

Pilot Study of the Supermarket Tour Manual

**Includes:
Research Report**

By: Patrick Gilhooly, Kierian Keele and Ashley Minion

**OPIRG (Ontario Public Interest Research Group) -
Peterborough
Supervising Professor: Paula Anderson, Trent University
Trent Centre for Community-Based Education**

**Department: Environmental and Resource Studies
Course Code: ERST 334H
Date of Project Completion: December 2008**

Project ID: 940

Call Number:

TABLE OF CONTENTS

	PAGE
INTRODUCTION	1
DELIVERABLES	3
Supermarket Tours	4
Recommendations for Tours.....	5
Fact Sheet	7
Fact Check	9
Survey Questionnaire	11
Trent Centre Poster	12
RESULTS	14
Survey Questionnaire Feedback	15
Survey Questionnaire Analysis	27
Banana Split Results	30
PROJECT ASSESSMENT	32
CONCLUSION	35
REFERENCES	37
APPENDIX	38
Appendix A- Guideline notes for Tour (Introduction)	39
Appendix B- Guideline notes for Tour (Produce)	40
Appendix C- Guideline notes for Tour (Biotechnology)	42
Appendix D- Guideline notes for Tour (Corporate Control/ Manipulation)...	44
Appendix E- Raw Survey Questionnaire Forms	45

INTRODUCTION

Recently, there has been growing concerns regarding the Canadian food system and its long term sustainability. There has been a gradual shift in our society over the past 50 years in regards to the production, transportation, distribution, and consumption of food in Canada and abroad. Food has been a central and integrative part of human society since our existence and for this reason it is critical that society continues to maintain an understanding of the social and cultural benefits of healthy locally produced food choices. The current food system has transformed food into a commodity, at the expense of the environment, health and values of society. Consumers are much more distanced from their food compared to the past. The general consumer does not know where their food comes from, where it was grown, how it was produced and how far it traveled to get to the supermarket. The current Canadian food system is dominated by large multinational conglomerates, which seek to maximise economic profit from the sale of food. Large corporations are becoming what are known as vertically integrated. Vertical integration describes a style of management control. These conglomerates are vertically integrated and are often involved in the production, distribution, processing, and retail of food. This form of management control has created a industry that is dominated by a few large multi-national companies rather than many smaller companies. This allows for the companies to dictate pricing, profits and what the growers will receive for their products.

Established in 1976, OPIRG is a campus-based, non-profit, community-oriented organization which is committed to research, education and action on social justice and environmental issues. OPIRG Peterborough is an autonomous member of Ontario PIRG, a provincial network of eleven PIRGs. In August of 2005, OPIRG Peterborough became incorporated under the province of Ontario. The OPIRG staff and volunteers are thoroughly involved each year in many community-based projects which provide a variety of educational opportunities for the Peterborough community, Trent students, high school students and the public regarding current social and environmental issues.

OPIRG has been involved with food issues for just over 30 years in the Peterborough region. OPIRG's commitment to education and action regarding environmental and social issues has spawned the development of the Supermarket Tour approximately 20 years ago. The Supermarket Tour was developed by OPIRG as a tool to educate interested parties such as community members, local students and teachers, as well as the general public about supermarkets and their relation to the food industry.

In 2007, OPIRG has taken on the task of rewriting the Supermarket Tour Guidebook to provide up to date informative and critical information regarding supermarkets and the food system. OPIRG's draft version of the guide is complete and currently in the process of reviewing, testing in the field, and evaluating the Supermarket Tour Guide in order to lead tours through supermarkets. As students at Trent University, it is our goal to work closely with OPIRG to help evaluate and test the information using our own research and experience, as well as provide feedback and recommendations for improvement through audience evaluations after each tour. The supermarket tours provide an excellent tangible approach to educating the public on fair trade practises, healthy food choices and ecologically sustainable food production initiatives. It is an opportunity to encourage people to gain an understanding in where their food comes, how it is produced, how it impacts the environment the living conditions of the workers, the impact of food on the consumer and the price breakdown of the products from so they can make informed decisions when purchasing their goods.

The key research questions to be answered for this project include the following: Is the current information relevant and accurate in the guide? Do the facts remain true and are the sources cited properly? Determine the most interactive and useful way to get information across to the audience. Are there any facts and figures missing in the guide which could be useful in illustrating the current issues in the food industry?

We conducted four supermarket tours using the information gathered from the Supermarket Tour handbook to educate Trent Students, the Peterborough community, PCVS students and OPIRG staff. Our deliverables included conducting these tour to gain feedback on how to improve the tours, create our own recommendations on how to properly organize and run a supermarket tour more efficiently to be used by OPIRG staff, conduct a fact check on the Supermarket Tour Handbook to check for invalid information and update old information, and write a evaluation (this report) of the guide and provide suggestions how to improve supermarket tours for the future.

DELIVERABLES

Supermarket Tours
Recommendations for Tours
Fact Sheet
Fact Check
Survey Questionnaire
Trent Centre Poster

DELIVERABLES

Supermarket Tours:

Date:	Audience
October 23, 2008	(pre-tour) Yolanda, Alex and our group
November 13, 2008	PCVS students
November 13, 2008	PCVS students
November 18, 2008	Canadian Foods students
November 20, 2008	OPIRG staff

When conducting Supermarket Tours it is important to provide the audience with the best possible educational experience. To facilitate a tour, the tour guides do not need to be experts in all the “aisle” of the Supermarket Tour, but it is important to have a general understanding from which the facilitators can raise questions for discussion.

When we were organizing the logistics of our tours we felt it was important to adjust the supermarket tours based on the audience participating in the tour and the time frame available. The tours we organized as part of our deliverables, specifically with the PCVS and Trent Students were limited to an hour. For this reason we decided to focus our tours on three of the aisles from the Supermarket Tour Guidebook. We chose the Produce, Biotechnology and the Corporate Control sections to be discussed throughout our tours because we thought these were important topics and issues to cover in the time period we had available to us. Also, considering the size of the tour groups (15-20 individuals) and the time frame, we felt it was best to divide the tour groups into smaller more manageable groups. The smaller groups would decrease the amount of disturbance to other customers in the store, while at the same time keeping them interested and active by switching groups every 15 min.

Once we had decided on the topics, issues and group sizes we then decided on what activities we wanted to use during our tour. For the produce section, we decided to use the banana split activity. This activity gave the participants the opportunity to allocate what they thought the costs of bananas were and how those costs were distributed from the farmer to the retailer. Then the facilitator would compare the real distribution of costs to the participants, thus educating them on the true costs of banana production and distribution. For the biodiversity part of the tour we decided to use two new activities which were interactive for the participants. For the first activity we got the participants to grab 5 items which were listed in the Supermarket Tour Guide as possible genetically modified foods (for example: potatoes, corn, tomato, rice, squash). After collecting the items we asked them what these items could possibly have in common. This opens up the participant’s minds and connects them to foods sold in the supermarkets which could be genetically modified. The second activity was about genetically modified canola and corn oil. For this activity we got the participants to pick up canola or corn oil from the shelves and ask them if they could find anywhere on the bottle, any information regarding genetically modified ingredients. This activity was aimed at informing the participants

about the labelling of genetically modified foods and providing them with alternatives, such as olive oil. The corporate control section we had an activity which we asked the participants to grab their favourite cereal off the shelves. This activity was aimed at seeing how easy it was to locate their favourite cereal on the shelves, since supermarkets do not have a systematic layout of the cereals, thus forcing the consumer to scan the shelves for their cereal, possibly creating an impulse buy.

Our notes for each of the sections discussed (produce, biotechnology, and corporate control) in the tours including the introduction, can be viewed in the appendix section under guideline notes.

