



R- 2025

CONSUMER SAVVY

III: Consumer Roadmap

Project Overview

Are you a consumer? You bet – we all are! Consumer Savvy will help you to become informed and responsible consumers in today's dynamic marketplace. In this project you will navigate the potholes in the marketplace en route to becoming savvy consumers.

Key Learning Topics

- How the products you buy are manufactured
- How to buy in the world market
- How to develop online consumer skills
- To evaluate quality of advertising
- Act responsibly
- About government agencies that help protect consumer rights
- About the use of government and community resources
- How to write a letter of complaint

Expanding the Project

- Teach another person one of the consumerism skills you've learned.
- Give a talk or demonstration to your club on being a bargain shopper.
- Participate in Consumer Decision Making contest at the County, District or State levels.

Resources

- Consumer Savvy I: The Consumer in Me
- Consumer Savvy II: Consumer Wise
- Consumer Savvy III: Consumer Roadmap
- General Project Record Sheet



Exhibit Guidelines

1. Consumer Savvy III Exhibit

Note: if entering posters or display boards in #3 listed above, ensure that they meet the following guidelines:

- Posters may be no larger than 14 X 22 inches. Posters are defined as any flat paper, foam board, cardboard, or other backing appropriate for hanging on the wall.
- Display Boards may be no larger than 18 x 48 inches. Display boards are defined as scored, freestanding science boards.
- Exhibits: Exhibit bases for three dimensional vertical displays may be no larger than 24 x 24 inches

Targeting Life Skills:

- Self-discipline
- Leadership
- Wise use of Resources
- Critical thinking
- Problem solving
- Decision Making
- Self-esteem
- Resiliency
- Self-Motivation
- Personal Safety

