Produce |  |  |  |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| Conventional Meat/Eggs | Place of Origin(Country/ State) | Price per lb. | Appearance/Quality |
| 1. |  |  |  |
| 2. |  |  |  |
| Organic Meat/Eggs |  |  |  |
| 1. |  |  |  |
| 2. |  |  |  |

Review your whole chart and make a comparison. What are the relative strengths and weaknesses of each type of food? Why might people be attracted to purchase one over the other?

Spatial analysis: What geographic patterns do you observe in the source regions of the groceries in your chart? How can you explain the pattern(s)?

Now try to locate at least two produce, meat or poultry items that are produced here in California. List them below including name of brand (if it is labeled), price and place of origin (city).

We talked in class about the ubiquitous nature of corn in the American diet. List three items which are processed food in which a corn derivative (not corn itself) is an ingredient. Go beyond “Black Bean and Corn Salsa” or cornmeal on this one.

|  |  |
| --- | --- |
| Items: | Ingredient: |
|  |  |

## PART II: Map your Milkshed!

## Locate a name brand and store brand item from the following categories. Record the plant code from each product label. Then, go home and research the location where it was produced.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item | Brand | Plant Code | Production Location  | Distance from MV |
| Milk | Store: Namebrand:  |  |  |  |
| Sour Cream | Store: Namebrand: |  |  |  |
| Yogurt | Store: Namebrand: |  |  |  |
| Cheese  | Store: Namebrand: |  |  |  |

Then go to Google My Maps and map all of the locations that your products came from by dropping a pin on their locations. Attach a copy of that map to this sheet.

Analysis Questions:

1. What was the spatial extent of your milkshed? What was its approximate area in miles? How do you account for this?
2. Explain any patterns present in the production locations. Any similarities or differences between the various products?
3. How do your findings match up with Von Thunen’s model?