

# Consumer Judging Club Kit



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**Our thanks to the Woodbury 4-H Volunteer example. The contents were researched and written by:**

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# Consumer Judging Club Kit

## Teaching Outline

Welcome to Consumer Judging!  
General Outline to share at a 4-H Club Meeting:

### **Part I- about 20-30 minutes (need pencils, copies of Six Steps and Judge the Circles)**

**Opening-** Page 3- Answers the What and How's of Consumer Judging. It can be read... or can be introduced in the form of asking the 4-H'er the question; getting a couple of responses and then clarifying with what is written in each category on page #2.

**4-H'ers Six Steps To Consumer Judging-** Page. 4- This could be used as a "handout" for the 4-H'ers to follow but it isn't necessary. Talk the 4-H'ers Through the 6 steps.

**Judge The Circles-** Page 5- Gives you, the leader, the background information and what to say as well as the official placing of 2-3-1-4.

**Judge The Circles- 4-H'er Judging Sheet-** Page 6- Gives each 4-H'er a sheet with 1) situation; 2) 4 product examples that happen to be circles; 3) a standards sheet to write down the criteria and whether the different circles meets the criteria; and 4) the number section of the official Score Card. The 4-H'ers won't get these for every class they judge, but it is hoped they'll keep this one and the Six Steps Handout to be a reminder and guide.

**Part 2- 30 minutes** (need pencils and Copies of Placing Cards and Question Sheets) (allow 8-10 minutes for 4-H'ers to judge a class and then allow reminder of time to share the placing)  
The next 2 Judging Classes Could be done at the next Club meeting

**Situation: 4-H Meeting Snack**

**Situation: Beef Halters**

### **Part 3- 15-20 minutes (need pencils, products to compare & copies of blank table)**

The "Check Out The Choices Activity" could be done at the end or at a different Club meeting to practice and/or reinforce how to identify quality product criteria and decision making. Here's the web site for the leader portion (<http://www.extension.iastate.edu/Publications/SP81.pdf>). There is also a "Check Out The Choices" Display available from Iowa State Extension. It could possibly be used as an additional teaching tool.

## Consumer Judging Club Meeting Guide

(Opening Comments) Today I'm going to lead you through a practice run of Consumer Judging. When we finish you will understand:

- 1) What is Consumer Judging
- 2) How to judge a class of four items
- 3) How to mark your score card

### What is Consumer Judging?

Judging is making a decision and telling why you made it. Seldom a day goes by that you do not have decisions to make. When your family buys groceries, you must constantly choose between brands while considering quality, size and cost in making a purchase. How carefully we select the apples from a grocery counter. Also consider the many decisions involved in the selection of a car. In 4-H, consumer judging is essentially a matter of comparing items and deciding which is better and why. Our goal is to teach 4-H'ers to make wise consumer choices.

**Activity (optional)** Have each 4-H member tell you the last purchase they made, (one that they had say or input into that purchase) and if they remember how many other products they had to choose from. (Leader Summary Statements) You can see that you are already making consumer choices and having to select from not just one product or kind but from several choices.

### How does the 4-H'er compete?

The key to successful judging is to read the class situation or story and to select the best choice based on the situation (a situation is just like a story that gives you clues) and criteria. A 4-H'er may or may not have specific knowledge of factors that make up the ideal choice. They need to be able to recognize the best choice for the given situation. The process is similar to Livestock Judging. The contest involves making buying or consumer choices from any 4-H project area.

### What Does Consumer Judging teach 4-Hers?

1. To observe closely
2. To recognize quality products
3. To present and defend decisions
4. Consumer Decision-making based on a situation
5. The ability to reason
6. To present ideas concisely

### What happens at a Consumer Judging event?

In a Consumer Judging event, 4-Hers can compete as a part of a team and/or as an individual. 4-H'ers go to stations that have a situation card and 4 products for comparison. They rank order the products from best to worst and mark a judging card, and then go onto another judging station. There will be 5-6 different judging stations at a Consumer Judging workout or contest. 4-H'ers receive points based on how their ranking compares to the official placing. Come and checkout the fun... and May the competition begin! We are planning to have a real judging contest during the County Fair.

