



Title	Introducing Supply Chain (of Carrots)
Key Stage(s)	KS2, KS3, KS4, KS5
Subject(s)	Literacy, Numeracy, Geography, Enterprise learning,
Objectives	To develop and apply logical thinking skills to a real business context To introduce business terms and concepts To understand how supply chains work To experience working in a small team
Duration	30+ minutes depending on tasks selected and quality of discussion.
In brief	A logic / problem solving exercise that introduces sequential stages in the supply chain

PREPARATION:

Explore the [Morrisons' corporate website](#) for an insight into the business and possible ideas for follow-up work.

Assuming pupils work in small teams of 2 or 3, print off sufficient copies of:-

- the Supply Chain “Caption” cards and
- the Supply Chain photos
- one copy of the ‘Carrots in sequence’, your answers!

INTRODUCTION:

Explain what a supply chain is:

A supply chain is the name we give to the route or process that a product goes through to get to the customer.

The supply chain is made up of different ‘links’ or stages. These stages begin with the supplier or grower, ie the place where the product starts its journey, perhaps as a little seed! The next stage is the manufacturing process where the raw product gets turned into what we see in the supermarket. The next stage is distribution, where the packaged product is transported to the stores that will sell it. And finally, the product ends up on the supermarket shelves ready for the customer to buy and enjoy!



TASKS

1. In small teams, initially without any help at all, teams are to list what they think are the steps in the supply chain of carrots starting with the farmer/grower and finishing with the customer having a pack of carrots in their shopping bag.
2. Review teams' supply chains. How many links in their chains have they? Are there any that most teams have included?
3. Reveal there are, as a minimum, some 16 links in the chain!
Depending on your preference **EITHER**
 - a) Using the 16 Supply Chain Caption cards alone, teams are now to put the cards in the order that they think reflects the supply chain for carrots **OR**
 - b) Using the 16 Supply Chain photos of carrots alone, teams are now to put the pictures in the order that they think reflects the supply chain for carrots
4. Discuss ideas and differences between teams' decisions.
5. Provide the missing photos to the teams that used the Link caption cards and the missing Link caption cards to the teams that used the photos
6. Teams can now change the sequence of their supply chains, ensuring each photo has a linked description on a card.
7. Review final flow charts. How close are teams to the actual sequence?
8. Using the supply chain for carrots as a framework, create similar for:-
 - a. Apples
 - b. Baked beans
 - c. Pasta
9. Invite the class to share their findings.



EXTENSION ACTIVITIES

1. Each team draws and labels a supply chain for a product of its own choice. Teams hand these “answers” to the teacher along with a **separate** card with the product’s name on it.

The cards with the names are put in a ‘hat’ and each team randomly picks one, returning and repicking if they pull out their own.

Teams must then attempt to create a fully labelled supply chain for the product they have selected.

Results can be compared with that of the authors of the original. Whose is most accurate?

2. Below is a list of “Ten Firsts” for Morrisons but they are all mixed up.

Rewrite them in what is the correct sequence according to when they happened.

Check your results by visiting the “About Us” section of the [Morrisons’ corporate website](#) and looking for the timeline. How many out of ten did teams get in the correct sequence?

- I. First local convenience store
- II. First supermarket
- III. First store in Scotland
- IV. 9 million shoppers in one week
- V. Become one of country’s top 100 companies
- VI. First market stall
- VII. Wins ‘Employer of Year’ for first time
- VIII. First online deliveries through Ocado
- IX. First supermarket
- X. First store in Scotland