Crates and Choices

How a new idea affects a market

5.P.2.4.C "Analyze the importance of innovation and entrepreneurship in a market economy."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline the problem Theo's invention solves, circle two benefits it brings, and put a star beside the sentence that shows how competition leads Theo to improve his design.

A Better Way to Carry Peaches

1. At a weekend market, fruit seller Elena lost money when peaches rolled together and bruised on the ride to her stand. She wished she could carry them without piling them up. Theo noticed the problem and designed a crate with movable cardboard dividers. He tested it with Elena's peaches, changed the spacing, and then used his savings to make more crates.

2. Theo offered the crates to other fruit sellers for a price. Each seller could decide whether a crate was worth buying. With fewer bruised peaches, Elena had more fruit to sell instead of throw away. She could use the extra money to buy supplies or lower her peach prices. Customers could choose where to shop, so keeping fruit fresh helped her stand compete.

3. Theo's business faced risks. He paid for cardboard and tools before he knew how many crates would sell. When another maker offered a lighter crate, Theo asked sellers what they liked and improved his own design. In a market economy, people can start businesses to meet needs, but buyers decide what to purchase. New ideas can help businesses, save resources, and give customers more choices.

2 ANSWER WITH EVIDENCE

Use the passage

1. How could Theo's crate help Elena earn more money?

2. Why was using his savings to make crates a risk for Theo?

3. How did another maker's lighter crate affect Theo's business?

4. Why do fruit sellers get to decide whether Theo's idea succeeds?

3 YOUR TURN

Your own words

Imagine shoppers at a neighborhood market have trouble carrying several purchases home. In four sentences, describe a new product or service you could sell, why shoppers might buy it, and one risk your business would face.

ANSWER KEY

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GRADE 5 · 5.P.2.4.C

PART 1 · READ AND MARK

Underline the problem Theo's invention solves, circle two benefits it brings, and put a star beside the sentence that shows how competition leads Theo to improve his design. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How could Theo's crate help Elena earn more money?	**The dividers keep peaches from bruising, so Elena has more peaches to sell instead of throwing them away.**
2	Why was using his savings to make crates a risk for Theo?	**Theo paid to make the crates before he knew whether enough sellers would buy them.**
3	How did another maker's lighter crate affect Theo's business?	**It gave sellers another choice, so Theo asked what they liked and improved his design.**
4	Why do fruit sellers get to decide whether Theo's idea succeeds?	**Sellers choose whether the crates are worth buying. If too few buy them, Theo may not earn enough to cover his costs.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

At my neighborhood market, shoppers struggle to carry several bags home. I would start a business that rents small folding carts with a place to secure bags. Shoppers might pay to use a cart because it would make carrying purchases easier. My business could lose money if too few shoppers rent carts to cover the cost of buying them.

Accept other passage-based explanations of benefits, risk, and buyer choice. For Part 3, look for a distinct idea that meets the carrying need, a reason shoppers might pay, and a realistic business risk.