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Foodways A 4-H Folkpatterns Project – Photographing Food Marketing/Foodways
Collection Center

Michigan State University Cooperative Extension Service

4-H Club Bulletin

Marsha Mac Dowell, Simon Bronner, Martha Brownscombe, Claire Fitzgerald, Yvonne
Lockwood, Betty MacDowell, Elizabeth Poe MSU Museum; Pat Hammerschmidt, Wanda
Lamphere, Ethelyn Swanson, Kim Swanson, Christine Tucker, 4-H

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Photographing Food Marketing



Food Marketing

PURPOSE: To become aware of the variety of places and ways food is sold in your community

YOU'LL NEED: Camera
Paper
Pen or pencil

TIME: Varies

HOW TO DO IT: Locate different places in your community where food is sold. At each place, take photographs of the following:

- Where is the food sold? (This could be a building, cart, bake sale table, hot dog stand, roadside market, etc.)
- How is the food displayed or arranged?
- What kind of advertising is used?
- Who does the selling?
- Who does the buying?

Ask the food sellers how they got started and what methods help them sell their produce or food items. Write down a description of each place and your impressions of what you see and hear.

NOW WHAT?

1. Prepare an article on marketing for your school or town newspaper.
2. Submit a photo story for a 4-H photography project or exhibit.



Community
Food Events

Foodways Collection Center

- PURPOSE:** To collect foodways information as a project and to share your interest in foodways with others
- YOU'LL NEED:** A copy of "How to Set Up a FOLKPATTERNS Collection Center" (See page 18 of 4-H 1222, *4-H FOLKPATTERNS Leader's Guide*.)
- TIME:** Varies
- HOW TO DO IT:** Choose a community food event, then follow the instructions for "How to Set Up a FOLKPATTERNS Collection Center." If possible, display a foodways project you've already done.
- NOW WHAT?** Make up a booklet of "Foodways Collected at _____ Festival (or Fair)." Make it available for sale at the next year's food event.