For future Supermarket Tours the organization of the tour is important considering the participants and the time frame available. The basic procedure should be the same for all the tours; beginning with an introduction to the tour, entering the store and conducting the in-store activities and discussions, followed by a closing section outside the store entrance. If the tour group is small between 5-7 individuals, we believe it is best to keep them as one group. If the group is larger than 5-7, it would be best to divide the groups into smaller groups of approximately 5, to provide them with a more interactive tour. One recommendation we would suggest for the tour is to specifically ask the participants at the beginning of the tour what “aisle” they are particularly interested in learning about. From this feedback the facilitators could then focus their tour based on the interests of the participants. Having a list of notes and facts from each aisle would make this process easier to accomplish. The amount of issues or information the facilitators can present depends on the time they have available to them and also the amount of facilitators.

Recommendations for Tours:

The supermarket tour team feels that there are indeed, ways of improving upon each and every tour. The expected outcome is that all those involved leave the tour with an accurate understanding of the supermarket and feel like they have learned new facts. Generally the most effective way of teaching is an interactive approach. Although we tried our best to incorporate interactive ideas into each of our tours we do have some ideas to further that component.

Our ideas include getting the participants to make a list before hand and come ready to “shop” for their items, which they would normally purchase. Go through the items and explain the ins and outs of where they come from, how they get to your supermarket, along with their negatives and positives.

Smaller groups may be a better idea; this way it is easier to be more interactive with the participants. A supermarket that is large enough to allow for people standing and talking, without interrupting customers is a major factor in the success of the tour, since the supermarkets must be willing to let us use their store. The facilitators must always remember to face the participants while speaking, this way they are easier to hear and the

participants feel much more engaged. The facilitators should wear name tags to identify who they are and what they are doing; this will help identify them during public tours.

A courtesy phone call a day or two before the tour to the supermarket would be a nice addition. This is a way to stay friendly with the store and show respect to the employees. Tours should not be conducted during peak times; usually 3pm to 7pm are the busiest for supermarkets. Avoiding these times will help the tour run smoother.

An emphasis on vertical integration and concentration of the food system product lines such as, “Our Compliments” and “Presidents Choice” and what their ramifications are for food security in Canada may be a good idea. Issues that hit close to home tend to encourage people to take action.

Get the participants to locate their favourite food, or most frequently purchased food and have them read the labels and explain what the label tells them, if anything. Explain what may be left out from the label. Also talking about packaging and how it negatively affects the environment, and to make it interesting, especially for young children, there could be an activity to learn about the lifecycle of a package.

We think that allowing people to touch and hold items is a major part of learning and digesting information. If participants are asked to choose what they feel is the healthiest food in the store and then discuss the positives and negatives. Less standing around time would be beneficial and could be done by having additional linked activities in between group transfers to use up time, if needed. An example of an activity that could be included is to have recap of the information learned presented by the group members to find out what they enjoyed and what information stuck in their heads. Allowing for a quick snack purchased before hand might also help with the lag time and keep participants more interested in the tours.

Incorporating at least one hands-on activity in every aisle or section of the store may be a good idea as well. This way people feel like they have had a better overall sense of the store. A sample activity surrounding GMO's could be having the participants bring back fruit and vegetables which they feel are either high in GMO's or GMO free and discuss it as a group.

We believe that discussing better alternatives to the supermarkets and what is actually available, not only locally but abroad as well. It is a good idea to have back up information to link to other food issues, like world hunger or fair trade. Choices for a healthy diet could be discussed, this is especially important for younger children. Incorporated with alternatives could be the idea of touring a regular supermarket and then touring a health food store, similar to Jo Anne's place in Peterborough. Comparing these businesses in every aspect would be very educational and promote healthy eating at the same time.

Once the tours develop into a regular occurrence and the public becomes aware of them, there could be specialty tours given, focusing on topics like, ethical food

purchasing (fair trade, dolphin friendly), the meat market, sustainable purchasing, nutrition for kids and pregnant mothers, healthy choices and choices for certain diseases.

Our group had a lot of comments regarding snacks. It would not be feasible for us to purchase the food, but a possible idea could be to pool a dollar or two outside the store and purchase any snacks before the tour. The supermarket would have to be informed that the group will be eating certain purchased items. This way the group could come together and get to know each other beforehand and the supermarket is also getting a payback.

Fact Sheet:

Our group created a fact sheet, summarizing the entire supermarket tour. This was a one page handout intended to give some background knowledge to the participants. It was handed out prior to the tours to inspire some questions and thoughts from our groups. We think this is a good idea for future tours, as it proved to be very helpful to the participants and it also helps to spread the word of healthy and wise choices, as well as information about supermarket tours.

Supermarket Tour Fact Sheet

Aisle #1 The Food System

- Supermarket industry is much more complex than meets the eye
- Many tactics are used to draw consumers in and to increase profits
- The system of purchasing food has become much less personal
- Consumer choice is more limited than it may initially appear
- A few companies dominate the entire industry (oligopoly)

The Supermarket at a glance....

- As soon as you enter a supermarket you are being manipulated
- The supermarket is set up to emphasize efficient movement throughout the store
- The lure: promoting rewards like Air Miles, club points and “free” groceries
- Product placement is key; ie. Sugar cereals placed on lower shelves for kids
- Perishable items always placed at the entrance of the store

Alternatives to the manipulation

- Stick to a list and completely avoid impulse buying
- Step into smaller shops, they can not usually afford to use the tactics of large chains
- Join a food co-op, all members have a say in how it is run, support local business

Aisle #2 Produce

- Strong dependence on other countries
- Directly or indirectly exposed to pesticide use from most of the produce
- 90% of our money when buying bananas stays in North America, 5% goes to producer

Alternatives to the problem

- Buy organic produce (farmers markets)
- Buy locally
- Buy in season
- Grow your own produce

Aisle #3 Biodiversity

- Since 1900 approx. 75% of crop genetic diversity has been lost (United Nations)
- Agricultural biodiversity is critical to our global food security
- There has been a major shift in control from farmers to corporations

Alternatives to the loss of biodiversity

- Support seed conservation through campaigns like Seeds of Survival
- Adopt a plant and save your seeds, plant endangered types of plants

Aisle #4 Biotechnology

- In 1999 ¼ of the corn and majority of the soybeans and canola grown in Canada were genetically engineered (GE) strains

- Genetically modified organisms (GMO's) raise health, ecological and ethical concerns
- GMO's have no short or long term safety testing or decreases in pesticide use
- Severe allergic reactions are common, antibiotic resistant
- GMO's do NOT have to be labelled in the supermarkets

Aisle #5 The Meat Market

- Factory farming is large-scale intensive livestock production and very unethical!
- The consequences of this process has been hidden form the public
- Animal abuse, hormone injections and toxins are all negative associations to factory farming
- You don't know what you may actually be eating! Know where your meat comes from!

Aisle #6 Food Additives

- A substance that becomes part of a food product either directly or indirectly
- Found mainly in highly processed foods
- Make a habit of looking at the ingredients before you buy your food
- Some examples include sugars, salt, sulfites, trans-fatty acids, colourings etc

Aisle #7 Corporate Control

- Majority of foods are owned by five or six large corporations
- This means limited choosing power in stores
- Corporations are connected to social and environmental injustices all over
- To name a few: Pepsico, Kelloggs, General Mills, Nestle, Philip Morris etc

Alternatives YOU can try....

- Go organic, large variety of healthy alternatives
- Seek out LOCAL environmentally friendly products
- Speak up, write a letter to the corporation if you don't feel justice is being done
- Join a food co-op

Most of all → be informed and make wise decisions in everything you purchase and consume! YOU have the power!!

Fact Check:

This fact check was a specific deliverable of this community based project with OPIRG. The following pages are from the new and improved supermarket tour, which is an OPIRG publication. Specific facts were checked for validity and if found invalid or out of date, they were corrected with current facts, which are stated below. We have covered every aisle of the supermarket tour, with at least a couple facts from each. There are still facts within the tour book that have not been checked, however; many have been checked and many are found to be valid at this point.