***(4-H Leader) We'll judge the #1 circles together first and then there are 2 classes we can judge either individually or with a partner: #2 4-H Meeting Snack and #3 Beef Halters. Remember these are beginning "FUN" judging classes to introduce us to Consumer Judging.***

## 4-H'ers Six Steps To Consumer Judging

### Step 1. Study the Situation and Outline the Standards-

Before attempting to judge a product, study the situation and highlight the requirements or standards that are identified in the situation. In addition to the written situation, you will weigh factors like time, energy, price, quality and need based on prior knowledge or information you may have and/or what is made available for the consumer judging contest. 4-H'ers will learn over time standards of quality for goods and services and will then practice making comparisons. The more you judge and practice the easier judging becomes.

Consumer judging teaches the principles and methods of evaluating goods and services. These skills are used daily by any person who makes a purchase or chooses a service.

### Step 2. Judge a class of four items.

Judging is a comparative process using a set of predetermined standards.

A. Observe- Get an overall feeling of the class. Look for something that stands out

- An easy top or bottom

- A class that divides itself clearly into a top and bottom pair

This helps narrow the class and gives a mental picture that will help as reasons are given.

### Step 3. Examine and compare.

Check each item in individually. Placings may be confirmed or changed upon closer examination. Handle the products to help discover the finer points or quality. Read the labels.

### Step 4. Answer the question WHY?

Take notes that help reveal "why" one item is ranked higher than the other.

Notes helps clarify and gives you a visual image of the product. A class of four divides itself into three pairs: a top pair, a middle pair and a bottom pair.

Look for the big things first, then judge the whole product and not just a particular part, keep the scoring card in mind. Notes should be brief. We're using a Scoring Sheet and Question Sheets for learning about consumer judging.

### Step 5. Decide.

Make a final decision on placing of the items.

### Step 6. Score-

Placing the class in the same order as the official gives you a maximum score of 50 points.

Points are lost depending on the order of the placing that is different from the official placing.

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**Judge the Circles- (For the 4-H Leader to Guide the Group)**

Situation: A circle is needed to place a logo of the 4-H Clover Inside. Four different circles have been submitted by 4-Hers. The Extension Office is planning to use this circle around the 4-H clover in their 4-H Newsletter. It needs to be attractive and provide a clean balanced design.

**#1- Outline the Standards (write these in on the left hand side of the table)**

- \_\_\_ 4-H Clover must fit inside
- \_\_\_ To be used on a 4-H Newsletter
- \_\_\_ Needs to be a circle
- \_\_\_ Needs to be attractive and clean and balanced design

**Score card**

1-2-3-4	
1-2-4-3	
1-3-2-4	
1-3-4-2	
1-4-2-3	
1-4-3-2	
2-1-3-4	
2-1-4-3	
2-3-1-4	
2-3-4-1	
2-4-1-3	
2-4-3-1	
3-1-2-4	
3-1-4-2	
3-2-1-4	
3-2-4-1	
3-4-1-2	
3-4-2-1	
4-1-2-3	
4-1-3-2	
4-2-1-3	
4-2-3-1	
4-3-1-2	
4-3-2-1	

Standards	1	2	3	4
4-H Clover Fits Inside		x	x	
Used in 4-H Newsletter		x	x	
Needs to be a circle (equal distance from the center)		x		
Needs to be attractive & balanced		x		

**#2- Rank order the four circles on the placing card**

- Answer the question why one circle may be of higher quality over another circle
- What's best, 2<sup>nd</sup> best, what's least satisfactory?

