

2009 CONSUMER DECISION MAKING STUDY GUIDE

Contestants will place four consumer products or services (best to worst) in each of 2 classes using one standard judging card per team. (See judging card). The Hormel System will be used for scoring. Each class will consist of a situation statement and four consumer products or services. Categories of consumer products or services may include items such as sunscreen and life jackets. Items presented for judging may be actual products or specification sheets. Use criteria for judging all classes according to instructions given in each situation statement. Participants are allowed to take notes; plain paper will be provided by contest officials.

Contestants should have an understanding of product labels, warranties, product standards, materials, workmanship, cost, hidden costs, services, durability, maintenance, level of safety provided, product disposal, product care, and vendors. Emphasis for placing should be given to those items which have the highest level of protection for the situation given. Low price is a secondary factor to consider, but in this contest we will assume that consumers are willing to pay a premium to ensure personal safety.

When comparing SUNSCREEN, please keep in mind:

- SPF (Sun Protection Factor): the higher the number, the greater the protection.
- UV Protection (Ultraviolet): a good sunscreen should protect from both UVA and UVB rays.
- Waterproof/Sweatproof sunscreen when swimming and playing sports.
- Price and size

When comparing Life Jackets, please keep in mind:

- Personal floatation devices (PFD's) are available in four types. Depending on the type of water you will be in, will determine the type of jacket you will need. The four types are as follows:
 1. Type I PFD → is a offshore life jacket. It is used for open, rough or remote water, where rescue may be slow.
Advantages: this device is the best. It will turn most unconscious wearers face up in the water, where rescue may be slow.
Disadvantages: this device is bulky.
 2. Type II PFD → is used for near shore. It is good in calm, inland water, and is less bulky.
Advantages: will turn some unconscious wearers face up in water, and is less bulky.
Disadvantages: it is not to be used for long hours in tough water, and it will not turn some unconscious wearers face up.
 3. Type III PFD → is used for calm, inland water, or where there is a good chance of a fast rescue.
Advantages: the most comfortable type for continuous wear. This jacket is designed for general boating, water skiing, jet skiing or fishing.
Disadvantages: the wearer may have to tilt head back to avoid going face down in water. In rough water, the wearer's face may often be covered with water by waves.
Not to be used for survival in rough water.
 4. Type IV PFD → throwable device – for calm, inland water with heavy boat traffic. Where help is nearby.
Advantages: you can throw this device to someone who needs help in the water.
Disadvantages: not to be used for an unconscious person, a non-swimmer, or a child.

PRACTICE SENARIOS FROM LAST YEAR's ACHIEVEMENT DAY

Contestants will place four consumer products or services (best to worst) in each of 2 classes using one standard judging card per team. (See judging card). The Hormel System will be used for scoring. Each class will consist of a situation statement and four consumer products or services. Categories of consumer products or services may include items such as toilet paper, paper towels, Insect repellent, trash bags, light bulbs, fertilizer. Items presented for judging may be actual products or specification sheets. Food and clothing items will not be included. Use criteria for judging all classes according to instructions given in each situation statement. Participants are allowed to take notes; plain paper will be provided by contest officials.

Contestants should have an understanding of product labels, warranties, product standards, materials, workmanship, cost, hidden costs, services, durability, maintenance, environmental impact, product disposal, product care, opportunity costs, and vendors. Emphasis for placing should be given to those items which have the least negative environmental impact such as items that are made of recycled materials or can be recycled or items that cause no threat to our air, water, or soil. Low price is a secondary factor to consider, but in this contest we will assume that consumers are willing to pay a premium to conserve and protect the environment.