Aisle 1: The Food System

- **Page 8-** “Loblaws makes 21 billion dollars in sales”- The George Weston Company earned 32.2 billion dollars in 2006. http://www.weston.ca/en/gwl_ar06e/bus_report.html
- **Page 10-** stats regarding consumer spending. "About 80 percent of consumer choices are made in store and 60 percent of those are impulse purchases. <http://www.howtheychangeyourmind.com/pages/supermarket.html>
- **Page 13-** The advertising facts could be updated to current numbers. For example in 2004 the Proctor and Gamble Company spent 3.32 billion dollars in advertisement. <http://www.highbeam.com/doc/1G1-118816615.html>

Aisle 2: Produce

- **Page 18-** The amount of pesticide use in the USA averaged more than 100 million pounds in 2000 and 2001. <http://edis.ifas.ufl.edu/PI178>
- **Page 22-** Number of people killed by pesticides in the world is over 1,000,000 in a six-year period. <http://www.thegreenguide.com/doc/97/chemwarfare>

Aisle 3: Biodiversity

- **Page 30-** There are 5,200 breeds of livestock left in the world. http://www.cfagr.com/TheGeneScene_vol_2-1.htm

Aisle 4: Biotechnology

- **Page 34-** More than 852 million people -- about 13 percent of the world population -- do not have enough food each day to sustain a healthy life. <http://ipsnews.net/news.asp?idnews=35166>

Aisle 5: The Meat Market

- **Page 53-** the U.S. produces 130 times more livestock manure than human waste. <http://www.thegreenguide.com/doc/51/slaughterhouse>
- 60% of rivers and streams have been polluted by agricultural runoff. <http://www.thegreenguide.com/doc/51/slaughterhouse>

Aisle 6: Additives

- **Page 59-** Aspartame is a harmful food additive, listed on the top 10 lists. <http://www.besthealthmag.ca/eat-well/article/10-food-additives-you-should-avoid>
- **Page 59-** Propyl gallate is also found on the top 10 lists. <http://www.besthealthmag.ca/eat-well/article/10-food-additives-you-should-avoid>.

Aisle 7: Corporate control

- **Page 65-** The number of employees at Nestle is now 276,000.
<http://uk.finance.yahoo.com/q/pr?s=NESN.VX>.
- **Page 69-** The number of employees at Pepsico is now 157,000.
<http://money.cnn.com/magazines/fortune/global500/2006/snapshots/1033.html>.

Survey Questionnaire:

SUPERMARKET SURVEY QUESTIONNAIRE

The following survey is meant to gather information to be used to improve future supermarket tours and your honest opinions are important to us!

Please answer the following questions in sentence format

- 1) What was the most interesting aspect of the supermarket tour?
- 2) How could the supermarket tour be improved to offer a better educational experience?
- 3) What are the positives that can be taken away from the supermarket tour? List 3 if possible.
- 4) What are the negative aspects about the presentation of the supermarket tour? List 3 if possible.
- 5) Has participating in the supermarket tour been informative and changed the way you will shop in the future? How so?
- 6) Would you recommend participating in a supermarket tour to people you know? Why or why not?
- 7) Are there certain aspects of the supermarket tour that we have left out that should be covered, or certain areas that need more emphasis?
- 8) How would you rate the overall effectiveness of the supermarket tour? A score of 10 being very good, and a score of 1 being very poor.

Trent Centre Poster:

This poster is a one page power point slide outlining the overall concepts of our community based project. It includes images, and relevant data that are crucial to our project.

RESULTS

Survey Questionnaire Feedback
Survey Questionnaire Result Analysis
Banana Split Results

RESULTS:

SUPERMARKET QUESTIONNAIRE FEEDBACK:

Please be aware that these survey results are exact phrases or responses from the participants. They are not proper English and include slang.

1) *What was the most interesting aspect of the supermarket tour?*

- Learning which produce contains the most pesticides
- Bananas part
- The GMO part.
- how the supermarket is set up in a way to filter you through how they want you to see the store.
- The most interesting aspect of the supermarket tour was all of the facts that were presented. This demonstrated a serious need to consider the foods that are being consumed by each individual and family.
- Actually going through the supermarket and learning about associated food issues was an eye opening experience. Most of us spend time every week in the grocery store and don't always connect issues that we are learning about with the products that are available and marketed towards us.
- The most interesting aspect of the supermarket tour was that it was so interactive. It is an environment where individuals could be easily distracted but you held people's attention by walking them around the supermarket, asking questions, and incorporating a hands-on approach.
- The pesticides component was the most interesting, because it provided the most shocking facts and figures.
- The produce presentation
- When fruits are genetically modified
- Lots of great information and I think you did a good job as facilitators. I find the customer manipulation part very interesting and I've always found groups are really interested in it. It's hard for me to answer what I found most interesting because I am quite familiar with the material already.
- Learning about GMOs and how they effect us
- The research behind the music
- The concept that consumers are manipulated by the markets tactics
- I enjoyed learning about how the supermarket is designed for mass consumption
- History behind banana labour
- The knowledge of the people in charge of tours
- Learning about genetically modified foods
- The beginning when we were told about how they entice you to buy stuff and all of the subliminal messages (the rest was good but I knew most of that already)
- Manipulation
- Learning the extent to which companies go to manipulate consumers

- The stuff about how products are set up at the supermarket
- Information about GM foods
- GMO info
- Learned about genetically modified foods and their placement in stores
- Dangerous foods-apples, spinach etc
- The way we were able to walk around the supermarket and see it first hand
- Talking about how your not allowed to label GMO products
- Things that affect my well being (pesticides, bananas)
- Discussion
- The amount of pesticides used on food, fruit and how they allow ppl to eat such poisons
- I thought that learning about how much money was spent to manipulate shoppers was very interesting
- I thought the info on pesticides was interesting
- Learning about store manipulation
- The manipulation section
- The whole just of it was very interesting and informing to a very good degree
- Lots of interactions
- Noticing the bright colours
- Widespread use of pesticides and fertilizers
- Learning how unhealthy produce is due to pesticides
- Herbicides, pesticide concentrations, genetic modification

2) ***How could the supermarket tour be improved to offer a better educational experience?***

- Smaller groups so we can hear better and cause less disruption to shoppers
- Taking pictures of the shelves and not having the tours in the supermarket
- A small section of canned food can be useful
- Conduct the tour at a slower time of day so that there are fewer distractions. Touch base on other products within the supermarket (I realize you had time restraints).
- The size of the group was too large in my opinion, I feel we could have been more interactive within smaller groups. The supermarket tour, by virtue of what it is, will obstruct traffic at the store, but maybe we need to encourage small group participation in the guide. I also feel it's important before entering the tour to lay some ground rules to encourage people to ask questions and interact during the tour, this may not have been stated in the newest manual
- I would have like to know more about meat- maybe 4 parts then
- more hands on and less hard facts
- Enthusiasm: Be passionate in what you're saying. You have to make yourself believe in what you're saying very strongly at least during the tour. Bring out the energy and passion! Also make sure to speak up enough so that even the furthest person away from you would have no trouble hearing.