**#3- Score Your Class** (Therefore, I placed this class of circles 2-3-1-4.) perfect 50!

**#4- Thinking Your Score Thru for Oral Reasons** (for advanced judging)

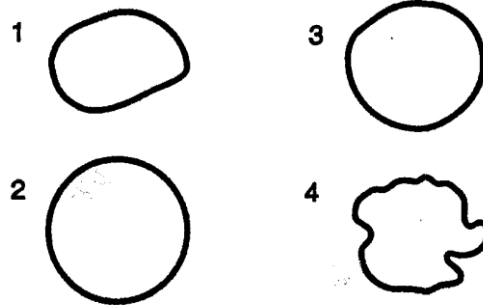
Pairing Circles by Quality- Style & Form

Four Circles	General Statement	Compare	Grants
Top Pair	<i>The most important general points for placing this pair.</i> "In the top pair I placed 2 over 3 because it is a more perfect circle."	<i>Continue to bring in details which will aid in their comparisons.</i> "Circle 2 was more uniform and balanced than circle 3. Circle 2 was free of irregular lines."	<i>If second place is superior in some aspects, indicate the most important first.</i> "I will grant that 3 has a more uniform color."
Middle Pair	"In my middle pair, I placed 3 over 1 because 3 is more rounded than 1."	"Circle 3 is uniformly shaped."	I will grant that 1 has smoother lines than 3, but I criticize the oval shape of number 1."
Bottom Pair	"I placed 1 over 4 because it has smoother curves and more nearly approaches a circle than 4."	"I placed 4 last and at the bottom of the class, because it has sharp corners, uneven lines, and approaches a diamond in shape rather than a circle."	



**Judge The Circles-**

Situation: A circle is needed to place a logo of the 4-H Clover Inside. Four different circles have been submitted by 4-Hers. The Extension Office is planning to use this circle around the 4-H clover in their 4-H Newsletter. It needs to be attractive and provide a clean balanced design.



Standards	1	2	3	4

**Score Card**

1-2-3-4	
1-2-4-3	
1-3-2-4	
1-3-4-2	
1-4-2-3	
1-4-3-2	
2-1-3-4	
2-1-4-3	
2-3-1-4	
2-3-4-1	
2-4-1-3	
2-4-3-1	
3-1-2-4	
3-1-4-2	
3-2-1-4	
3-2-4-1	
3-4-1-2	
3-4-2-1	
4-1-2-3	
4-1-3-2	
4-2-1-3	
4-2-3-1	
4-3-1-2	
4-3-2-1	

My Score: \_\_\_\_\_

## Scoring the Circles Class

### 2-3-1-4

(Cuts 2-2-2)

1234 44 Each class is worth 50 points. When the correct order is decided, a numerical value is given to the amount of difference between wrong and right answers.  
 1243 40  
 1324 42 These are called cuts or splits. The sum of all the cuts cannot be more than 13.  
 1342 36 Your score is determined by subtracting the cuts, that is, the incorrect choices  
 1423 34 from 50. The further you are from the correct order, the more cuts get  
 1432 32 subtracted and the lower your score.

2000  
 2134 48  
 2143 44  
 2314 50  
 2341 48  
 2413 42  
 2431 44  
 3000  
 3124 44  
 3142 38  
 3214 48  
 3241 46  
 3412 36  
 3421 40  
 4000  
 4123 32  
 4132 30  
 4213 36  
 4231 38  
 4312 32  
 4321 36

4-Her Name	Placing	Score Pts.
Kris	1234	44
Dave	3421	40
Shauna	4123	32
Albert	2413	42
Team Score top 3		126

We use a “cut calculator” that is designed for just this kind of judging experience. Livestock Judging uses the same system as “Consumer Judging.” So if you’ve done livestock judging you are probably familiar with it. If you haven’t done livestock judging now you’ll have the background to try that too.

You can find the individuals with the highest scores and then the three highest scores in each team of 4 4-H’ers would determine a team score.

Now that we have an understanding of the decision making, how to score a class and how a score is calculated for an individual or team we can try 2 other “FUN” consumer judging class examples.

# **SITUATION**

## **4-H MEETING SNACK**

Terry is in charge of bringing snacks to the next 4-H Photography Project meeting that will be held after school in the local community center.

Terry has decided that the snack should not be messy since the 4-H members will be handling pictures.

The snack should also be “satisfying” and large enough so no one gets hungry until suppertime.

