

Name: _____

Aligned to the following standards:
CS.05; FFA.PL-A; FFA.PL-C; FFA.PL-E; FFA.PL-F; FFA.PG-I; FFA.PG-J; FFA.CS-M; FFA.CS-N; AG5; AGC09.02; CCSS.ELA.RI.9-10.4; CCSS.ELA.W.9-10.2; CCSS.ELA.SL.9-10.1; CCSS.ELA.WHST.9.10.4; CRP.02; CRP.04; CRP.07; CRP.08; CRP.10; CRP.11

AFNR Value Chain Choice Board

DIRECTIONS:

You will explore the Agriculture, Food and Natural Resources (AFNR) Value Chain (FFA.org/value-chain/) to complete the tasks listed below. Some tasks will take longer than others, but you can complete them in *any order you choose*. Your due date for completion of this board is _____. Shade or color in each block below as you complete it. The board is worth a total of 100 points. The maximum point value for each activity is at the bottom of each block.

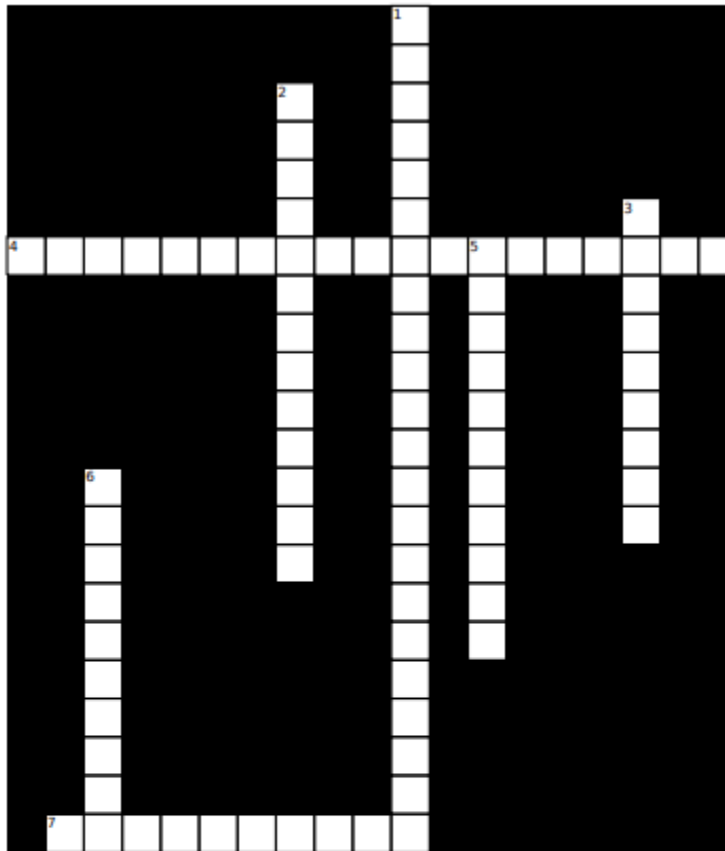
Remember/ Understand	Complete the AFNR Value Chain Crossword found in Appendix 1. 5 points	Read/look through the different careers, SAEs, descriptions and images. Cut out each career, SAE, description and image and glue them in the appropriate column and row. Use Appendix 4. 5 points	Identify another agricultural company that could be featured for each step in the AFNR Value Chain. Use AgExplorer.ffa.org to help. Research & Development: Pre-Production: _____ Production: _____ Supply Chain: _____ End Product: _____ Sales, Service & Support: _____ Consumers: _____ 5 points	Create a social media post for each step in the value chain. Use Appendix 5. 5 points
Apply/Analyze/ Evaluate	Select a current event from one of the steps in the AFNR Value Chain. Describe in one to two paragraphs how that current event impacts the agriculture industry and, more specifically, each step in the AFNR Value Chain. 5 points	Develop an acrostic poem to describe the AFNR Value Chain. Use Appendix 3. 10 points	Select a product and describe its process/development throughout each step in the AFNR value chain. 5 points	Develop a career profile page for a career of your choice from <u>each</u> step in the AFNR Value Chain. (There should be seven profile pages.) Use Appendix 6. 10 points
Create	Design a bulletin board or sign that could be displayed in your school lunchroom for all students to see and learn about the AFNR Value Chain. 10 points	Write a two-paragraph news release/article about the role of each step in the AFNR Value Chain and its impact on the economy. Use Appendix 2 to complete this activity. 10 points	Develop a brochure to educate others about the AFNR Value Chain. Use Appendix 7. 10 points	Develop and record a television commercial that informs the public about the following: 1. What the AFNR Value Chain entails. 2. Each step in the chain (described in your own words). 3. Why they should care about the value chain. 4. A specific product of your choice and how it moves through the value chain. 20 points

Name: _____

Appendix 1: AFNR Value Chain Crossword

DIRECTIONS:

Complete the crossword below after reviewing the different steps in the AFNR Value Chain.



