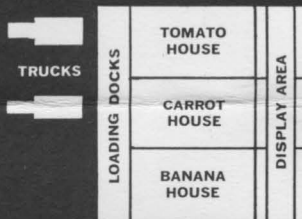


PRIMARY
SOCIAL STUDIES
11 MINUTES

THE STORY OF THE WHOLESALE MARKET

CHURCHILL FILMS
PRESENTS
A DIMENSION FILM



USES

To show the basic operations of the wholesale produce market, and how they depend on the cooperation of many workers; to give the feeling of the bustling environment; to introduce primary concepts of economics and public health.

CONTENT

The film follows the basic activities of one workday at the wholesale produce market.

TRUCKS. Before dawn, trucks are arriving.

UNLOADING. A load of potatoes is delivered to a wholesaler. His swampers unload.

SORTING AND GRADING. Spoiled potatoes are sorted out; the good potatoes are graded U.S. #1 and U.S. #2.

INSPECTING. Government inspectors check for diseases.

PACKING. Potatoes are packed in various bags.

DISPLAY. They are put on display, along with other vegetables and fruit.

BUYERS. Buyers look the produce over carefully.

PEDDLER. A produce peddler buys in small amounts. He pays cash.

NEIGHBORHOOD MARKET. Buyers for small markets order larger amounts.

CHAIN MARKET. But the largest quantities are ordered by the chain market buyer, who has an account.

WAREHOUSE. The chain market produce is transferred to a separate warehouse. It is sorted, and swampers load trucks for the various chain markets. Trucks making long trips use crushed ice to keep the produce fresh.

CLOSING. When the workday is over, everyone helps clean up.

BEFORE SHOWING THE FILM

- Copy the diagram on the chalkboard and discuss how food moves in and out of the wholesale market.
- Discuss the following words: produce, wholesaler, U.S. #1, peddler, account, swampers, sorting, inspectors, profit, warehouse, hauler, grading, stalls, chain market, sanitation.
- Discuss the way the wholesale market relates the farmer, the retailer and the consumer.

AFTER SHOWING THE FILM

- Review the many workers at the market, and how they help each other.
- Talk about the precautions taken to see that food is healthy: sorting, inspecting, refrigeration, quick sale.
- Discuss the idea of profit and how each person gets paid.



THE STORY OF THE WHOLESALE MARKET

A FILM BY LEONARD GREENBERG

PRIMARY / Social Studies / 11 minutes / Color \$120 / B&W \$60

CHURCHILL FILMS

662 NORTH ROBERTSON BOULEVARD
LOS ANGELES, CALIFORNIA 90069