Since Terry is using allowance money, the snack needs to be inexpensive. There are 10 members in the club so Terry figures that the snack should cost less than \$5.

In addition the snack should be as nutritious as possible.

### **CRITERIA:**

- Not messy
- Satisfying
- Inexpensive
- Nutritious



1.

# Buddy Bars

Peanut Butter Crème-filled

1 package includes:

12 wafers – 12 oz.

Serving Size: 1 wafer



Cost: \$1.00 (8 cents/serving)

Nutrition Facts per serving:

Calories	150
Fat	8 grams
Protein	2 grams
Vitamin A	0%
Vitamin C	0%

2.

# Welch's Fruit Snack

1 package includes:

10 - .9 oz pouches

1 serving = 1 pouch



Cost: \$2.00 (20 cents/serving)

Nutrition Facts per serving:

Calories	70
Fat	0 grams
Protein	0 grams
Vitamin A	25%
Vitamin C	100%

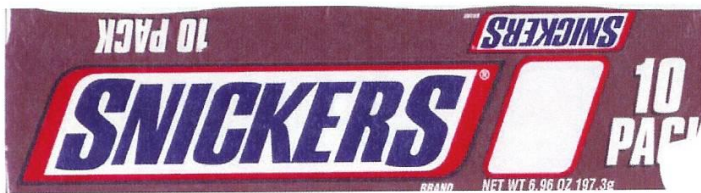
### 3.

# **Snickers**

1 package includes

10 bars -- 6.96 oz. each

Serving Size = 2 bars



Cost: \$1.00 (20 cents/serving)

Nutrition Facts per serving:

Calories	190
Fat	10 grams
Protein	3 grams
Vitamin A	0%
Vitamin C	0%

4.

# Rice Krispies Treats

Crispy Marshmallow Squares  
Rainbow with Chocolatey Candy-Coated Pieces

Each package includes:

8 Original Size Bars—6.2 oz.

Serving Size = 1 bar



Cost: \$2.00 (25 cents/serving)

Nutrition Facts per serving:

Calories	100
Fat	3 grams
Protein	1 gram
Vitamin A	4%
Vitamin C	0%

**QUESTIONS & Score Card FOR 4-H MEETING SNACK**

1. Which snacks would be the least messy?  
\_\_\_\_\_
2. Which snacks would be the messiest? \_\_\_\_\_
3. Which snacks are the most “satisfying”? \_\_\_\_\_
4. List snacks in order from least to most expensive:  
\_\_\_\_\_
5. Which snacks are most nutritious? \_\_\_\_\_

(These are just like the standards table you did with the circles and are meant to help you discover what’s important in the situation or story!)

1-2-3-4	
1-2-4-3	
1-3-2-4	
1-3-4-2	
1-4-2-3	
1-4-3-2	
2-1-3-4	
2-1-4-3	
2-3-1-4	
2-3-4-1	
2-4-1-3	
2-4-3-1	
3-1-2-4	
3-1-4-2	
3-2-1-4	
3-2-4-1	
3-4-1-2	
3-4-2-1	
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4-3-1-2	
4-3-2-1	

**QUESTIONS & Score Card FOR 4-H MEETING SNACK**

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\_\_\_\_\_
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4. List snacks in order from least to most expensive.  
\_\_\_\_\_
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1-4-2-3	
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2-1-4-3	
2-3-1-4	
2-3-4-1	
2-4-1-3	
2-4-3-1	
3-1-2-4	
3-1-4-2	
3-2-1-4	
3-2-4-1	
3-4-1-2	
3-4-2-1	
4-1-2-3	
4-1-3-2	
4-2-1-3	
4-2-3-1	
4-3-1-2	
4-3-2-1	

# 4-H Meeting Snack

## Official Placing

**Placing: 4 – 2 – 3 – 1**

1234 29  
1243 32  
1324 27  
1342 28  
1423 33  
1432 31

**Cuts: 1 – 2 – 4**

I placed this class of snacks 4 – 2- 3- 1. I found that none of the items met all of the criteria, so Terry had to compromise in some areas.

