

# Producer



Artist: Braxton Pfaff • 8th Grade • Forest Middle School • Bedford County

## PRODUCER

Producers are people who use resources to make goods and provide services.

## PRODUCER

### Definition/Background

People who make goods and provide services are called producers. Producers use productive resources (natural, human and capital resources) to make goods and provide services. Because productive resources are limited, producers must choose which goods and services to produce. Producers respond to signals in the market. If demand for televisions rises, television manufacturers generally will respond by producing more televisions. In a market economy, producers compete against each other by offering higher quality or lower prices.

### Teaching Ideas

1. Display an example of an acrostic poem that describes the characteristics or activities of a specific producer of goods or services. Allow students to choose a favorite producer to use for their own poem.

EXAMPLE: **B**read maker

**A**lways

**K**neads dough and

**E**agerly watches it

**R**ise

2. Ask the students what Confucius, the Chinese philosopher, may have meant by this statement, "Choose a job you love, and you will never have to work a day in your life."

3. Ask students to draw pictures of family members acting as producers at home and on their jobs.

4. Create a list of the producers in your community, along with the goods and services they produce.

5. Interview a person who provides a service but does not receive an income (volunteer). Discover what this person does and why they do it.

### Lessons & Resources

#### Print Lessons

*Master Curriculum Guides in Economics: K-2*, Lesson 8: Producer Charades (elementary)

#### Online Lessons

**Little Bill the Producer** (elementary)

<http://www.econedlink.org/lessons/index.cfm?lesson=EM564&page=teacher>

**Dacian Masks** (elementary)

[http://www.ncee.net/ei/lessons/resourcesAtoZ/1-56183-618-4\\_05.pdf](http://www.ncee.net/ei/lessons/resourcesAtoZ/1-56183-618-4_05.pdf)

**Dry as a Bone** (middle)

<http://www.econedlink.org/lessons/index.cfm?lesson=EM536&page=teacher>

**Not Your Grandma's Lemonade Stand** (middle)

<http://www.econedlink.org/lessons/index.cfm?lesson=EM276&page=teacher>

#### Fed Resources

**My Money** (elementary)

[http://www.richmondfed.org/publications/educator\\_resources/index.cfm](http://www.richmondfed.org/publications/educator_resources/index.cfm)

#### Literature

• *The Have a Good Day Cafe* by Frances Park and Ginger Park. Lee & Low Books, 2005. Mike's grandmother inspires his family to become **producers** of creative Korean cuisine when it appears that their food cart business may be in trouble. [Grades K-3]

• *Lunch Money* by Andrew Clements. Simon & Schuster Books for Young Readers, 2005. Twelve-year-old Greg, the creator and **producer** of Chunky Comics, works hard to sell his products at school. [Grades 4-7]

## VIRGINIA COUNCIL ON ECONOMIC EDUCATION

VCEE is a nonprofit organization providing Virginia's K-12 teachers with professional development, quality curriculum and other resources to promote economic and financial education. Visit [www.vcee.org](http://www.vcee.org) or contact VCEE or one of its affiliated centers to learn about specific opportunities.

### VCEE Network Contacts

#### VCEE

Sarah Hopkins Finley  
(804) 828-1627 [shfinley@vcu.edu](mailto:shfinley@vcu.edu)

#### Christopher Newport University

Gemma Kotula  
(757) 594-7404 [econedu@cnu.edu](mailto:econedu@cnu.edu)

#### George Mason University

Rachel Powell  
(703) 314-0226 [gmupowell@yahoo.com](mailto:gmupowell@yahoo.com)

#### James Madison University

Lynne F. Stover  
(540) 568-3248 [stoverlf@jmu.edu](mailto:stoverlf@jmu.edu)

#### Longwood University

Diana Shores  
(434) 395-2461 [shoresdc@longwood.edu](mailto:shoresdc@longwood.edu)

#### Lynchburg College

Cheryl Ayers  
(434) 544-8791 [ayers.c@lynchburg.edu](mailto:ayers.c@lynchburg.edu)

#### Old Dominion University

Ruth Cookson  
(757) 683-5570 [rcookson@odu.edu](mailto:rcookson@odu.edu)

#### Radford University

Barbara Taylor  
(540) 831-5887 [btaylor2@radford.edu](mailto:btaylor2@radford.edu)

#### University of Virginia's College at Wise

Gary Stratton  
(276) 328-0223 [grs6j@uvawise.edu](mailto:grs6j@uvawise.edu)

#### Virginia Commonwealth University

Suzanne Gallagher  
(804) 828-1628 [sgallagh@vcu.edu](mailto:sgallagh@vcu.edu)

#### Virginia Tech

Michael Ellerbrock  
(540) 231-7722 [mebrock@vt.edu](mailto:mebrook@vt.edu)



THE FEDERAL RESERVE BANK OF RICHMOND  
RICHMOND • BALTIMORE • CHARLOTTE

Contact one of our economic education specialists or go to [www.richmondfed.org/educational\\_info](http://www.richmondfed.org/educational_info) for resources on teaching economics and the Federal Reserve System. Among these free and easy to use resources you'll find lesson plans, workshop information and publications.

#### Lis Turner

Economic Education Specialist  
[Lis.Turner@rich.frb.org](mailto:Lis.Turner@rich.frb.org)  
(800) 526-2031  
(804) 697-8135

#### Amanda Gibson

Economic Education Specialist  
[Amanda.Gibson@rich.frb.org](mailto:Amanda.Gibson@rich.frb.org)  
(800) 526-2031  
(804) 697-8107

The Virginia Council on Economic Education, in cooperation with the Federal Reserve Bank of Richmond, is pleased to provide this poster featuring a winning entry from the 2007-2008 Color the Economic Concepts Contest.

**Teachers in Grades K-8:** Give your students the opportunity to illustrate their knowledge of economic concepts in a creative and fun way. They may be selected for a poster next year! Winning students also receive a \$50 U.S. Savings Bond.

**Entries must be received by April 30, 2009.** See [www.vcee.org](http://www.vcee.org) for more details.