

Gather Wisconsin

POM POM ACTIVITY INSTRUCTIONS

The Pom Pom activity is an interactive activity featuring an informal survey of event attendees. A simple question prompts guests to vote on which factors are important to them in their food purchase journey. This is a great opportunity to strike up a conversation about the topic. Keep in mind there is no one correct answer.

You will need:

- Four jars
- Assorted pom poms
- Signage to prompt voting

Instructions:

- Engage the consumer audience by inviting them to participate in a one question survey.
- Display a question with four choices on your table.
- Instruct guests to use the largest pom poms to "vote" on what is most important to them..



Example: What has the most impact on your food purchase decisions?

- Option 1 - Sustainably Sourced
- Option 2 - Price
- Option 3 - Dietary Preference
- Option 4 - Other

*Pom Pom Activity materials are not included in WFBF provided booth materials.
Please acquire your own supplies.*