- Down
- 1 After determining trends in consumer preferences, labs create innovative new processes, products and solutions to solve problems.
- 2 Inputs like seed, machinery and data analysis are just some of the things needed to carry out the duties of the rest of the chain.
- 3 Finally, products at the end of the chain are ready for consumption.
- 5 Someone needs to turn raw materials into products and get them to consumers.
- 6 Here, the raw materials needed for end products are produced.

Appendix 2: Extra, Extra! Read All About It!

Write a two-paragraph news release/article about the role of each step in the AFNR Value Chain and its impact on the economy. Use the tips below to help you construct your article/news release.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

TIPS for a successful article:

1. Address the who, what, when, where and why.
2. Start off with a catchy first sentence.
3. Quote important information.
4. Be straightforward.
5. Use appropriate/correct vocabulary.

Name: _____

Appendix 3: Acrostic Poem

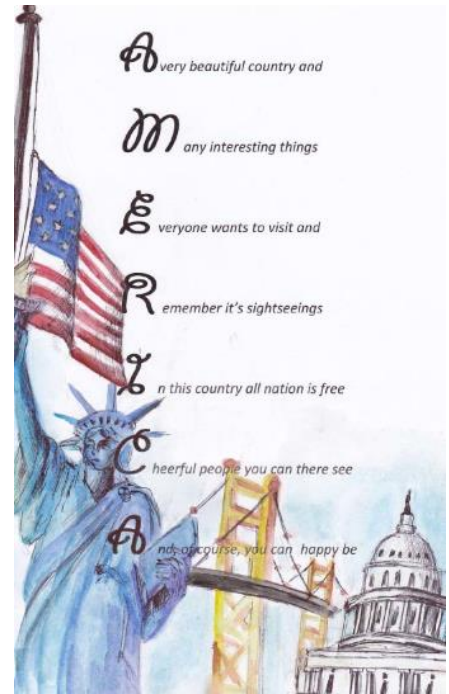
DIRECTIONS:

An acrostic poem is a poem that uses the letters in a word to represent the first letter of the first word in a sentence. Create an acrostic poem about the AFNR Value Chain using the letters in "value chain."

V
A
L
U
E

C
H
A
I
N

Example of an acrostic poem:



Name: _____

Appendix 4: Putting All the Pieces Together

DIRECTIONS:

Read and look through the different careers, SAEs, descriptions and images used for each part of the AFNR Value Chain. Cut out each career, SAE, description and image found below. Glue the pieces into the appropriate column and row in the chart on the next page to indicate the step in the AFNR Value Chain that the picture, description, SAE or career best matches. Use AgExplorer.ffa.org to help guide your choices.

Careers

Agriculture Journalist	Stock Specialist	Florist	Design Engineer	Packaging Engineer	Carcass Merchandiser	Row Crop Producer
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SAE

Evaluate factors that influence gene expression	Working in a grain facility bagging and placing bags on pallets	Work for and/or operate a wild bird processing service	Treating seed for planting	Preparing eating/nutrition plans for clients	Selling animal health products to consumers	Raise Christmas trees
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Description

Someone needs to turn raw materials into products and get them into consumers' hands.	Finally, products at the end of the chain are ready for consumption.	After determining trends in consumer preferences, research and development labs create innovative new processes, products and solutions to solve problems.	When the end product of food, fuel, fiber, lumber or pharmaceuticals is ready, it is stocked for public use.	Advertising and marketing are used to inform consumers of their purchase options and lead them to stores.	Here, the raw materials needed for end products are produced. Crops are grown, livestock is raised, oil is drilled and coal is mined.	Inputs like seed, machinery and data analysis are just some of the things needed to carry out the duties of the rest of the chain.
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Picture Symbol from Value Chain



Name: _____

Step in Value Chain	Career	SAE	Description	Picture Symbol from Value Chain
Research & Development				
Pre-Production				
Production				
Supply Chain				
End Product				
Sales, Service and Support				
Consumers				

Name: _____

Appendix 5: Social Media

DIRECTIONS:

Create a social media campaign for the AFNR Value Chain to get other students excited and interested in agriculture. Create a Snapchat filter, Facebook post and Instagram announcement for each step in the AFNR Value Chain.