2000  
2134 35  
2143 38  
2314 39  
2341 46  
2413 45  
2431 49

In the top pair, I placed #4 over #2 because it wasn't a very messy snack, was one of the most satisfying snacks and could be classified as being nutritious, as it provided some vitamins and minerals. Granted, #4 was the most expensive snack in the class, but it still fell within Terry's \$5 limit.

3000  
3124 31  
3142 32  
3214 37  
3241 44  
3412 39  
3421 45

In the middle pair I placed #2 over #3 because I felt it was the least messy snack, was fairly inexpensive at 20 cents per serving and was the most nutritious snack in the class. The fruit label boasts that it is "real fruit" and "fat free". It also provides 100% Vitamin C and is an excellent source of Vitamin A. However I do fault #2 for not being as satisfying or filling.

4000  
4123 40  
4132 38  
4213 46  
4231 50  
4312 42  
4321 48

In the bottom pair, I placed #3 over #1 because #3 is more satisfying and the cost fits within Terry's budget. I find that both of these items are fairly messy with the chocolate and neither can be considered very nutritious—both are high in fat. Granted #3 is less expensive.

I fault #3 and leave it at the bottom of the class because it is messy, not very satisfying as one serving is only one wafer, and it isn't very nutritious.

For these reasons, I placed this class of snacks 4-2-3-1.

# Answers for QUESTIONS FOR 4-H MEETING SNACK

1. Which snacks would be the least messy? \_\_\_\_\_2, 4\_\_\_\_\_
2. Which snacks would be the messiest? \_\_\_\_\_1, 3\_\_\_\_\_
3. Which snacks are the most “satisfying”? \_\_\_\_\_4, 3\_\_\_\_\_
4. List snacks in order from least to most expensive.\_\_\_\_1, 2, 3, 4\_\_\_\_\_
5. Which snacks are most nutritious? \_\_\_\_\_2, 4\_\_\_\_\_



**Just lay out the Situation Page and the 4 product samples on a table as Renae has done here. Each 4-H'er needs a pencil, a question sheet with a score card on the side.**

## Situation

# 4-H Beef Halter

Mike would like to buy a beef halter to use in the show ring at the county fair. He prefers a leather halter, and would only like to spend \$35 or less.

## Criteria:

- Halter suitable for the show ring
- Leather Halter
- Costs \$35 or less
- For a beef cow



1.

## **Black Beef Halter**

Made of high-quality leather.

1" x 48" lead straps.

Price--\$33.00



## 2.

# **Breaking, Training, 3-in-1 Halter**

Break 'em, lead 'em, and wash 'em all with just one halter!

Halter is rot-, water-, and mildew-resistant. Made of 5/8" solid braided polypropylene rope for extra strength.

Features a chain for maximum control.

Price--\$25.00



### 3.

# Leather Sheep Halter

For a professional show ring look, try our leather sheep halter.

Features a round strap noseband,  
3/4" leather on top strap and lead,  
A 45" lead with snap and chain,  
And a bright nickel finish.

Price--\$24.50



## 4. **Browband Horse Bridle**

This browband bridle comes with  
a curb bit,  
Conway buckle reins,  
and an all-leather curb strap.

Features doubled and stitched construction for strength and durability. Harness leather is tanned from heavy native steer hides. Price--\$27.60



## Questions for Halter Situation

1. Which halters are suitable for the show ring? \_\_\_\_\_
2. Which halters are made out of leather? \_\_\_\_\_
3. Which halters are \$35 or less? \_\_\_\_\_
4. Which halters are suitable for a beef cow? \_\_\_\_\_
5. Which halter is too small? \_\_\_\_\_

1-2-3-4	
1-2-4-3	
1-3-2-4	
1-3-4-2	
1-4-2-3	
1-4-3-2	
2-1-3-4	
2-1-4-3	
2-3-1-4	
2-3-4-1	
2-4-1-3	
2-4-3-1	
3-1-2-4	
3-1-4-2	
3-2-1-4	
3-2-4-1	
3-4-1-2	
3-4-2-1	
4-1-2-3	
4-1-3-2	
4-2-1-3	
4-2-3-1	
4-3-1-2	
4-3-2-1	

