

Bananas Marketing & Economics

Digital Discovery Activity

**An Engaging
&
Fun
Commodity
Case Study**

Critical Thinking!

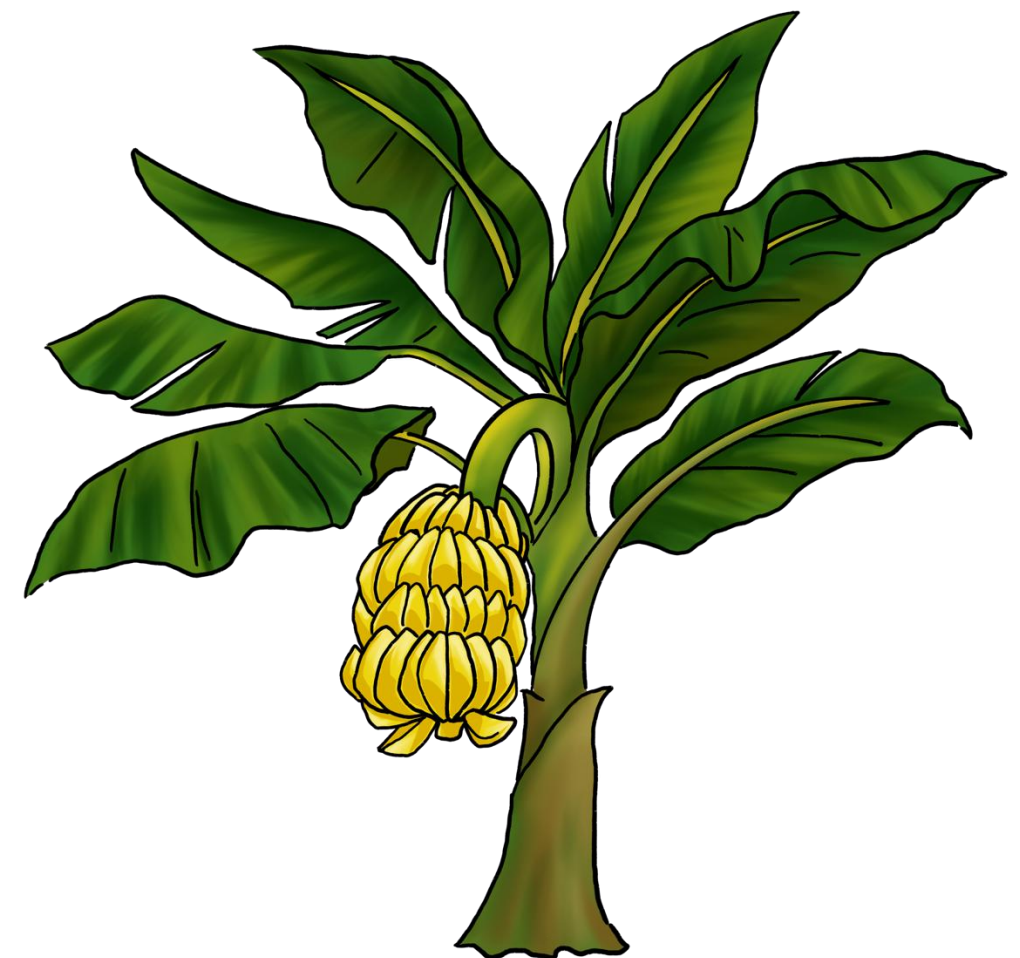
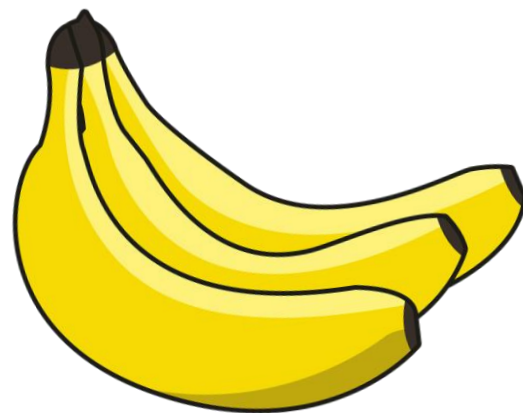
NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*

Students learn concepts such as:

- Fair-trade
- Imports and Exports
- Ethical Practices
- Fair Labor Practices
- Insurance for Farmers and Growers
- Processes and harvesting of popular commodities
- Economic Impact
- Supply and Demand
- Certified Organic
- ...and MORE!



The world goes
BANANAS
over
BANANAS!

Watch
[THIS VIDEO](#)
on Bananas

Search the web and find
5 FUN FACTS about bananas...

Click to add subtitle

More than 100 billion
bananas are eaten every
year in the world, making
them the fourth most popular
agricultural product.
Americans eat an average of
27 pounds of bananas per
person every year. More than
96 percent of American
households buy bananas at
least once a month.

Search the Web
for the top
banana
producing
countries.

Place a
banana
over the top
countries who
export to the
USA.

(Bananas can
resize and
move)

Click on the banana
to drag it over the
map.

Choose the number of ripeness that you prefer.

1 2 3 4 5 6 7

Use this circle to
drag and drop
over the
number.

David Wolfe

Photo courtesy of davidwolfe.com

Bananas are the most popular fruit in the U.S. Because of the large demand for bananas, they are surrounded by controversial growing practices such as the use of pesticides and unfair labor practices.

[CLICK HERE](#) to access a link to discover some ethical initiatives to buy ethical bananas. Use this link to complete the next slide.

Using the resource link on the previous page, explore the 4 ethical initiatives and explain each.

Certified Organic
Click to add subtitle

Certified Fairtrade
Click to add subtitle

Earth University Bananas
Click to add subtitle

Equal Exchange
Click to add subtitle

Teacher Testimonials



I love using all three - cocoa, bananas, and avocados! I have used them in my business classes as well as some of my family and consumer sciences classes, especially my International Foods and Culture class. Helps kids understand where some of our foods come from!



My global business students **enjoyed** this activity.

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.

