

A “Sweet” Lesson in Economics

Standard of Learning

Science 6.1, LS.1, LS.12

English 6.6, 6.7, 7.7, 7.8, 7.9, 8.6, 8.7, 8.8

Civics CE.1, CE.11, CE.12

Objective

Students will:

- Develop an understanding of economic concepts as they apply to the interdependence and decision making of individuals, households, businesses, and governments
- Locate specific areas of Virginia on map where agricultural products are produced
- Discuss aspects of Virginia agriculture
- Explain the economic impact of agricultural production on Virginia
- Explore a jellybean to determine its flavor without tasting it
- Make predictions
- Invent a new jellybean flavor
- Write an essay about the concepts used to create the Virginia jellybean flavor

Materials

- Sweet Surprises Prediction sheet
- Sweet Surprises Flavor Key
- Sweet Surprises Task Sheet
- One bag of a single flavor jellybean
- Bags with 10 assorted jellybeans (per student)
- Virginia Map
- Virginia Commodity Map (located on CD)

Background Knowledge

The student will gain background information on different commodities grown in Virginia. The students will learn about the agricultural industry and how the various commodities produced are of value to the state economy. The student will use inquiry skills and prior knowledge to determine specific flavors of Jelly Belly jellybeans. The students will create a new Virginia flavor jelly bean for the Jelly Belly Company.

Procedure

1. Introduce class to Virginia agricultural commodities by using the Virginia map and the Virginia Commodity map to discuss which products are grown in the state and in what areas of the state. Point out that soybeans are Virginia’s number one cash crop. Highlight horticulture and vineyards as rising agricultural industries in the state.
2. Provide each student with 1 jelly bean. Instruct class to predict the flavor of the bean without tasting. Record predictions on board. Discuss the various class predictions. Allow class to taste the jellybean.
3. Handout the sweet surprise prediction sheet and a bag of 10 jellybeans. Students should predict the flavor of each jellybean without tasting and record predictions on the form.



4. Hand out the sweet surprise color key and have students use the key to determine the flavor of each bean. Model the use of the chart for the class.
5. Students should record the flavor on the predictor sheet.
6. Allow students to eat jellybeans after step 5 has been completed.
7. Discuss how the chart helped in determining the flavors.
8. Tell the class that the Jelly Belly Company has asked them to create a Virginia flavor Jelly Belly.
9. The student will write an essay explaining how they chose the flavor they did and the process they followed to market their new flavor.
10. Provide each student with a sweet surprise task sheet as a guide.

Extension

- Create a poster advertising the Virginia Jelly Belly.
- Create a TV commercial to advertise the new Virginia Jelly Belly.

Lesson developed by Louisiana Agriculture in the Classroom by Robin Dugas.



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SWEET SURPRISES PREDICTIONS

NAME: _____ DATE: _____

Directions: Begin by predicting the flavor of each of your jelly beans. Next, using your “Sweet Surprises Flavor Key” to decide what the flavor might be. Then, gobble up to see if you were correct.

Prediction: #1 Actual Flavor	Prediction #2 Actual Flavor
Prediction #3 Actual Flavor	Prediction #4 Actual Flavor
Prediction #5 Actual Flavor	Prediction #6 Actual Flavor
Prediction #7 Actual Flavor	Prediction #8 Actual Flavor
Prediction #9 Actual Flavor	Prediction #10 Actual Flavor



SWEET SURPRISES COLOR KEY TO DETERMINE FLAVORS

COLOR KEY:

- | | | |
|-----|--------------------------------|-------------------|
| 1. | Yellow, Orange, Red, Pink.... | go to 2 |
| | Purple, Green Blue | go to 22 |
| | Black, Brown, Tan, White | go to 29 |
| 2. | Yellow or Orange | 3 |
| | Red or Pink | 13 |
| 3. | Yellow | 4 |
| | Orange | 8 |
| 4. | Solid Yellow..... | 5 |
| | Yellow w/Spots | 7 |
| 5. | Bright yellow | Lemon |
| | Light or pale yellow | 6 |
| 6. | Light yellow | Pina colada |
| | Pale yellow | Crushed pineapple |
| 7. | Yellow w/Brown Spots | Top Banana |
| | Bright Yellow w/White Spots... | Lemon Drop |
| | Bright Yellow w/Green Spots.. | Mango |
| 8. | Solid Shades of Orange..... | 9 |
| | Orange with Spots | 12 |
| 9. | Bright Orange | 10 |
| | Light or Pale Orange | 11 |
| 10. | Orange | Orange Juice |
| 11. | Pale Orange | Tangerine |
| | Light Orange | Cantaloupe |
| | Neon Orange | Orange Sherbet |
| | Pinkish Orange | Pink Grapefruit |
| 12. | Orange w/red spots | Peach |
| 13. | Red | 14 |
| | Pink | 19 |
| 14. | Solid Red | 15 |
| | Spotted Red | 18 |
| 15. | Bright Red | 16 |



	Dark Red	17	
16.	Red		Very Cherry
	Red w/White Center		Red Apple
	Cinnamon Red		Cinnamon
17.	Dark red		Raspberry
	Really Dark red		Dr. Pepper
18.	Red w/Yellow spots.....		Sizzling Cinnamon
	Red w/Dark Red spots		Strawberry Jam
19.	Solid Pink	20	
	Pink w/spots	21	
20.	Bright Pink		Cotton Candy
	Pale Pink		Bubble Gum
21.	Pale Pink w/Red Spots		Strawberry Cheesecake
	Dark Pink w/Red Spots		Strawberry Daiquiri
	Dark Pink w/White Spots		Champagne Pink
22.	Purple or Blue	23	
	Green	26	
23.	Purple	24	
	Blue	25	
24.	Purple		Grape Jelly
	Dark Purple		Wild Blackberry
	Lavender		Island Punch
25.	Blue		Blue Berry
	Bright Blue		Berry Blue
	Dark Blue w/Red Center.....		Plum
26.	Solid Green	27	
	Green w/spots.....	28	
27.	Bright Green		Kiwi
	Green Green		Green Apple
	Light Green		Lemon Lime
	Deep Dark Green		Jalapeno
28.	Dark Green w/Red Spots		Watermelon
	Light Green w/ Dark Spots ...		Juicy Pears
	Green w/Dark Spots		Margarita



29.	Brown or Tan	30
	Black or White	37
30.	Brown	31
	Tan	34
31.	Solid Brown	32
	Brown w/spots.....	33
32.	Brown	Chocolate Pudding
	Light Brown	A&W Root Beer
33.	Dark Brown w/White spots....	Cappuccino
34.	Tan	35
	Tan w/spots.....	36
35.	Light Creamy Tan	Café' Latte
	Tan.....	Peanut Butter
	Light Tan w/Green Center...	Carmel Apple
36.	Tan w/Brown Spots	Toasted marshmallows
	Tan w/Tan spots	Carmel Corn
37.	White	38
	Black	Licorice
38.	Solid White.....	39
	White w/Spots.....	40
39.	Bright White.....	Coconut
	Pale White.....	A&W Cream Soda
40.	White w/Yellow Spots.....	Buttered Popcorn



SWEET SURPRISES TASK

Your next task is to write an essay using the following information as a guide. You should include a separate paragraph for each section.

- a. **Process you went through to decide on your flavor and color**
 - i. Choice
 - ii. Opportunity cost
 - iii. Opportunity benefits
 - iv. Consumers (who are you trying to get to but this)

- b. **What you need to produce your jelly beans**
 - i. Producer
 - ii. Ingredients
 - iii. Resources: natural, capital, human

- c. **How will you market it**
 - i. Consumers (who are you trying to target)
 - ii. Where will you sell your new jelly bean
 - iii. Interdependence

- d. **Advertisements**
 - i. Type of advertisements
 - ii. Who will be involved
 - iii. Logo, slogan
 - iv. Target audience

*Sample advertisements: Poster, commercial, radio jingle, etc.

Be Creative and have fun!!!!