- An improvement that could be made would be to spend more time defining and explaining some of the key concepts. This would allow the general public to better understand the material that was being presented.
- Engagement: I thought people should be given an opportunity to write down a list of what they would buy at a grocery store before entering. We can even create the list of sections of food for them and photocopy it. (sections would include: fruits, vegetables, dairy product, chips, etc.. and they would get to fill out what they would buy from each section) This way they will be able to relate more of how their items fit into the bigger picture. It would also be better if you ask the people to raise their hands if they have items from specific sections (ie: fresh produce) in their baskets.
- The supermarket tour could be improved to offer a better education experience by providing students with examples of alternative options to the mainstream food system. You demonstrate many things that are wrong and scary about our food system yet you did not list how individuals could use their purchasing power and voices differently to distance themselves from this system.
- More organization would make it better
- Better organization of info presented, more professional presentation
- It was great, snacks can help
- Less reading of notes, seeming more genuinely interested
- Snacks
- Go into more detail, i.e. don't just say stuff has pesticides and they're bad because they do this – explain in somewhat more terrifying detail (i.e. compounds that, when exposed to children, result in lower IQ rates by disrupting growth hormone transmission and blocking nerve impulses in the brain).
- Use more examples
- More facts and numbers
- More departments, more interactive stuff
- ???
- More time to explain things, more of a centralized theme
- Less busy time if possible
- More interactive stuff, snacks, learn more about packaging
- More student involved activities
- Less reading could be done off of sheets, aka know your info
- Could be longer, maybe have a fact sheet for everyone
- Longer with more information
- If there were activities for each group like the banana split activity
- Have the speakers know the content without reading off the page
- It could be more hands on instead of just standing and listening to a speaker
- Incorporate info on fair trade and organic branding
- Quicker points are more easily absorbed, strive to inspire conversation and engagement in process
- Larger store for more variety in examples

- Maybe more time to elaborate on the issues and provide hands on activities to put this learning experience to a more personal level
- Hand outs of statistics, newspaper article
- More in depth information, economically (how fruit comes from farm to price chopper)
- More interactive with more movement, broader range of issues, know material well enough so notes aren't really needed, discuss more about alternatives and action, wider range of issues, less depth
- Go during "less busy" time frame, not just before supper
- Maybe use a larger supermarket or compare with farmers market, more about meat and bakery
- Having more time, it seemed rushed
- More info on other options, stressing the benefits of these (have to give out food because being there makes me hungry)
- I wish it was longer

3) *What are the positives that can be taken away from the supermarket tour? List 3 if possible.*

- The information was all very interesting
- Learning about GMOS, learning about labels, learning about layout....I liked the banana
- overview of technology behind the food, look into labour practices
- -potential to change shopping habits
- 1- I feel hopeful because consumers are becoming more interested in the food system and are taking steps to reduce the negative impacts of their food choices (as proven by the growing market for organic food/fair trade, for example). I feel positive that your tour educated all those youth at PCVS as well as the OPIRG group and your class. I feel that through learning about the dangers of the current food industry, participants will be more inclined to looking for alternatives like the farmer's markets, etc
- rotation through the stations =smaller group size=more participation by individuals, topics covered out of a broad choice
- -banana activity was very effective!!
- The discussion of produce and which ones have the most pesticides and herbicides, The banana breakdown – I thought that that was really interesting especially for individuals who are not super well educated on the issue, The GM discussion – the reduced likelihood of GM in olive oil was a really interesting fact
- Three positives include: increased knowledge on the subject (personally), source of information for the general public, and hand-on approach to the supermarket tour
- Education about Canada's food system, specifically at the retail level. What information is/is not provided through labeling in Canada, occurrence of

GMO's, marketing strategies etc. awareness of food issues surrounding the above topics.

- -incentive to make alternative food choices, buying locally, shopping at farmers markets etc.
- Knowledge on how to avoid GMOs, how to resist manipulation
- More knowledge about food, more knowledge about marketing, makes me hungry
- Standing in small groups, Interactive and highly visual.
- Very informative
- Awareness, knowledge, dependance
- I am more informed, you are all knowledgable
- Interesting topics, good convo
- Information, detail, interesting topics
- Learned more about what we eat, how supermarkets ran
- Greater knowledge of pesticide usage
- Learning how they try to trick you so I can not be tricked, learning which fruits are bad so I can cut down on them
- Question unclear??? Postive speakers knowledge, good interaction with small groups
- Information about poor farmers wages and pesticide use
- More knowledge of GM foods, pesticides and herbicides
- Getting students involved and aware of the tricks that are being used to get them to buy products
- Learned there are GMOs in almost everything, to be careful of pesticides in fruit, to be informed of what companies are doing
- We can look around more to get more of out of our money, some progress in labeling but not enough
- It made me more aware of the food I am buying
- Knowledge about food, ability to make healthy choices, health awareness
- Generate individual awareness of purchasing practices
- Made me more aware of the food I'm buying
- Very interesting, good to know ppl are working for a change
- Awareness, critique, action
- Learned something in each area
- Greater understanding of our food system, information is easily transferable to others (facts, very informative, accelerates change
- We have power to make choices in what we buy, learned about pesticides
- Knowledge that can be passed onto others
- Education, awareness, incentives for local shopping

4) *What are the negative aspects about the presentation of the supermarket tour? List 3 if possible.*

- Locate tour away from speakers (too noisy)

- None, no snacks
- I looked into it and apparently the PC organics line is certified organic, check out the link:
<http://www.presidentschoice.ca/FoodAndRecipes/organics/Certification.aspx>

-Also, the information laid out in the produce section was taken from the older version of the supermarket tour, not the new addition. I had to go back to check that at home... now that I checked I am quite certain that you used the out of date info. For instance the 29 cents for bananas, the discussion about the bags used for banana production, the assertion that apples were the most pesticide contaminated fruit (it's now peaches), was all from the old edition of the tour.

- - on a couple of occasions facilitators were speaking to the products, with backs to participants. Maybe the supermarket tour ground rules for facilitators should remind facilitators to face the participants - It makes them so much easier to hear
- its scary to acknowledge the uncertainties associated with the food most people consume on a regular basis. its real life so there are some distractions while presenting in an actual supermarket. That said the location is what made the presentation so effective.
- - I wish I had time to learn more
- Asking people to go bring tomatoes, potatoes, etc to you so that you can show them is NOT engagement. It's exactly alike going around and showing people what different products. Prior to being shown its badness.. they must have the products in their basket that they intend to buy..
- dead end questions, too much listening –wouldn't be effective for the younger aged kids
- didn't get go thru the whole guide some of the pesticide info was vague and one-sided (i.e. DDT is sprayed elsewhere in order to combat malaria- thus saving millions. I don't think it has any acute effects either (possibly chronic?)- Though it stays in your system forever so banning it a luxury we can afford since we don't have a malaria epidemic. And Round-up is not directed at insects- it is an herbicide- its active ingredient-glysophate is half as toxic as table salt. For example you spray Round-Up on a tree infested with pine beetles- they will be fine- you need carbrayl which is 6 times more toxic then round-up since it had a similar LD 50 to alcohol.
- So maybe distinguish between types of pesticides- i.e. insecticides far more sketchy the herbicides. After all humans have been using chemical pesticides for over 2000 years- many of the principles remain the same- i.e. use of salt and sulphides).
- -no overview of different kinds of supermarkets i.e. different in different demographic areas and attendant difficulties with accessibility
- -use the whole store!!!
- Supermarket was too busy
- Definitely can't list 3.Some depressing information.
- Can't recall any sound advice on how to change the products delivered by supermarkets.

