



About the Game

The **Market Set Go! game** immerses players in a dynamic farmers market setting where they build and manage stalls. Players make decisions that affect market attractiveness, product quality, customer satisfaction, and food safety.

Objective

Designed for adults working at farmers markets, this casual game teaches food safety best practices, covering the following content: **Personal hygiene, cleaning and sanitation, cross-contamination, temperature control, labeling and packaging, and food-borne illness.**

Market Set Go gameplay fosters:

- **Awareness of risks:** Players experience the potential hazards associated with different produce and products, and learn how food safety practices can reduce these risks.
- **Seeing connections:** Players explore the connection between safe food handling, product quality, and customer health.
- **Confidence and empowerment:** Players feel more capable of taking action toward food safety, realizing that these practices are both doable and valuable.
- **Behavioral change and curiosity:** Players may adopt safer food handling behaviors, apply practical controls, and be motivated to seek out additional food safety information.

Players build market stalls that include a variety of products:

Fresh Produce

- Leafy greens
- Tomatoes
- Strawberries
- Cantaloupe



Shelf-stable foods

- Strawberry jam
- Salsa
- Blueberry muffins
- Honey
- Dog biscuits



Prepared and/or refrigerated foods

- Kombucha
- Fruit salad
- Chocolate Cream Puffs
- Eggs
- Meat
- Guacamole

Additionally, players can also add scenery and stalls with **Arts and Crafts:** jewelry, music stage, face painting and balloons, clothes and flowers.

Gameplay Goal

Players build stalls, decorate them, and solve food safety problems to grow, profit and improve their farmers market by upgrading stalls' XP.

Building stalls costs money: Players earn **money by selling products** and spend money setting up new stalls or customizing them based on attractiveness points. Examples of stall options:

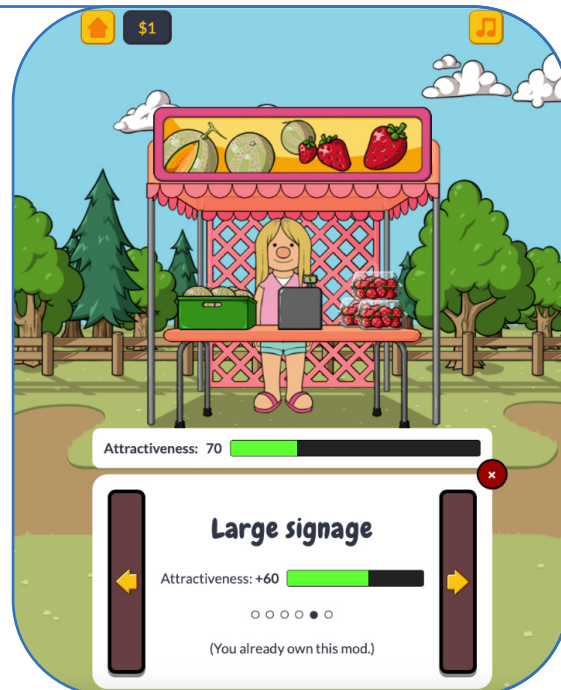
Stall	Price	Profit Per Customer
Tomatoes	\$30	\$4
Leafy Greens	\$30	\$4
Muffins and Honey	\$30	\$5-6

Decorate stalls to attract more customers: Initial attractiveness is zero and players can upgrade their stalls to increase attractiveness and consequently, make more money. Each upgrade has an attractiveness bonus. The more they upgrade their stalls, the more customers enjoy the market and tell their friends, leading to more customers.

Upgrades	Price	Attractiveness Points
Back Trellis	\$10	+10
Touchless Payments	\$30	+30
Fancy Tent	\$100	+100
Ruffled Table	\$30	+40
Large Signage	\$30	+60
Canopy Trim	\$10	+15

Solve customer reviews: As soon as the stalls start functioning, food safety alerts (shown as exclamation marks) appear for players to resolve. These alerts may come from customer complaints on stall food safety practices. Social media style customer reviews within the game make food safety consequences tangible and create mini-games for the players to solve.

