

PORK DEMANDS RESPECT

Watch Episode 3 at www.OhioPork.org and see how a producer tries to sell pork to consumers.

Farmers are people who provide products and services. Tony Bornhorst is a pork farmer. What does he do to sell his product?

- 1.
- 2.

Consumers are people who buy products and services. Who are the consumers in this video?

- 1.
- 2.

Consumers decide which product to buy. Be a consumer of a pork sandwich. If you were buying a pork sandwich, what would be most important to you? Number these factors from 1-5 in order of **most important** to you (1) to **least important** (5).

___ Appearance

___ Price

___ Advertising

___ Portion size

___ Taste

Producers try to convince consumers to buy products. Consumers need to know the difference between a fact and an opinion.

Fact: information not open to debate.

Opinion: a view that is open to debate.

Which of these statements are Facts (F)? Which of these statements are Opinions (O)?

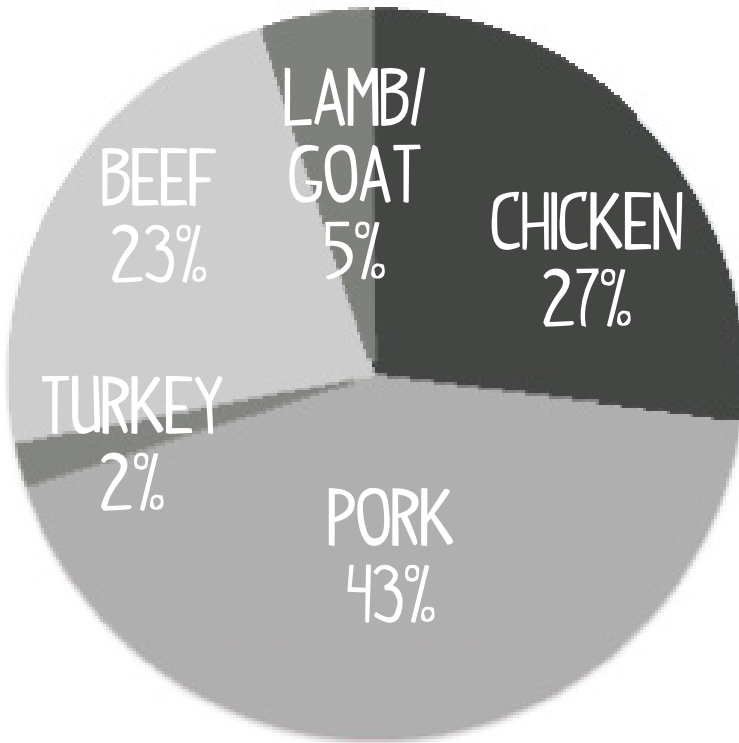
___ There is a pork industry in Ohio.

___ Tony Bornhorst is a pork producer.

___ Pork comes from hogs.

___ Pork makes the best sandwich.

___ All people at the speedway eat pork.



Look at this circle graph.
Rank order consumers favorite meats.

- 1.
- 2.
- 3.
- 4.
- 5.

Consumers like pizza!
94% of Americas eat pizza.

What meat do consumers choose most often?