- I felt that some of the information could have been expanded on in all three presentations – but if the Supermarket tour is for the general public than the information is relevant and necessary and will provide the participant with a background knowledge which will hopefully motivate them to research further. The negatives were that it is crowded, a bigger grocery store may have been better. Focus on the negatives instead of the positive alternatives which do exist
- Three negatives include: better explained concepts to the material (although we understood the material perhaps the general public would get the message as clearly), covering a larger component on the supermarket (not simply produce, cereal, and soup), and creating a greater sense of an interactive tour with less emphasis on structured presentation.
- Snacks, shorter, learn more about...
- Referred to notes, too much talking
- Went a little to fast to retain info, too much assumption that we'd know short forms
- Honestly, I don't have anything negative to say
- I expected food label information, how to read labels, what is healthy, what is not
- Talking at you rather than with you
- Short, too much talking, someone skipped some of the info
- Busy, ppl got angry, no food eaten
- A little staggered, not overly engaging
- Not enough facts and numbers
- Ours was rushed
- Awkward with so many customers
- That it got cut short, could look at a different grocery store
- Dragged on a bit, got in the way of shoppers
- That GMOs aren't labeled, the money isn't split fairly, there are too many pesticides being used
- Crowded, boring, skewed representation
- Felt short and rushed, not enough info
- Not enough #'s, facts
- Too much standing/listening, not enough alternatives or political action
- Some info is scary, little healthy choices available, understanding of power and money behind foods
- Not very interactive, awkward to stand in the middle of an aisle, is the customers way
- Didn't hear much about local and or seasonal eating
- Generate fear of consuming certain products we were in the way of ppl shopping
- Meat products, treatment of animals, alternatives, resources
- No negatives could have packed in more information into the GMO section
- Real world interrupted, what we do in short sighted, now do we get this reality

5) *Has participating in the supermarket tour been informative and changed the way you will shop in the future? How so?*

- Yes, I'll be less inclined to use Canola or eat Bananas
- No
- yes, I am very concerned about way that food is grown and distributed. The supermarket has changed the way I shop.
- I will defiantly be more critical and ask why things are the way they are in a supermarket. Less passive
- Yes- the banana section was particularly effective but finding alternatives is difficult (that is just the way our food system is set up)
- The supermarket tour was informative but it would be even more informative for someone that has not yet been exposed to these kinds of issues. It will not change the way I shop but will only further encourage me to shop at local food stores and producers.
- Yes because I now know more about my food
- Learning about the layout will affect the way I shop in the future
- It was informative but doubtful in changing current shopping experience as we avoid grocery stores
- Yes, I will always have an open eye for manipulation tactics
- I don't think
- The supermarket tour was definitely informative. The material was effective at delivering the message that this is a serious issue that shouldn't be taken lightly.
- I was already aware of many of the issues brought up during the supermarket tour. That said I found the tour to be really affective for correlating these issues with actual products in an actual supermarket. It really opened up my eyes to how blind we can be to these issues while purchasing food items we have been consuming since we were young. This tour helped me to question further the source of the food I eat and strengthened my desire to find alternative food sources such as local, and organics.
- It has been informative and will increase my conscience while shopping, but I already prefer the farmer's market, so not really. I'll avoid buying bananas now, tend more towards olive oil
- \yes I will not buy apples
- It has enlightened me on certain issues, I will be more careful where I buy my food
- No because little other alternatives
- It was informative but I've already been taking precautions with my shopping
- It has, I will be more careful of the fruits and vegetables and I will try an not be brainwashed
- More aware
- The tour was informative, but I do not think it changed the way I shop
- Changed the way I wash and shop for fruit

- I will think before buying fruit from supermarkets, but I usually buy organic anyways
- It has changed the way I will look at it, but I am not sure if it will change the way I will shop mostly because of convenience
- I've always looked around at what there is and the amount of pesticides and GMOs was something I knew about
- Yes I do, shopping at market and private vendors
- Buy Ontario produce, buy less contaminated food
- Maybe, I am more aware of the GMO products and stores layouts of products
- I definitely have thought about things such as placement of foods and music while in the supermarket
- I know now that they pull the sameshit for students in university as they do in highschool
- Yes, I will definitely be making better choices as to what fruit I will buy or food in general for that matter
- Yes, partly, but alternatives were not really emphasized
- Yes, will probably modify buying of certain produce
- Yes, no more bananas and strict washing
- I took a course IDST221 so I learned about this but it will help some others
- Yes, I've been well educated
- As I am focused on a resource management, I can not say the tour itself has influenced me
- Yes, I will take a better look at what I am buying
- Was informative, will make me think more about pesticides
- Yes, its great
- Yes, more organic

6) *Would you recommend participating in a supermarket tour to people you know? Why or why not?*

- Yes, to become aware of food issues and to be conscious of how supermarkets shape their buying habits
- I would encourage others to participate in the tour, absolutely!
- Yes- because we need to know this about our food.
- I would defiantly recommend participating in a supermarket tour to people I know – it is interesting, a good back ground knowledge base and draws attention to issues which are urgent and important In today's world.
- I would recommend the supermarket to people I know seeing that this is an important topic that affects all individuals and the tour was also highly informative.
- Defiantly. The general public has no idea why it is set up the way it is. Also informative about issues pertaining to gmos, pesticides and health
- I would so that more ppl can learn about GMOs and pesticides
- Yes, older people of the community

- Absolutely! I think that the information provided during the supermarket tour is valuable and sadly not well heard of. I am not afraid to share information like this with friends/family/strangers. The more we are aware of (even if it is not nice to think about) the better informed we are to make conscious decisions about the food we eat.
- Yes, because I didn't realize there was so much I didn't know
- Yes because its interesting
- Yes, they will encourage other, so check it out
- I would recommend it just to understand what is behind food
- Only if they are curious to what goes in their food
- Yes, even if you know some of the stuff, its an eye-opener
- Yes well presented
- Yes, to everyone. Because most people don't know half the information that is given in the tour and it is very important stuff.
- Yes, we all eat food from the supermarket and we should all be informed about the food we are eating
- I would, it is informative and lets you know about what we eat
- Yes because many ppl have no idea about this info
- I would recommend it because it helps ppl understand where all of our food comes from and how it gets here
- No, I could tell them all the same information from home before I had gone on the tour
- Yes, so they can find out about there food
- I would because its good information to know, ie GM foods do not need to be labelled
- Yes I would because I think everyone should know exactly what they are eating, not just if the packaging looks nice
- Yes its good info to know
- Yes, much of this would be news to most, but not if you preached to the converted, offer to an average group
- Yes, it would be helpful for them
- Yes, because it helps you become more aware about what you may be consuming and how you may be purchasing
- I think that all the information taught could be learned through reading an article, being in the supermarket wasn't that special
- Yes and no, I feel there should be more information
- Not sure, if in class yes, if supermarket then no
- Yes, very informative on things most ppl take part in without thinking much about
- If they had no education in agriculture or related subjects, I would suggest the tour to ppl I know
- Yes, lots of things came up, you are what you eat
- Yes but only ppl who don't already know this info
- Yes, ethical purchasing, better health, better environment
- Yes, what a great idea

- Yes, its good to be well informed about what you are putting in your body
- Yes, I think knowing about our food is important
- Yes, those that don't have the info need to learn about these things

7) ***Are there certain aspects of the supermarket tour that we have left out that should be covered, or certain areas that need more emphasis?***

- Meat production
- No its all good
- I know it's very hard to cover everything. I think you did a great job of picking a few topics and laying out the important info for each. Too cover more, I would think the tour would have had to be longer. That said, longer workshops are at risk of not being able to hold audience attention.
- Well- I already said meat- maybe add a little to the manipulation part.
- As previously noted, the tour should cover more of the supermarket and not be so focused on produce, soup, and cereals when discussing food. By simply covering those three aspects, it may be perceived that they are the only foods that could have adverse health effects.
- since more of the food we get is frozen, it would be effective to talk more about where it comes from and the sourcing of the companies
- Other possible topics:: Frozen Food, the amount of sugar/corn syrup in everything and its addictive effect.
- Less emphasis on the marketing/product placement section. That's just clever business, there's nothing wrong with it. It's good to know, for sure, but not the most important stuff. Focus more on environmentally related issues.
- covering more of what Canada is doing to make supermarkets better
- No it was good stuff
- It may be an obvious correlation for some, but touching on frozen foods and the processes of creating these foods would be a valuable addition to your presentation. Also, talking about food additives and their role in processed foods would be valuable too.
- Meat , deli, dairy
- As stated before, alternative systems and the motivation for activism and change were left out of the supermarket tour.
- Don't understand
- More focus on different kinds of items instead of a lot loaded on bananas for example
- Perhaps more focus on meat and the negatives and positives of its consumption
- More emphasis on GMO products
- Maybe more emphasis on foods other than fruits and vegetables
- The fact that GMOs aren't labeled and we have no idea what the effects are
- Not that I can think of
- Packaging, meat, steroids..what is good
- More about GMOs and there health effects