## Questions for Halter Situation

1. Which halters are suitable for the show ring? \_\_\_\_\_
2. Which halters are made out of leather? \_\_\_\_\_
3. Which halters are \$35 or less? \_\_\_\_\_
4. Which halters are suitable for a beef cow? \_\_\_\_\_
5. Which halter is too small? \_\_\_\_\_

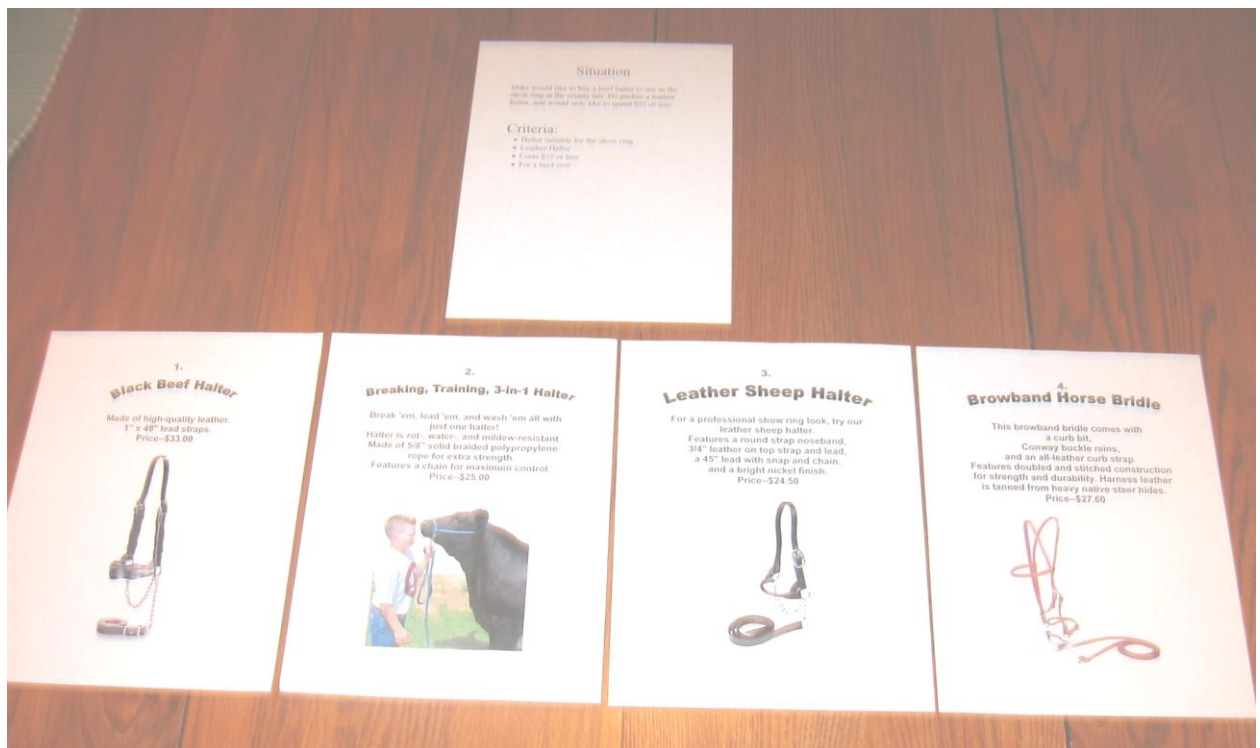
1-2-3-4	
1-2-4-3	
1-3-2-4	
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2-1-3-4	
2-1-4-3	
2-3-1-4	
2-3-4-1	
2-4-1-3	
2-4-3-1	
3-1-2-4	
3-1-4-2	
3-2-1-4	
3-2-4-1	
3-4-1-2	
3-4-2-1	
4-1-2-3	
4-1-3-2	
4-2-1-3	
4-2-3-1	
4-3-1-2	
4-3-2-1	