Snapchat



Facebook

Picture



Instagram



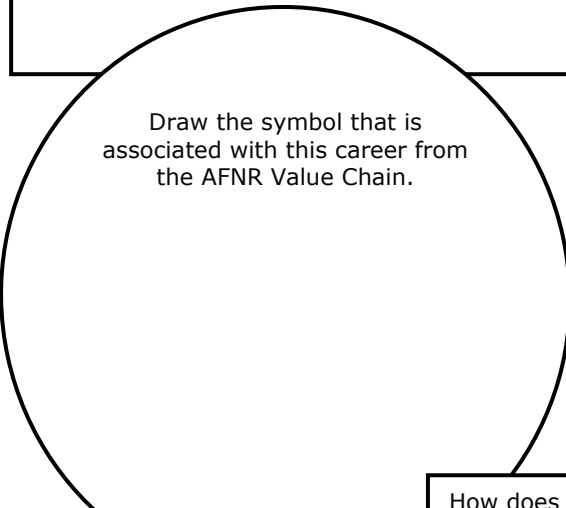
Name: _____

Appendix 6: Career Profiling

DIRECTIONS:

Use AgExplorer.ffa.org to explore different careers, and select one career that would fall within each step in the AFNR Value Chain. Create a career profile page for each career using the template below. In the end you should have seven career profile pages.

Name of Career:		Career Focus Area:
Career Photo		



Draw the symbol that is associated with this career from the AFNR Value Chain.

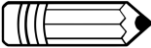
What kind of education is required for this career?

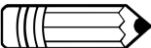
Identify three other careers this career would work well with.

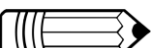
- 1.
- 2.
- 3.

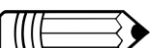
How does this career work within this step in the AFNR Value Chain?

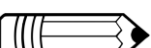
Basic Information: (Where do I work? What companies could I work for/with?)











Name: _____

Appendix 7: Advertise It!

DIRECTIONS:

Develop a brochure that could be used to educate others about the AFNR Value Chain. Use paper and fold it in a trifold shape or use an online resource. The following are requirements for your brochure:

1. Should be colorful
2. Includes pictures
3. Provides accurate descriptions of the different parts of the AFNR Value Chain
4. Explains the importance of the AFNR Value Chain
5. Has a slogan for each part of the Value Chain
6. Gives examples for each part of the Value Chain
7. Includes careers associated with each part of the Value Chain (Tip: AgExplorer.com is a great resource!)
8. Explains why the Value Chain is important so we can have the things we need

If you are interested in creating a digital brochure, here are some options to consider:

- Canva.com (free but requires an account)
- Microsoft Publisher
- Microsoft PowerPoint
- Keynote
- Microsoft Word (<https://www.goskills.com/Microsoft-Office/Articles/How-to-make-a-brochure-in-Microsoft-Word>)



Name: _____

Rubric: AFNR Value Chain Choice Board

5 POINT TASKS		
Criteria	Points Available	Points Received
Work shows understanding and knowledge of the topic.	2	
Work shows good effort and is of high quality.	1	
Student followed all instructions for the task.	1	
Work was turned in on time.	1	
Total		

10 POINT TASKS		
Criteria	Points Available	Points Received
Work shows understanding and knowledge of the topic.	4	
Work shows good effort and is of high quality.	2	
Student followed all instructions for the task.	2	
Work was turned in on time.	2	
Total		

20 POINT TASKS			
Criteria	Below Average (0–1 points)	Average (2–3 points)	Above Average (4–5 points)
Knowledge	Work shows little to no understanding of the topic.	Work shows some understanding of the topic.	Work shows excellent understanding of the topic.
Quality	Work is very low quality with little evidence of effort.	Work shows some effort and is mostly neat.	Work shows excellent effort and is of high quality.
Instructions	Student did not follow instructions for the task.	Student followed some of the instructions.	Student followed all instructions for the task.
Timeliness	Work was submitted more than one day late.	Work was one day late.	Work was submitted on time.
Total			