



## Weekly Discussion Questions 5/12/2025

[Manning, Jeff. "Cosmic Crisp." The Spokesman-Review, 11 May 2025, p. A1.](#)

### Classroom Discussion Questions College Level

**Agricultural Innovation and Public Institutions:** The Cosmic Crisp apple is the product of decades of research led by Washington State University. What does this example suggest about the role of public universities in driving innovation within agriculture and food systems? How should public benefit be weighed when taxpayer-funded research results in commercially successful products?

**Regional Identity and Economic Development:** The success of the Cosmic Crisp has contributed to Washington's identity as a leader in apple production. In what ways can regional branding and agricultural specialization influence economic development, job creation, and cultural pride? Are there potential downsides to such regional dependencies?

**Marketing, Consumer Psychology, and Food Choices:** The Cosmic Crisp's name, design, and rollout were carefully crafted to appeal to consumers. What role does marketing play in shaping our food choices, even with something as simple as an apple? Should there be more transparency or regulation in how agricultural products are marketed?

### Classroom Discussion Questions Grades 9-12

**Innovation in Agriculture:** The Cosmic Crisp apple was developed through years of research and testing to meet consumer demand for an apple that is both crisp and sweet. What does this process reveal about the role of innovation in agriculture, and how does it reflect broader trends in food science and marketing?

**Local Impact and Global Reach:** Washington State University played a key role in developing the Cosmic Crisp, and the apple has become a point of pride for Washington agriculture. How can local agricultural developments have national or even international impact, and why is that important for local economies?

**Consumer Preferences and Branding:** The Cosmic Crisp has a distinct name, appearance, and marketing strategy. How does branding influence consumer choices in the produce aisle, and what factors (e.g., taste, origin, sustainability) should guide purchasing decisions?

### **Classroom Discussion Questions Grades 6-8**

**Creating a New Apple:** The Cosmic Crisp apple was made by scientists who wanted to grow an apple that tasted good and stayed fresh. Why do you think it's important to invent new kinds of fruits or foods? What are some challenges that might come with it?

**Washington's Special Apple:** The Cosmic Crisp was created in Washington and has become popular across the country. How can something made in your state become important to people in other places? Why is that good for Washington?

**Choosing What We Eat:** The Cosmic Crisp has a cool name and packaging to help it stand out. When you're shopping or picking out fruit, what helps you decide what to choose? Is it taste, how it looks, where it's from, or something else?

### **Classroom Discussion Questions Grades 1-5**

**A Brand-New Apple:** Scientists made a new kind of apple called the Cosmic Crisp. Why do you think they wanted to make a new apple? What would your perfect apple be like?

**Grown in Washington:** The Cosmic Crisp apple was made in Washington State. How does it feel to know something from your state is sold in stores all over the country? Why do you think that's exciting?

**Picking Apples:** When you pick out fruit like apples, what do you look for? Is it the color, the name, how it tastes, or something else?