Consumer Decision Making

Judging Scorecard

(Circle only one of the placings below)

Team Number _____

Class _____

Placing Score _____

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Placing

A - 1234

B - 1243

C - 1324

D - 1342

E - 1423

F - 1432

G - 2134

H - 2143

I - 2314

J - 2341

K - 2413

L - 2431

M - 3124

N - 3142

O - 3214

P - 3241

Q - 3412

R - 3421

S - 4123

T - 4132

U - 4213

V - 4231

W - 4312

X - 4321

2008 SCENARIO NUMBER 1

CLASS 1 – INSECT REPELLANT

JULIANNA and her 5 best friends have made a commitment to change the world by using environmentally-friendly products. They have a group camping trip coming up and they need to purchase insect repellent. JULIANNA understands how bad the mosquitoes can be in Louisiana, so she wants to find a repellent that is not only friendly to the environment, but actually works too! She did some research and found out that some repellents contain a chemical called DEET. DEET is not very good for the environment. HELP JULIANNA AND HER FRIENDS FIND THE BEST INSECT REPELLENT FOR THEIR CAMPING TRIP. JUST REMEMBER THAT THE ENVIRONMENT MEANS MORE TO JULIANNA THAN THE PRICE OF THE PRODUCT.

- #1 SAWYER INSECT REPELLENT (\$2.86)
 - 25% DEET
 - DOES NOT SAY HOW OFTEN TO REAPPLY
 - CLAIMS TO REPEL MOSQUITOS THAT CARRY THE WEST NILE VIRUS.

- #2 REPEL PLANT BASED INSECT REPELLENT (\$5.24)
 - NO DEET
 - REPELS MOSQUITOES AND DEER TICKS FOR UP TO 6 HOURS
 - MADE FROM A RENEWABLE RESOURCE
 - PLANT BASED AND DERIVED FROM OIL OBTAINED FROM THE LEAVES OF EUCALYPTUS TREE.

- #3 REPEL 100 INSECT REPELLENT (\$4.14)
 - 100% DEET
 - REPELS MOSQUITOES, TICKS, GNATS, BITING FLIES, CHIGGERS, AND FLEAS.
 - PROTECTS FOR UP TO 10 HOURS

- #4 BUGOUT MOSQUITO REPELLENT (\$2.49)
 - 15% DEET

 - FREQUENT REAPPLICATION AND SATURATION IS UNECESSARY
 - REPELS MOSQUITOS, BITING FLIES, TICKS, CHIGGERS, AND OTHER SMALL FLYING INSECTS.

CLASS 2 – PAPER PLATES

CHRIS is in the 4-H JUNIOR LEADER CLUB and is trying to plan a huge PARTY for the 4-H CENTENNIAL CELEBRATION. He is also on a committee that is 100% dedicated to protecting the environment and promoting recycling. He needs to purchase 500 paper plates for the party. He knows that the environmentally-friendly products are a little more expensive than the other brands, but has talked it over with his committee and they support his decision to pay the extra money in order to PROTECT the ENVIRONMENT. HELP CHRIS PICK THE BEST TYPE OF PLATE FOR THE CENTENNIAL CELEBRATION.

#1 ALBERTSON'S PARTY PLATES 15 pack (\$1.99)

- PLASTIC IS HARDER TO RECYCLE THAN PAPER
- PLASTIC IS STURDIER
- NOT BIODEGRADABLE

#2 ALBERTSON'S DESIGNER PLATES 25 pack (\$2.00)

- PAPER IS EASIER TO RECYCLE THAN PLASTIC
- TREES ARE A RENEABLE RESOURCE
- HEAVY DUTY

#3 ALWAYS SAVE COMPARTMENT FOAM PLATES 20 pack (\$1.59)

- STYROFOAM CAN LAST IN THE ENVIRONMENT FOR OVER 500 YEARS
- NOT BIODEGRADABLE
- NOT RECYCLABLE

#4 CHINET DINNER PLATES 15 pack (\$2.69)

- MADE FROM RECYCLED MATERIAL
- PREMIUM STRENGTH PAPER
- BIODEGRADABLE IN HOME COMPOSTING

ANSWERS →

CLASS 1 (Insect Repellent): 2-4-1-3 with cuts of 3,2,4

CLASS 2 (Paper Plates): 4-2-1-3 with cuts of 2,4,2