**Lesson Name:** Talking to Customers at the Market

**Main message: n/a**

**Time:** 1.5 hours

**Location (classroom/field):** classroom or field

**Audience (Level):** beginning and intermediate

**Literacy/Numeracy level:** basic to intermediate English; basic numeracy

**Area of learning/Subject:** English

**Competencies/Skills/Core Knowledge:**

Knowing the prices of crops

Describing how to cook something

Responding to customer questions

**Related activities:**

Setting up a Successful Farm Stand

Making Change

Talking to visitors to the Farm

IRC NYC New Roots English in the Garden Cooking Lesson

**Learning objectives**

***By the end of the lesson farmers will…*:**

* Be familiar with three most common questions that customers ask at farmers markets
* Know up to 5 key vocabulary words for these transactions
* Know the names of 4 common produce

**Assessment evidence**

***Farmers will demonstrate their learning by…*:**

applying key phrasing and new vocabulary skills in role play simulations of farmer’s market transactions.

**Pre-teaching Concepts:**

**ESL words of the Lesson:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Vocab words:** | | | |
| vendor/seller  customer | Per pound  LB  Bunch  Scale | Coins  Bills  Change  Credit Card  EBT Card | Fry  Boil  Bake  Chop  First  Then/After |

**Teaching Tips:**

In Charlottesville New Roots, this activity is used for both MicroProducers and home gardeners, so English skill building focuses on both sides of a conversation, as many gardeners will be customers at a market.

**Background Notes/Reference Materials/Supporting Documents:**

Questions:

|  |  |
| --- | --- |
| **Customer Questions**  Where are you from?  How long have you been farming?  Where is your garden?  What is this called?  Do you have any \_\_\_\_?  How do you cook this?  How much does this cost?  Where are the bags?  Do you accept credit cards? | **Vender Questions**  Can I help you?  How much would you like?  Do you need a bag?  Would you like anything else? |

**Materials:**

Activity 1

* Whiteboard and markers
* Real produce OR vegetable flash cards of 4-6 vegetables

Activity 2

* All materials for a market stand: table, tent, baskets, produce, price tags, and bags.

**Set-up:**

1 whiteboard: Vocabulary words for Activity 1

1 whiteboard: three drawing or photos across the top to represent the headings “farmer,” “produce,” and “pricing”

**Steps:**

**Introduction (10 minutes):**

1. Everyone introduce themselves and whether they garden and where
2. Introduce the farm and staff
3. Explain the purpose of this class:
   1. “Today we are going to practice English that might be used at a market”

**Activity 1: Common Questions at the Market**

1. Ask participants what the most common questions they might hear at the market are
2. Categorize these questions into three types:
   1. Questions about the seller—Where are you from?, Where is your farm?
   2. Questions about the produce—How do you cook this? What is this called? Do you have any \_\_\_\_?
   3. Questions about prices and money exchange—How much does this cost? Do you accept credit card, EBT?
3. As people offer suggestions, write them on the whiteboard under those categories.  *If people do not offer examples of vendor questions, ask them specifically about that: are there any questions that a customer might ask the seller?*
4. Have participants repeat each question a few times as you write it on the board.
5. Then ask, “What are the questions that a Vendor might ask a Customer?”

**Practice Farmer Questions (10 minutes):**

1. Focusing on the questions about the farmer, practice an example with one volunteer in front of everyone, asking and answering one selected question. *“Where are you from?”* or *“Where is your garden?”*
2. Then choose other participants and ask them the same question.
3. Have each person practice this asking and answering question with a partner, taking turns who is asking and who is answering.
4. Continue with all the other farmer questions.

**Vegetable Questions (10 minutes):**

1. Review the 4-6 demonstration vegetables, and ask people if they know what the names are.
2. Write the names in English on the whiteboard.
3. Using one vegetable, holding up the actual fruit or flashcard, practice one vegetable question with a volunteer in front of everyone, asking and answering the question for that particular vegetable. *“What is this vegetable called?”* OR *“Do you have any \_\_\_\_?”*
4. Then hand out a vegetable flash card for every person and have them practice these questions with each other.

**Weighing and Prices (10 minutes):**

1. Review the vocab words “Pound” and “lb” and “bunch”.
2. Explain some things are sold by weight and others by bunch or each.
3. Practice an example with one volunteer in front of everyone, asking and answering the question “How much is this?” and focus on having participants report the price in proper units (per lb or each).

**Cooking (10 minutes):**

1. *Teaching Tip: IRC NYC New Roots English in the Garden curriculum has a good cooking lesson that is a good complement—explaining and demonstrating different vocabulary for ways to cook things*
2. Review the vocab words for cooking.
3. Explain why customers might want to know how to cook something.
4. Ask participants if they have ever been asked by a customer how to cook something? What was it for? Were you able to respond? What was difficult?
5. Practice an example with one volunteer in front of everyone, asking and answering the question “How do you cook this?”.
6. Have each person practice this question with a partner, taking turns who is asking and who is answering.

**Activity 2: Role Play (15 minutes)**

1. Set up a farm stand with a table, tent, baskets, produce, price tags, and bags.
2. Ask for 1-3 volunteers to be the Vendors.
3. The instructor can play the role of customer, or you can have a participant play this role, but should prepare a slip of paper with the questions they should ask the vendor.
4. Remind Vendors that they can offer other questions as well (May I help you? Do you need any help? How much would you like? Do you need a bag?)

Customer: Hello! How long have you been farming? Where are you from? Where is your garden?

Vendor: I am from XXX. I have been farming for 10 years. My garden is XXX.

Customer: I would like to buy this. How much is it?

Vendor: It is $3/lb.

Customer: What is this called? How do you cook this?

Vendor: This is called Isogoh. You fry it in oil and add onions. You serve it with rice.

**Alternatives**

**Reflection *What did farmers learn? How do I know? What did I learn? How will I improve my lesson next time?*:**

**Participant Evaluation**

How much did you like this activity?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
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| **Comments:** |  |  |  |  |

Did you feel like you learned something?

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| **1** | **2** | **3** | **4** | **5** |
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| **Comments:** |  |  |  |  |

**Accompanying Photos:**