



SOUTH DAKOTA STATE
UNIVERSITY EXTENSION



Consumer Decision Making (CDM) Event Overview 2026



Event Overview

The Consumer Decision Making (CDM) Contest is an opportunity for youth to demonstrate their ability to make sound purchasing decisions. The contest is a judging experience where youth are given a situation and 4 options. After assessing the scenario, they must then place the options in order from best to worst.

Event Date, Time, and Location

The event will be held on Sunday of the South Dakota State Fair in the Nordby Exhibit Hall on the South Dakota State Fairgrounds, Huron, S.D. The event will take place from 8 a.m. to 1:30 p.m. Individuals may participate in the CDM Contest at any time during the posted hours of the contest. Check-in for CDM Contest ends at 12:45 p.m., 45 minutes before the end of the contest.

Rules and Regulations

- Youth are limited to one entry for the CDM Contest.
- 4-H youth participating in the Consumer Decision Making Contest must register in FairEntry by Aug. 1 at 11:59 p.m.
- Each county may send unlimited individuals in each age division.
- Participants will be permitted into the contest in order of arrival as space allows. Be advised, participants may have to wait to enter the contest if a large number of participants arrive at the same time.
- A reader will be available during the contest. Participants must inform contest staff during check-in if they need a reader.
- Contestants will use a scan sheet to mark their answers.

The classes to be completed:

- Beginners will judge two classes and have one set of check-type questions.
- Juniors will judge four classes and have two sets of check-type questions.
- Seniors will judge six classes and give two sets of oral reasons.

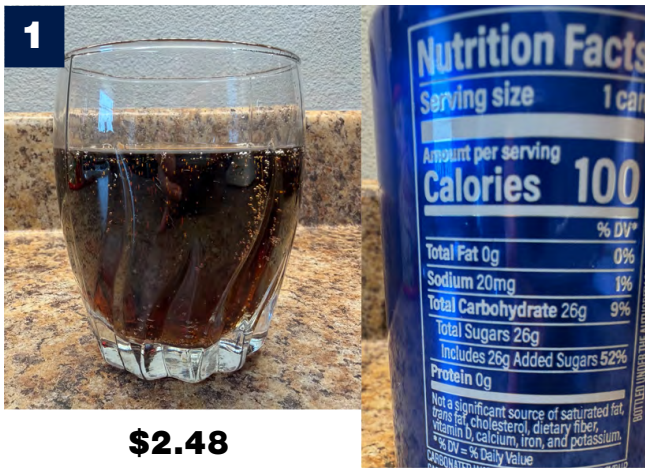
Judging classes will be chosen from the categories listed in the National Championship Consumer Decision Making study guide. The study guide may be accessed at <https://texas4-h.tamu.edu/events/fcs/>.

Scenario

Here is a sample judging class for practice. Youth must determine the order of these 4 items from best to worst. For this particular class, consider the caffeineation, sugar content and price.

Teagan goes out for lunch with her family. She wants to choose a beverage low in sugar and she avoids drinking caffeine. Her parents want her to keep her choice under \$2.25.

1. Caffeinated Pop
2. Chocolate Milk
3. Apple Juice
4. Water



4-2-3-1

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MC-04183