- Bread and related products can be covered
- I think that labeling of foods to make customers but them would be nice to learn about
- More emphasis on how to avoid pesticides
- No
- All aspects that I wanted to learn were covered
- Focused mostly on produce and layout, what about pre-packaged goods
- Cover meat products, how they treat animals etc
- I found that the three sectors were equaling informing to a high degree
- Processing food, what are alternatives, how do we act?
- The proposed solution: farmers markets which food is better than others
- Looking at where produce comes from and choosing Ontario when possible
- More concentration on local food issues and eating in season, have to start looking at the bigger picture
- Alternatives, meat
- Just allow more time to expand more on the subjects, more visuals
- Maybe have some visual graphs to back up your points frozen foods/canned vs fresh, meat
- Packaging, country of origin

8) *How would you rate the overall effectiveness of the supermarket tour? A score of 10 being very good, and a score of 1 being very poor.*

- 8 or 9
- 8 or 9
- 8
- I would likely give an 8 or 9 out of 10 for the overall effectiveness of the tour, but I feel like I'm pretty biased.
- I think that the supermarket was very effective with its message to people that had knowledge on the subject. However, it should be revised to consider the fact that not everyone will understand all that is being presented (such as GMO's, the functions or steps of a food system, genetic diversity). That being said, the effectiveness of the supermarket tour, without the changes, is 9. Great tour guys - the material was very interesting and I learned lots of new facts!
- 7. Well done but more floor space should be utilized and more participation.
- 8- good stuff!!
- 7
- 8
- I would give the supermarket tour a 10 for sure. This is a great project that I feel is an essential step in creating public awareness about our food system. As a society we are comforted by familiar brands and don't think to question the quality of those foods we have known for so long. We need to encourage consumers to be engaged when purchasing and use our purchasing power to provoke corporate social responsibility.
- 9.5

- 8.5
- 7.8 referred to notes too much
- 8.5
- 9! (10 with food)
- 8
- Great work, you guys! I can't wait to see the final product
- 5
- 8
- I would rate the tour 8.4
- 6
- 7
- 8
- 7.5
- 8
- 8, needs snacks at end
- 8
- 6
- 7
- 8.5
- 4
- 9, great job guys, thanks for taking the time to do this
- 10
- 7, need to focus on younger ppl with direct interest in agriculture that do not have education on the issues, find out what your attendance is beforehand
- 8
- 8.75
- 7
- I'm not an easy marker but I would give 8.5 or more 😊
- 10
- 7
- 10 😊

SURVEY RESULT ANALYSIS:

What was the most interesting aspect of the supermarket tour?

Overall, there were many different aspects that people who attended the tour thought were interesting including pesticide facts, GMO products and supermarket manipulation. Having conducted tours for different audiences helped gain different perspectives and showed that most aspects covered in the supermarket tour were interesting to certain groups, or individuals. With understanding this, we should not take any information out of the supermarket tour conducted, but rather experiment with new ideas and information in the future. Every individual thinks and acts differently and this

is why certain aspects stood out to different people. For this reason it would be beneficial to cover every aisle of the tour booklet if time allows. This is a recommendation we would make for future tours, however, our tours covered, manipulation/corporate control, biotechnology and biodiversity and there were certain aspects that were found very interesting like the banana split exercise and the facts regarding manipulation.

How could the supermarket tour be improved to offer a better educational experience?

Many of the suggestions obtained from the surveys announced ideas on how to improve the supermarket that we had already accounted for, but due to time constraints, scheduling conflicts and supermarket size we could not accommodate all of them. Some promising ideas gathered from our audience include: presenting more alternative options to mainstream food systems, defining key concepts, include more statistics and interactive activities and incorporate more or all sections of the supermarket. We would recommend trying to incorporate as many of the suggestions after each tour and continually improve upon each one. An idea we have for OPIRG is to hand out a survey well before the tour to the participants, if known, and ask them what they would like to cover and go from there. The tours could be gelled towards each group of people and the participants may feel more accomplished after.

What are the positives that can be taken away from the supermarket tour? List 3 if possible.

All sections covered received some positive feedback by individuals, which is very promising for future tours. Most found this activity to be very informative and felt they had learned something after completing the supermarket tour. Many felt we were prepared, knew our information and conducted the survey in a very professional manner. I think the largest aspect people gained from this tour was knowledge involving the Canadian food system and the ability to understand all the factors involved in the system. This knowledge will help individuals make healthier, and more informed decisions. Specific positives include the banana split activity, hands on activities regarding GMO's and facts regarding manipulation. These aspects all demonstrated solid concrete information surrounding the purpose of the tours. As well, they were unique ways of presenting ideas.

What are the negative aspects about the presentation of the supermarket tour? List 3 if possible.

Some individuals felt we needed more interaction and felt making this a lecture style of presentation is negative. Our goal was to make this as interactive as possible and encourage class participation. Others felt it was loud, cramped and we got in the way of customers, which was true, but do to circumstances we could not conduct this tour exactly as we had hoped. Most negative aspects mentioned are easily fixed and with careful preparation and ideal circumstances, can be mitigated or removed entirely. Specifically we had comments on the supermarket being too small, the time frame being too short and we could not cover the entire supermarket. As stated previously, we would

recommend a larger store and present the tour at a more appropriate time, not 5:00 pm on a Thursday. Some participants wanted more hands on learning which could be facilitated with the tour recommendations we have given within this report.

Has participating in the supermarket tour been informative and changed the way you will shop in the future? How so?

Almost all who attended the tour felt this was informative and worth their time. They learned a great deal and this knowledge will help them make more educated food choices in the future, specifically what they will and will not go without, like bananas, which will be avoided. Some found this had strong educational value, but said it would not influence future shopping due to the convenience factor of a supermarket. Therefore they now feel informed but not inspired enough to change, however; their friends or family may want to change the way they purchase food and where they purchase it. Educational value is a very valuable aspect of the tour and if the tours can continue to contribute to such things, then they are on the right track.

Would you recommend participating in a supermarket tour to people you know? Why or why not?

Everyone agreed they would recommend a supermarket tour to others because they feel the information presented is beneficial. Some mentioned most people do not understand, or have the proper knowledge of the food system and a supermarket tour would help these people make healthier and environmentally sustainable food choices. To ensure that the tours are recommended to family and friends of participants in the future maybe there should be more ideas regarding alternative food sourcing systems and issues that the common public will be interested in and understand. Not all tours must be incredibly in depth and specific to the large and some times intimidating Canadian food system as a whole. Topics can be broken down into more general and public friendly issues.

Are there certain aspects of the supermarket tour that we have left out that should be covered, or certain areas that need more emphasis?

This question raised some interesting remarks. Some areas mentioned that should be covered include dairy, the meat section, alternative choices, bakery and canned goods. One individual mentioned covering all aspects of the supermarket in great detail, which in the perfect world would be a great idea, but because of time constraints and possible lack of attention, this would decrease the effectiveness of the tour. Again as mentioned before if it were possible to determine before the tour, which aspects the participants would like to cover, and although they may be varying, it may be possible to run a couple different tours trying to style them to the participants. Therefore each facilitator could also focus in on their specialty or strongest aspect.

How would you rate the overall effectiveness of the supermarket tour? A score of 10 being very good, and a score of 1 being very poor.

Most people found the tour to be very effective and would recommend this to others. This is a positive sign. The cumulative scoring for all of the tours was between a range of 4 and 10. The mean of all the scores is 7.97 out of 10. The unanimous approval for the tour highlights the importance that tours of this nature should be conducted in the future to improve human knowledge of the supermarket and food system.

