



Student activity guide

Locate “Agent Consumer”

Activity

Tools

1

The next step in the mission is to identify the people Rosie calls a “consumer” and figure out what dairy products they buy. To do this you will need to question someone from your family, and then someone from outside of your household.

You are trying to determine why these consumers make the choices that they do, and where they purchase their dairy products from.

Circle Map



Google

2

Question both consumers to find out the answers to:

- What is your name?
 - Where do you live?
 - What was the last dairy product you bought?
 - Where did you buy it?
 - Why did you buy it?
 - How frequently do you buy this product?
 - How did you eat it? (You will need to get a photo of this as evidence for Rosie)
 - What other dairy products do you have in your house? (Make a list)
- Think about what else do you need to know? (e.g Why did they choose a specific brand, how many people live in their household? Was the product hard to find? What happens if the store had run out of the product - what would the consumer do then?)

Bubble Map



3

Check in with your teacher. You should be able to:

- Explain to your teacher why you chose your questions
- Describe how your questions will help you complete the mission

4

Make contact with the consumer and complete your top secret instruction. Make sure you record all your information in a safe place (there are spies everywhere!). Have you made detailed notes that you can refer back to? Have all your questions been answered fully? Can you put into your own words what the consumer has told you?

Tree Map



5

Make contact with your second (and third if necessary) consumer to repeat your questions and make sure that you have gathered enough information to submit a detailed report back to HQ. Compare your findings - does each consumer purchase the same product?

Double Bubble Map



SUCCESS CRITERIA

You can check you have completed the task successfully by:

- Finding and interviewing a family member and another consumer
- Identifying where the products were made and purchased
- Locating on a map where the products were made, purchased and consumed