

**Step 1:** Rank the factors below in order of importance to you when purchasing and consuming food (1 = the most important).

- Healthy
- Fresh
- Little Packaging
- Tasty
- Low cost
- Convenient
- Advertising
- Habit
- Sold at a supermarket
- Sold at a greengrocer
- Sold at farmers market
- Contains animal products
- Organic
- Genetically Modified
- Animal Welfare
- Locally grown and processed
- Alternative energy sources used on the farm (wind/hydro/biofuels)
- Water efficient farming methods used
- Produced on a large farm
- Produced on a small family farm
- Biodynamic
- Conservation Farming
- Hydroponics



**Step 2:** Which brand of eggs did you buy? \_\_\_\_\_ How many jelly beans did you buy? \_\_\_\_\_

**Step 3:** What values did you use when choosing the eggs? \_\_\_\_\_

**Step 4:** Were these the same as the values you identified in Step 1? Why/why not?