Banana Split Exercise Results:

The Banana Split exercise was an interactive activity that was conducted with all members attending the supermarket tour. This activity involved the participants of the tour breaking down what they believed should be a fair allocation of money to each party involved in bring a banana to the supermarket shelf. The parties included: producer (farmer), transportation, wholesaler and retailer. Each participant was told that a banana was worth one dollar and to break the banana down into these four sections and give each section a percentage of that dollar that they believed each deserved, not what occurred in reality. These results are located in appendix F.

PROJECT ASSESSMENT

PROJECT ASSESSMENT

Having conducted the Supermarket Tour project we have been pleased with the results and the experiences gained from this. Our recommendations for this project are located in the Analysis and Recommendations for Tours section, but we have included a project assessment of our own opinion for OPIRG to read to allow them to see our opinions of the project and give them reference to the validity of this project, which we believe to be an important for working on future community development projects. Working with the community organization Ontario Public Interest Research Group, we have gained valuable information and insight on how to properly conduct an educational supermarket tour. With the positive feedback acquired from the participants in this tour we have been able to analyse the results to be used in the future to make this tour more proficient and informative for the participants. To complete this project we went through many struggles and invested long hours into making it the best possible educational experience we could. We have learned from completing the tours and recognized our strengths and weaknesses, the intrinsic parts of organizing a project, learned to deal with outside organizations and found the rewards of giving a positive resource to the community. We still believe there are many improvements we could make to this tour to make it better, and hopefully our work will help future individuals or agencies to better complete a supermarket tour.

We have previously worked with community development organizations, so we are comfortable working with OPIRG. We believe every experience is a chance to learn something valuable and see working with OPIRG as another chance to do so. While organization and communication between our group and OPIRG was slightly disorganized at the beginning, effort by both parties has helped to greatly improve our relationship. We are happy with the effort OPIRG staff have given us and answering our questions when they arose.

Meetings and project completion between group members went smoothly throughout the project. This may be due to that fact we have all gone to school together before and worked on projects together and formed friendships along the way. We knew everyone would be accountable to complete the required work in an efficient manner and issues could be resolved easily. All members of our group feel comfortable working together and would in the future be open to working together again.

The planning process of the project seemed to be the most stressful and required the most time and work to accomplish the expected results. Besides this project the group individuals carried a full academic course load, were involved in varsity sports and had real life situations to deal with. We tried to use our time as efficiently as possible, but felt this was a major restraint to completing a better project. We had to contact different organizations, supermarkets to obtain approval to conduct supermarket tours in their stores, keep OPIRG updated as well as complete the required background research and practise our tours. We felt that this project should have been started at the beginning of the semester to allow us proper time to organize and conduct our supermarket tours. We had to work around many different people's timelines, as well as our own and this led to

great stresses. We were able to complete the required work in the end, but it may have come at the expense of our other academic courses.

We are happy with the results of the tours and found they went smoothly and we have received much positive feedback from the participants of our tour. We feel there are some recommendations to improve this project, which our listed in this report. Conducting the tours at Price Chopper was not the ideal location and not the location we chose as preference. Due to locality to PCVS and the OPIRG office, we used this supermarket for our tours. This supermarket is cramped for room and we managed to mitigate obstructing customers the best we could. Also the times the supermarket tours were conducted were influenced by other people's timelines and led to conducting these tours during busy shopping times, which took away from our tours. When OPIRG conducts these tours, they should choose larger supermarkets for these tours to allow for more room and so the tours themselves do not impede the shoppers in the grocery stores. Also conducting these tours during slower shopping periods would greatly improve these tours. Conducting them during peak shopping times, or during a regular persons eating times led to distractions and made the tour less effective.

The surveys results and opinions gathered from the participants we very encouraging. Besides proving the validity of our project, they offered insightful way to improve future supermarket tours and allowed us to gage our successes and downfalls. This information will prove to be very valuable in the future and should not be overlooked.

CONCLUSION

CONCLUSION

The supermarket tour group understands the issues regarding food safety and security around the world and even here in Peterborough. We feel honoured to have had the chance to leave lasting impressions with some high school students and the public in the community regarding very important topics.

With as many as 30,000 items in bags, boxes and cans in aisles of produce, meats and junk food, getting the weekly groceries in the supermarket can be an overwhelming experience. We want these people, especially the younger people to understand they do have choices as consumers, as well as rights. The supermarket as an institution, is incredibly complex and can be very difficult to for people to understand, which is why the tours may benefit from being broken down into specific topics and more understandable for people who are not taking the Canadian food systems course in university. The main goal should be for the tours to be very adaptable for every type of person and give credit to every aspect of the supermarket tour, while being people friendly and fun. If the specific recommendations given throughout this report are taken into consideration, then the tours will be successful.

The results of the supermarket tour project were similar to what we expected. The majority of participants found the tours to be informative, interesting and gained valuable knowledge. The average score of the survey results shows a mark of 80% which validates the fact that the participants found the tour worthwhile and informative.

We hope that our work and ideas will be applied to future tours and believe that our recommendations will positively influence the educational outcomes of future tours.

We personally feel that overall it was a positive experience for all participants and from the feedback it would seem that people have been motivated to change for the better.

REFERENCES

- Health Canada. 2008. Science and Research: Food. Retrieved November 10 from the World Wide Web: <http://www.hc-sc.gc.ca/sr-sr/biotech/food-aliment/index-eng.php>
- Lee, S., Liffman, C., McCulligh, C. 2002. The Supermarket Tour: New and improved. Hamilton: McMaster University.
- OPIRG. 2008. OPIRG Peterborough. Retrieved November 20, 2008 from the World Wide Web: <http://www.opirgpeterborough.ca/>
- Winson, A. 1993. The Intimate Commodity: Food and the development of the Agro-industrial complex in Canada.

APPENDIX

Guideline notes for:

Introduction

Produce

Biotechnology

Corporate Control/ Manipulation

Raw Survey Questionnaire Forms

APPENDIX A: Guideline Notes for Introduction

- Introduce ourselves:
 1. We are Trent University students working on a project with the Ontario Public Interest Research Group (OPIRG), called the Supermarket Tour.
 2. OPIRG has recently produced a new and improved draft of the Supermarket Tour guide: our goal is to run Supermarket Tours and provide feedback and recommendations for improvement to OPIRG regarding the Supermarket Tour.
 3. **What is a supermarket? What do we mean when are talking about supermarkets?**
 4. **What is a Supermarket Tour? What is the point of one?**

It's about informing the general public about Supermarkets and their relation to the Food industry. It also sheds light on current unsustainable (environmental, social, and economic) issues about the food industry and provides alternatives.

5. Price Chopper is not an independent store, it is apart of a larger "parent corporation". The parent corporation owns several supermarket chains.

Example: Has anyone here heard of "The Empire Company Limited"? It is apart of the Sobeys Family, who owns supermarket chains such as: Sobeys, IGA, Food Land and Price Chopper.

Example: Has anyone heard of "The Great Atlantic and Pacific Company"? It is apart of the Great Atlantic and Pacific Tea Company, which owns supermarket chains such as: A&P, Dominion, and Food Basics.

6. Over the past 50 years there has been a huge change in our food system. In the past consumers shopped at independent specialty stores.
 - Butcher, Bakery, local farmer, dairy farm

Now the general public tends to shop at Supermarkets owned by multinational corporations, where you can find everything from medication, photos, wine, and clothes etc. This change in the food system has distanced the consumer from the food they eat.

- **Do you know where your food comes from?**
- **Who grows it?**
- **How far does it travel?**
- **Is it sustainable?**

- **Split Into 3 Groups and explain what we are going to do (15 min per group)**
- **Meet back outside the store**

-How did everyone like the Supermarket Tour?

