Supermarkets employ weather forecasters to tell them what the conditions are likely to be. They will then order extra stocks of certain products depending on the weather.

Look at the products below:

<table>
<thead>
<tr>
<th>tomato soup</th>
<th>bagged salad</th>
<th>umbrella</th>
</tr>
</thead>
<tbody>
<tr>
<td>camping gear</td>
<td>disposable barbeque</td>
<td>Marmite</td>
</tr>
<tr>
<td>sausages</td>
<td>sunglasses</td>
<td>ice cream</td>
</tr>
<tr>
<td>cucumber</td>
<td>sponge pudding</td>
<td>cold and flu remedy</td>
</tr>
<tr>
<td>hayfever remedy</td>
<td>sledge</td>
<td>de-icer</td>
</tr>
<tr>
<td>suntan lotion</td>
<td>case of lager</td>
<td>baked potatoes</td>
</tr>
</tbody>
</table>
Questions

1) Which of the products would be sold in larger quantities in:
   a) hot, dry, sunny weather
   b) cold, wet weather?

2) How else would the weather affect the operations of supermarkets? Think of deliveries, staff, customers, etc.

3) You are employed by a large supermarket chain as a forecaster. The signs are that the Easter weekend to come is going to have above average temperatures, with dry and sunny conditions.
   a) Write a letter to the manager describing the likely weather conditions.
   b) The letter should also suggest a range of products which they should order more of and some they should order fewer of. Do not just repeat the products in the first activity – think of some others.
   c) Suggest the design of a display which should be placed at the supermarket entrance on the Friday night to try and persuade people to buy particular products as they enter the store.
   d) Suggest some products which should be placed near the tills to tempt people as they are queuing at the checkouts.

4) List five times of the year when supermarket sales are likely to be higher than usual, and suggest the reason.
Teaching notes

- This is a useful resource for exploring the impact of the weather on behaviour. Students could be asked about the effect of the weather on the shopping habits of different age groups or of different occupations.

- It is possible to substitute actual images of products instead of the labels. These could also be printed in a larger size, laminated and cut out for a card sort activity.

- Students should be able to think of other products where sales are affected by the weather conditions.