# Solution

Placing- 1-2-4-3		1234	45
Cuts 2-3-5		1243	50
		1324	37
		1342	34
		1423	47
		1432	39
		2000	
I place this class of beef halters 1-2-4-3.		2134	43
		2143	48
		2314	33
I placed 1 over 2 because it is a beef leather halter and more suitable for the show ring even though it is a little more expensive. All halters were under the required amount.		2341	28
		2413	43
		2431	33
		3000	
		3124	27
		3142	24
		3214	25
		3241	20
		3412	19
I placed 2 over 4 because it is a beef halter even though it is not leather.		3421	17
		4000	
		4123	42
		4132	34
		4213	40
		4231	30
I placed 4 over 3 because the horse halter would be big enough to fit the cow although it would need some adapting.		4312	24
		4321	22
I placed 3 last because a sheep halter is too small to fit the cow's head.			

# Answers to Questions for Halter Situation

1. Which halters are suitable for the show ring? \_\_\_ 1, 3, 4 \_\_\_
2. Which halters are made out of leather? \_\_\_\_\_ 1, 3, 4 \_\_\_\_\_
3. Which halters are less than \$35? \_\_\_\_\_ 1,2,3,4 \_\_\_\_\_
4. Which halters are suitable for a beef cow? \_\_\_\_\_ 1,2 \_\_\_\_\_



## Part 3

### Check Out The Choices

#### Example of

1. Leaders Guide SP 81/Oct 1998
2. Youth Worksheet SP 81-Worksheet
3. Worksheet Example SP 81-Example

The “Check Out The Choices” Activity could be done at the end or at a different club meeting to practice and/or reinforce how to identify quality product criteria and decision making. Here’s the web site for the leader portion (<http://www.extension.iastate.edu/Publications/SP81.pdf>). There is also a "Check Out The Choices" Display available from Iowa State Extension. It could possibly be used as an additional teaching tool.



Rutgers Cooperative Extension,  
New Jersey, Fact Sheet #FS 138  
“Unit Pricing...What It Is  
and How To Use It” by  
Burkart, Audrey C.

<http://www.rce.rutgers.edu/pubs/pdfs/fs138.pdf>


And the Food Marketing Institute’s  
Unit Pricing Web Site

<http://www.fmi.org/consumer/unit/>





**Thank You to the following donors and contributors to the special 2005 Consumer Management Initiative:**

 <b>Farm Credit Services of America</b>		
<b>FCSA of Omaha</b>	100 Calculators	\$500 Contribution
<b>Bomgaars (Ida Grove/Sioux City)</b>	Gift Certificates	\$80 Contribution
<b>Food Pride of Ida Grove</b>	Gift Certificate	\$10 Contribution
<b>Northwest Iowa 4-H Bankers Fund</b>	Operations Grant	\$750 grant

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Jeanette Hinkeldey	Project Co-Director	BVU Instructor BV/Cherokee Volunteer 4-H Club Leader
Donna Burbach	FCSA	Financial Lender Representative
Leanne Hammer	Ida- Project Stakeholder	4-H Club Leader, Fair Superintendent
Kyla Olson	Ida- Project Stakeholder	4-H Fair Judge, Fair Superintendent
Sue Carlson	Buena Vista Fair Superintendent	4-H Club Leader
Connie Jesse	Buena Vista Fair Superintendent	4-H Parent
Lujean Faber	Woodbury 4-H Life Skills Judging & Club Kit	Woodbury 4-H Co. Youth Coordinator
Sandra Mass	Mills 4-H Consumer Judging Contest	Mills Program Asst/Horticulturalist
Mary Snow	Project Resource Director	NW Area Financial Management Spec
Susan Doehrmann Carol Goldsmith Marcia Langner Colleen Rossiter Brenda Welch	Project Staff Directors	Sac 4-H County Youth Coordinator Ida 4-H County Youth Coordinator Clay 4-H County Youth Coordinator Buena Vista 4-H County Youth Coordinator Cherokee 4-H County Youth Coordinator

