Best Buys

Your Mission: You are consumer detectives navigating the marketplace. Your challenge: cut through advertising tricks, analyse real value, and decide which products deserve your money - and why.

Pre-Visit Activity

Hook	10 mins	Watch "Put Victoria on Your Table – Yarra Valley" (0:00–2:46). **Discussion:** Which of these suppliers could face challenges in the future - drought, transport, competition? How might local sourcing help them survive?
Discovery and Design	20 mins	In pairs, choose ingredients • Pick two ingredients you noticed in the video or that might grow in the Yarra Valley. • Do a search for: Yarra Valley [ingredient] supplier. • Choose a local supplier for each ingredient. In your book, note: business name, suburb, and what makes it "local" (distance/time/freshness).
Farm-to-Plate Sprint	50 mins	You are an eco-chef at a Yarra Valley start-up café. Design a 10–15 min prep dish featuring **ingredient 1** and **ingredient 2**. Your mission: make it irresistible to [**pick a target audience**] AND showcase a sustainability story that would stand out on social media. **Extension**: ask AI for two versions - one budget-friendly, one premium. Students compare which is more viable for their café.
Digital Storytelling	10 mins	Create a promotion for your dish: • TikTok/Instagram mock-up (Canva template or PowerPoint "story" slide). OR • Menu board prototype (with tagline / supplier logos). • Add 1 "call to action" for their audience ("Grab it before it's gone!" / "Eat local, save global").

Share and reflect	10 mins	Teams: Each pair presents in <60s:
		• Dish name, description and farm-to-plate sentence.
		• Two local suppliers (why they're close/fresh).
		• Why this will appeal to your chosen audience.
		Audience votes with sticky notes on:
		    • Most Creative
		    • Most Sustainable
		    • Most Market-Ready.

Reflection	5 mins	• What role did AI play in improving your creativity - and what parts still required your human judgment? • One reason local sourcing beats long-haul shipping is…

Post-Visit Activity

Hook	10 mins	**Kahoot** with questions like: • "Which is cheaper per 100g: a 500g bag of chips for $4.50, or a 700g bag for $5.60?" • "Why do companies make the cheaper choice less obvious?"
Show me the money!	10 mins	Everyone likes to save money. Choose a snack that your family buys every week, and see if you can save your family money, by choosing an alternative with the lowest unit price. Make a pitch to your family, that if they follow your advice and make the saving, they should give some of the money to you. Video: <u>What is unit price</u>?
Investigation	30 mins	Choose a snack your family buys and find 3 alternatives, on Woolworths, Coles or Aldi online catalogues. • Write them all into a table including the following headings: brand, size, shelf price ($), unit price ($/100g), cheapest, annual cost for family use, along with their unit price. • Work out how many "units "of this product your family would eat per week, then multiply by 52 to get units per year • Work out the annual cost per year for each of the 4 options (unit cost x units per year) • How much could your family save over one year (compare most expensive option to cheapest)? • How much of that saving should your family give to you? **Discussion**: • Which product looks cheapest at first glance - and how is packaging/marketing trying to trick you? • Which option is healthiest AND cheapest? Would your family's choice change if health mattered more than cost? Bonus challenge: Add one ethical/local option (e.g. Australian-made or less plastic) even if not cheapest.
Pitch		Students make a 30s video pitch / Canva slide addressed to their family: • State the snack chosen. • Show annual saving. • Suggest how savings could be re-invested (*Save $200 = 2 family movie nights*). • Add cheeky personal twist (*Give me 10% as your savings advisor*).
Reflection		**Discussion**: • How might AI change how we shop in the future? Could it compare prices for us? Would you trust it to decide for your family? • Students jot one future shopping prediction and share with class.