

# Avocados Marketing & Economics

## Digital Discovery Activity

An Engaging  
&  
Fun  
Commodity  
Case Study

Critical Thinking!

**NO PREP!**



BUSINESS EDUCATION WITH *Denise Leigh*



## **Students learn the concepts such as:**

- Fairtrade
- Imports and Exports
- Ethical Practices
- Fair Labor Practices
- Processes and harvesting of popular commodities
- Economic Impact
- Supply and Demand
- ...and MORE!



Know  
Your

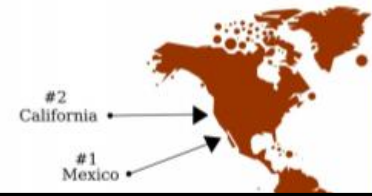
## Avocados

Did you know?



Avocados aren't actually a vegetable; they're a fruit

Where are avocados grown?



Watch  
**THIS VIDEO**  
on avocados.

The U.S. consumes over 3 billion pounds of avocados annually. Mexican avocados are imported and marketed to the U.S., however, California avocados growers take the lead in supplying most of the avocados consumed in the U.S.

[CLICK HERE](#) for an aerial view of an avocado farm in California.

[CLICK HERE](#) to access the California Avocado Growers website.

Explore the California

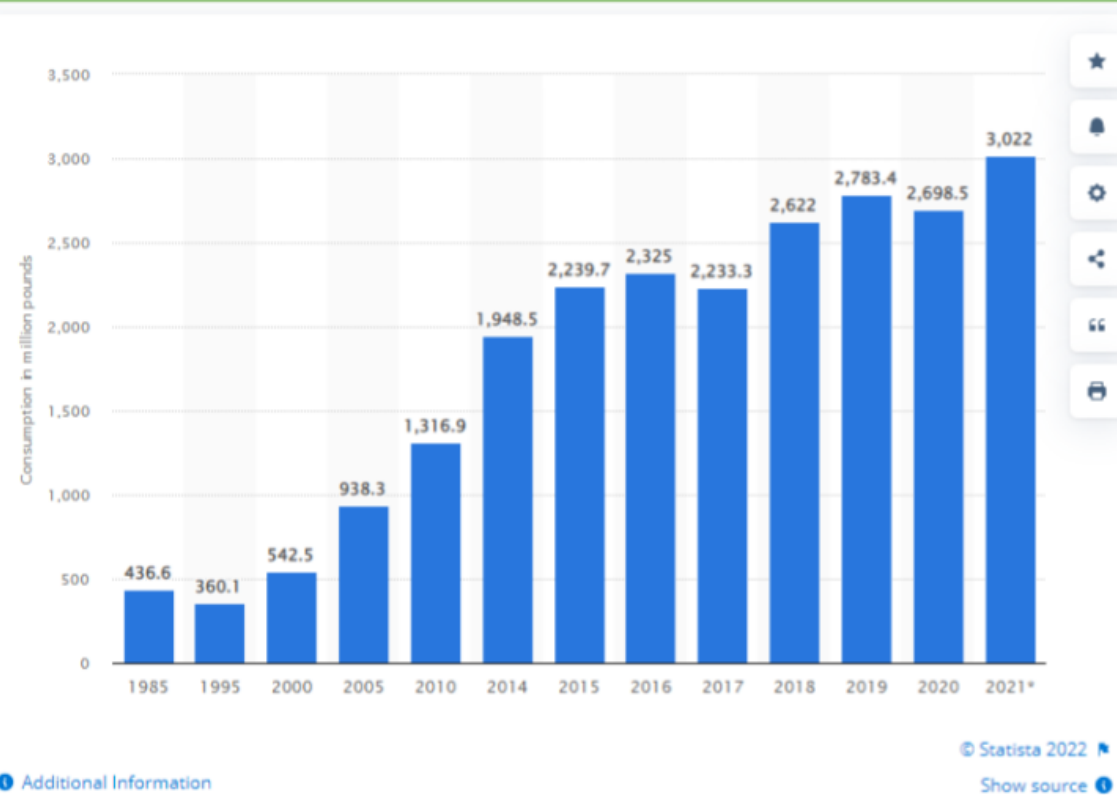
# Avocados

Use the Web to research about AVOCADOS  
List 10 facts about avocados....



In the last couple of decades, the popularity of avocados has risen tremendously.

Look at this graphic that illustrates the rise in popularity.



Search the Web and find 3 factors that contributed to the rise in avocado popularity in the past several years.

1.

**Fun Fact:**  
Avocados are in the same family as cinnamon.

2.

3.



**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