Upgrading the stall: Players earn XP by completing mini-games and solving food safety problems from customer reviews. As stalls level up, they block problems, and at maximum XP they receive a food safety badge that keeps them safe.



Teaching Food Safety with Market Set Go!

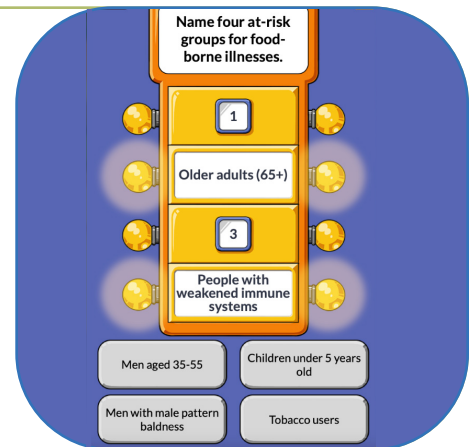
Part 1: Gameplay Introduction: 20 minutes

Part 2: Gameplay Enrichment: 20 minutes

Part 3: Reflection/Assessment: Approx. 20 minutes

Supplies

- Computers/laptops, tablets or phones (web browser-enabled)
- Optional: Demonstration items, for example handwashing materials



Preparing for the Lesson

1. Play the game yourself to understand mechanics and key food safety concepts (handwashing, cross-contamination, packaging, rules for pets, and cleaning and disinfecting).
2. Secure computers/laptops and verify the game runs smoothly.
3. Read the entire Teacher Guide and plan discussion questions.
4. Encourage learners to experiment with the game and make decisions on their own before explaining the rules.
5. Learners can take screenshots of stalls' setups to save their progress.
6. Encourage collaboration: participants may talk and share strategies during gameplay.



Part 1

Gameplay Introduction & Discussion Questions (20 minutes).

Focus: first impressions, awareness of risks, and stall basics.

1. Allow participants to play the game for 10 minutes. Focus on setting up their stall and experiencing at least one mini-game (e.g., handwashing or cross-contamination).
2. Pause gameplay and lead a discussion:
 - What products did you decide to sell first? Why?
 - Did you notice a customer review after your first few sales? What did it say?
 - How did the review help you improve your stall?
 - Did you check all the attractiveness options? How did they help with handling your stall?
 - How do your choices affect customer satisfaction and stall attractiveness?
 - How did the customers' bubbles guide your choices to build stalls?
3. Have a few participants project their market set up on the main screen and explain their stall handling and location decisions.
4. Continue gameplay for an additional 10 minutes.

Part 2

Gameplay Enrichment & Advanced Gameplay Questions (20 minutes)

Focus: deeper strategies, complex products, leadership, and lessons for real-world application.

Give players goals for this second round of play

Think about a strategy that will give you a good profit and a diverse market space

1. Play for 10 minutes, now focusing on more advanced scenarios to get your goal.
2. Discussion questions:
 - Which safety alert/mini game was the most challenging to resolve? Why?
 - How did negative reviews affect your choices the next round?
 - How do your choices in-game relate to what happens in a real market?
 - How can you increase your market profit?
 - How does the game's customer review system compare to feedback you've received in real life?
 - What practices do you already use at your stall that matched the "safe" responses in the game?
3. Continue gameplay for an additional 10 minutes.

Part 3

Reflection & Assessment (Approx. 20 minutes)

Use any of the following questions for final discussion or journal entries.

- What makes fresh produce, eggs, or meat more prone to contamination?
- Why is handwashing critical in a market setting?
- How can cross-contamination occur in a stall?
- How do rules about pets and sanitation influence safe handling?
- How does the game's customer review system compare to feedback you've received in real life?
- What practices do you already use at your stall that matched the "safe" responses in the game?
- What new practices did the game make you think about?
- What's one takeaway from the game that you could apply immediately in your own stall or market?

During group play, participants compare strategies, discuss challenges, and share insights about their choices.

Close the session pointing to the game website (**MarketSetGoGame.com**), where participants can find additional food safety resources and play the game again.