-What have you learned

Appendix B: Guideline Notes for Produce

PRODUCE

Feel free to ask any questions or make comments, this is an interactive presentation

Location:

- On right side of store
- 1st thing you see
- PPL spend more when they begin shopping
- High turnover rate
- Keep an eye on labels to see if the produce is locally grown

Pesticides:

- are chemicals designed to kill organisms (weeds, mice, insects etc). They often kill several non-target species as well. Pesticides are used to improve the appearance of produce to protect it from bruising and spoiling.
- 100 000 synthetic chemicals now are on market (1000 new chemicals are being introduced each year)
- Pesticides banned from Canada can still be applied to fruits and vegetables in other countries, and then sold back to Canada
- Found in almost any food product (bread, meat etc)

Effects of Pesticides:

- Carcinogenic (cancer)
- Cause birth defects
- Damage reproductive systems
- Interfere with hormones
- Damage brain and nerve system
- Damage immune system
- Children have high risk from pesticide exposure (eat more, drink more, breathe more per kilogram of air than adults)

EVERYONE SHOULD NOW GO GRAB THEIR FAVOURITE PIECE OF FRUIT OR VEGETABLE AND BRING IT BACK

Rank	Most Contaminated Foods	Least Contaminated Foods
1	Apples	Corn
2	Spinach	Cauliflower
3	Peaches	Sweet Peas
4	Pears	Asparagus
5	Strawberries	Broccoli
6	Grapes (Chile)	Pineapple
7	Potatoes	Onions
8	Red Raspberries	Bananas
9	Celery	Watermelon
10	Green Beans	Cherries (Chile)

Why do certain foods have more pesticides than others?

- more resistant plants, require less pesticides, harder skin, less leaching occurs, what country they are grown in

What is Canadas Favourite Fruit??? BANANA

- Canadians consume on average 13 kg of bananas each year
- Bananas are a relatively cheap produce compared to other produce (29 cents/pound)

What is the Environmental Cost of Cheap Bananas?

- Long travel across countries (Costa Rica)
- Preserving costs
- Large tracts of rainforests cleared (one hectare of rainforest contains 100 to 250 trees alone)
- This impacts insect, animal and fish populations
- Central America banana plantations apply 30 kg of chemicals/ hectare/year- more than 10 X the average amount of pesticides used in industrial countries
- 1 ton of bananas exported = 3 tons of waste created (pesticides, pesticide containers, rejected fruit, plastic bags)
- every hectare uses 67 kg of plastics bags > end up in rivers, blown around, high pesticide residue (some found in stomachs of seas turtles)
- 0.1 % of pesticides applied stay where applied, other 99.9 % contaminate ground and surface water, air, soil
- Pesticides and organic waste are blamed for killing 90 % of coral reefs off Caribbean coast

Labour Issues and Worker Health:

- Most farm managers do not properly train workers in proper handling of chemicals or provide protective clothing
- Aerial fumigation occurs with workers in the fields
- Thousands of cases of pesticide poisonings are reported, but actual number is believed to be higher since all are not reported
- Workers get allergies, asthma, cancer, reproductive problems
- The World Health Organization estimates pesticides poison 3 million people and kill 200 000 ppl /yr
- Plantation workers paid very little 63 cents /hr, or \$28 /week.
- Lack of work in these countries causes people to take these jobs
- Cannot unionize, no job security, causes high alcoholism, abuse, drugs, prostitution, violence and crime

BANANA SPLIT

Break down what you believe should be a fair price for all parties involved in bringing a Banana to our grocery shelves?

Producer (farmer)

Transportation

Retailer

wholesaler

(OPIRG, 2008)

APPENDIX C: Guideline Notes for Biotechnology

Biotechnology

Feel free to ask any questions or make comments, this is an interactive presentation

What does biotechnology mean?

- Biotechnology is the business of creating new products from living organisms.
- New vaccines to prevent disease;
- Repair of damaged organs and tissues and improved detection of diseases;
- Treatments for human infertility;
- Bacteria capable of cleaning up oil spills; and
- Environmentally friendly biofuels.
- Agriculture, pharmaceuticals, household products

(Health Canada, 2008)

Does anyone know of an example of Biotechnology found in Supermarkets?

Get the group to grab 5 items from the produce section:

- corn flax
- potato rice
- tomato squash
- soybeans sugar beets
- canola oil, cotton seed oil
- cotton (not a food)

What do these items have in common?

- These items are examples of foods that could be Genetically Modified (an example of Biotechnology)
- In Canada there are 50 types of GM foods that are approved for sale.
- Health Canada is responsible for the assessing the risks and benefits of biotechnology to the maintenance and improvement of health in Canadians, including GM foods.

What does GM mean?

-GM foods are food items that have had their DNA changed through genetic engineering to achieve a desired trait, such as pest resistant corn.

-Traditionally, farmers for thousands of years have genetically modified the foods they grew by selective breeding techniques. Species -species

- **Transgenic Organisms**- Life forms that contain genes from different species

Example- Flavour saver Tomatoes 1994

Corn – pest resistant corn, “round-up ready” corn

-1996 was when the first GM crops were planted and by 1999, ¼ of corn, soybeans canola were GM strains.

Relate GM foods the “**Second Green Revolution**”, the first was 1960’s suppose to end world hunger by producing high yields.

- Currently, there is a global debate regarding GM foods, scientists, farmers and consumers are concerned and believe that there are unforeseen consequences from GM foods:

- **Health concerns** (short-term and long-term)

Allergies (fish gene)

Food quality

- **Ecological**

Biodiversity, spread into the wild, bees don’t know the difference, super weeds, effects non-target species such as butterflies

-no decrease in Pesticides

Monsanto: is one of the biggest corporations in the world producing GM foods

-Monsanto is not only the biggest chemical corporation but also the biggest biotechnology corporation in the world.

-Responsible for the production of PCB's, Agent Orange, aspartame, round-up ready and also involved in the Manhattan Project.

- Terminator seeds, patent these seeds to gain control of the food industry
Farmers are unable to save their seeds and are required to buy seeds and the chemicals from Monsanto

- Monsanto can sue farmers if they find their seed growing on there land.

Do you guys feel the right to know what you're eating?

Look at these oils and tell me if you can find in the ingredients any GM products

-No, because food regulations do not allow the labeling of GM foods

-the consumer doesn't have the choice to choose from GM or not

- Issue....traceability (example pasta sauce)

Alternatives

(OPIRG, 2008)

APPENDIX D: Guideline Notes for Corporate Control/ Manipulation

Corporate Control/ Manipulation

As soon as you enter the supermarket you are being manipulated.

Entrances: how many entrances do you see into the supermarket? Many only have one so they can control where consumer shopping starts.

Look at the set up, the layout- produce is always the first thing you see as you walk through the door- perishable items need to move from the shelves often and since consumers will buy more at the beginning of the trip this is appropriate.

Candy and magazines are found at entrances and checkouts where you may make an impulse buy while waiting or watching

Items advertised for very good deals are located at the back of the store so you have are guaranteed to walk by every other product

A great deal of money and research has been spent to determine the manipulation of consumer habits

The Lure: promoting rewards like air miles, club points and free groceries draws consumers

Providing non-grocery services like wine stores, film processing and banking creates a superstore for all your “needs” Some superstores even have auto shops, gasoline and clothing like Costco

End of aisle- prime selling locations because we assume it’s a sale

Background music is programmed to make you spend more money- beats, style, age group to attract all is meant to increase your spending limit and decrease stress, acts like an anaesthetic

There is actually a company, Muzak Inc that creates and programmes music for supermarkets.

Product Placement: this is important and plays big role- sugar cereals for kids are found at kid height

Most people won’t even look at a product that is 40 cm or less from the floor.

If cereal is arranged by type instead of brand name, sales drop by 5% if consumers have to scan the items to find the one they want to buy, this increases the chance of an impulse buy.

Never arranged alphabetically- soups and cereals.

(OPIRG, 2008)

Appendix E: Raw Survey Questionnaire Forms

These are the hard copies of the survey questionnaire forms that were distributed to all participants involved in the supermarket tours. They were asked to fill these forms out in order for us to receive feedback towards our recommendations for OPIRG.