



Lesson 4 – Comparing Prices

Purpose: To help learners compare prices of food products (e.g. comparing sale prices, weekly specials, coupon offers, etc.)

Instructor’s Note: Unit pricing is a way to compare prices of a product by weight or volume instead of by the package. The term *unit price* means cost for a specific amount (e.g. cost per milliliter, cost per gram, etc.). This allows for quick, easy price comparison to help decide which package size is most economical. A calculator may be helpful if unit price is not on the shelf tag.

Encourage learners to compare brand name products to store brand products. Tell them to check prices and ingredients to see which can offer better nutrition and value for their dollar.

Activity 1.1 - Price Comparison

Literacy Stage 1

1. Hand out [Activity Sheet 3.4: Price Comparison](#). Make sure learners know what each item is.
2. Ask learners to check off the least expensive food item in each pair. Talk about their answers.

Activity 1.2 - Buying in Large Quantities

1. Talk about buying in large quantity and how the prices would be different from individual packages. For example: Larger packages are often less expensive because individual packages require more packaging materials.
2. Ask learners to list some items, which can be purchased in large quantities.
3. Discuss reasons why some people buy large quantities and why other people always buy in small amounts. Ask learners what product they would buy in large quantities and why.

Activity 2.1 - Shopping Tips

Literacy Stage 2

1. Hand out [Resource Sheet 3.9: Smart Shopping Tips](#) to learners. Have a different learner read each point out loud. Talk about each of the shopping tips and ask learners for their comments.
2. Ask learners to brainstorm other tips that would be useful to the group. List the tips on a flip chart or white board. Have learners read them back to the group.
3. Ask learners to write down the list of tips.

You will need:

Flip chart or white board

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Tip: Using food ads is a useful way to help learners become familiar with the names of commonly available foods

Lesson 4 – Comparing Prices continued...

Activity 2.2 - Find the Best Buy

Literacy Stage 2

1. Handout [Activity Sheet 3.5: Find the Best Buy](#).
2. Ask learners to fill in their choice of cereal, pasta and milk.
3. Go with the learners to the food store and ask learners to find the cost and package sizes of the foods on their list. Ask learners to decide which package size is the best size.

Activity 3.1 - Shopping Case Study

Literacy Stage 3

1. Hand out [Activity Sheet 3.6: Shopping Case Study](#) or read the case study to learners.
2. Ask learners what went wrong with Jack's shopping. Ask them the following questions:
 - Did Jack plan before he went to the store?
 - Did he look at newspaper ads to find out what was on sale?
 - Did he make a shopping list?
 - Did he plan to buy food from all four food groups?
 - How could Jack save money on his groceries?

Activity 3.2 - Comparing Unit Pricing

1. Talk about unit pricing and best buys. Make a trip to a grocery store that uses unit pricing on its shelf tags. Point out the shelf tags for each food and look for the unit pricing of different items. These labels are sometimes found on the shelf where the food product is found.
2. Have learners read the labels and find unit price.
3. Ask them to compare two different sizes of a product to find out which one is the best buy.
4. Have learners write their findings down. Discuss in class.

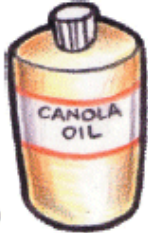

Note: If learners do not shop at a store that has unit pricing, they can still compare prices between items that are of equal weight and volume. This practice does not help them determine whether the larger size is more economical, but does allow them to compare prices between brands.




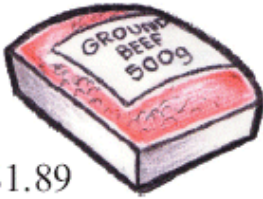

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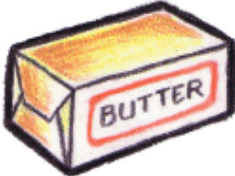

Price Comparison


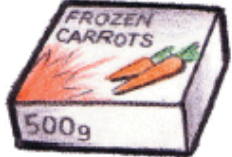
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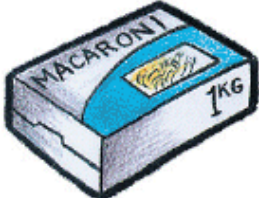

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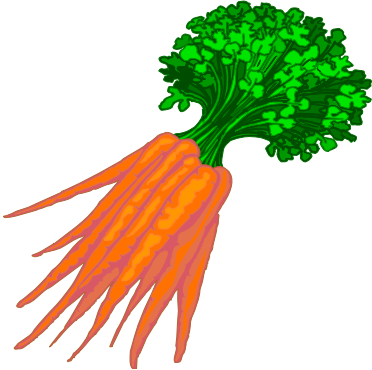
Smart Shopping Tips

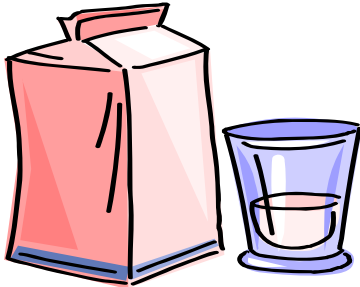
1. **Compare prices of different brands.** Products on shelves above or below eye level may sell for less. Try store brand; they are usually cheaper and good quality.
2. **Compare unit prices** when choosing which size is the best buy. Larger packages are not always cheaper.
3. **Compare discounted items to regular items.** They may be cheaper, but the food value may have decreased and cans with dents, rust or bulges may be unsafe. Always check all food packages before purchasing to make sure they are safe.
4. **Look for the best before date** on food products. Choose the product with the date farthest away. For example, May 26 is farther away than May 19. The product may be on sale, but if you can't use it before the expiry date, don't buy it.
5. **Watch the screen on the cash register** to make sure the cashier charges the right price for each item. If you think you have been overcharged, politely tell the cashier. Remember to give the cashier any coupons you have for the products purchased.
6. **Keep cash register tapes.** You will need them if you have to return something. They are also useful when estimating the cost of your shopping list.



Find the Best Buy

Use this sheet to work out the cheapest package size. Find the prices and package sizes at the store. Figure out the unit price and circle the best buy.

Carrots		Price	Package Size or weight	Unit Price
	Fresh			
	Frozen			
	Canned			

Milk		Price	Package Size or weight	Unit Price
	Small size			
	Medium size			
	Large size			

Shopping Case Study

Jack has just moved into his own apartment. He had been sharing an apartment with two friends. His friends always did the grocery shopping. Now Jack has to do it for himself.

Jack has \$75.00 to spend on food for two weeks. At the grocery store he is not sure how much he needs so he buys what he likes. This is what he bought:

- 1 roasting chicken
- 1 large T-bone steak
- 1 package of boneless chicken breasts
- 2 kg (about 4 pounds) pork roast
- 2 cans of lobster

- 1 bag of cherries
- 2 pears
- 3 plums

- 1 large can of spaghetti
- 2 cans of pork and beans
- 6 cans of cola
- 1 package of chocolate cookies
- 1 large bag of potato chips
- 1 box sugar coated cereal
- 1 loaf of bread

When the cashier adds up the cost, the bill comes to \$71.04. This means that Jack has only \$3.96 left for food until next payday. Has Jack made good shopping choices?

