



Lesson Plan

Food Trends and Connecting Consumers

Created: 12/2015 by the National FFA Organization

STUDENT LEARNING OBJECTIVES

After completing these activities students will...

1. Understand the importance of consumer trends.
2. Define reasons for consumer trends.
3. Utilize consumer trends to better advocate for agriculture.

TIME REQUIRED: 45 minutes

RESOURCES: FFA.org

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "Food Trends and Connecting Consumers" worksheet for each student.

THIS QUICK LESSON PLAN WOULD WORK WELL AS:

1. Supplement to a food science curriculum
2. Supplement to a agriculture communications or agriculture sales curriculum
3. Supplement to an agribusiness course

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

AFNR Performance Element

- CS.01. Analyze how issues, trends, technologies and public policies impact systems in the Agriculture, Food & Natural Resources Career Cluster
- CS.02. Evaluate the nature and scope of the Agriculture, Food & Natural Resources Career Cluster and the role of agriculture, food and natural resources (AFNR) in society and the economy.

FFA Precept

- FFA.PG-J.Mental Growth: Embrace cognitive and intellectual development relative to reasoning, thinking and coping
- FFA.CS-M.Communication: Effectively interact with others in personal and professional settings.
- FFA.CS-N.Decision Making: Analyze a situation and execute an appropriate course of action.

Common Career Technical Core

- AG1 Analyze how issues, trends, technologies and public policies impact systems in the Agriculture, Food & Natural Resources Career Cluster.

Common Core- Reading: Informational Text

- CCSS.ELA-Literacy.RI.9-10.3 Analyze how the author unfolds an analysis or series of ideas or events, including the order in which the points are made, how they are introduced and developed, and the connections that are drawn between them.

Common Core- Writing

- CCSS.ELA-Literacy.W.9-10.1 Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

Common Core- Literacy in Science & Technical Subjects: Writing

- CCSS.ELA-Literacy.WHST.9.10.1 Write arguments focused on discipline-specific content

Common Core- Math Practices

- CCSS.MP1: Make sense of problems and persevere in solving them.
- CCSS.MP3: Construct viable arguments and critique the reasoning of others.
- CCSS.MP6: Attend to precision.

AFNR Career Ready Practices

- CRP 02. Apply appropriate academic and technical skills. Career-ready individuals readily access and use the knowledge and skills acquired through experience and education to be more productive.
- CRP.08. Utilize critical thinking to make sense of problems and persevere in solving them. Career-ready individuals readily recognize problems in the workplace, understand the nature of the problem, and devise effective plans to solve the problem.

NAME: _____

Partnership for 21st Century Skills

- Communication
- Critical Thinking and Problem Solving
- Social and Cross-cultural Skills
- Think Creatively

LESSON PLAN:

1. *Introduction:* Food trends defined by the buying habits of consumers are ever changing and more rapidly so in our current information age. The *C Magazine* article "7 Food Trends to Watch" we will explore current food trends and how they are impacting the production, processing and marketing of agriculture's end product. Students will describe their understanding of these trends and ideate around how to use this knowledge to advocate for agriculture.
2. *Activity:* Each student needs a copy of the handout "Food Trends and Connecting Consumers."
 - a. Have each student read "7 Food Trends to Watch."
 - b. Each student should answer worksheet questions.
 - c. For the reflection, have students work together to brainstorm ideas.
3. *Follow-up:*
 - a. Have students share other food trends that they have noticed.
 - b. If students support or participate in any of the published or verbally shared food trends, have them share or debate why these trends exist. Have them consider alternatives to trends to broaden their perspective.
4. *Level-up:*

For advanced students:

- a. Have them read additional information about food trends on the International Food Technologists website at <http://www.ift.org/food-technology/past-issues/2015/april/features/the-top-ten-food-trends.aspx?page=viewall>
- b. Have these students conduct their own consumer/food trend research (quantitative and qualitative). This may include survey of peers or community members at the local grocery store.
- c. Have the students research and compare current food trends with food trends of the past. Be sure they are considering the scientific merit of all food trends discussed.

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Food Trends and Connecting Consumers

DIRECTIONS:

Read through the *C Magazine* article "7 Food Trends to Watch."

1. Super Snacking



In your own words, explain this trend.

What are the three "positives" consumers want?

_____/_____/_____

What are the four "negatives" consumers don't want?

_____/_____/_____/_____

Snacks represent _____ % of all eating occasions.

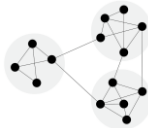
2. Changing Protein Sources



In your own words, explain this trend.

_____ % of consumers are seeking vegetarian sources of protein.

3. The Millennial Mindset



In your own words, explain this trend.

While millennials have less / more **disposable income** than their predecessors, they will pay less / more **for foods** they feel good about. (Circle the Correct adverb.)

4. Authentic, Bold, Global Flavors



In your own words, explain this trend.

Aligned to the following standards: CS.01, CS.02, FFA.PG-J., FFA.CS-M., FFA.CS-N., AG1, CCSS.ELA-Literacy.RI.9-10.3, CCSS.ELA-Literacy.W.9-10.1, CCSS.ELA-Literacy.WHST.9.10.1, CCSS.MP1, CCSS.MP3, CCSS.MP6, CRP 02, CRP.08

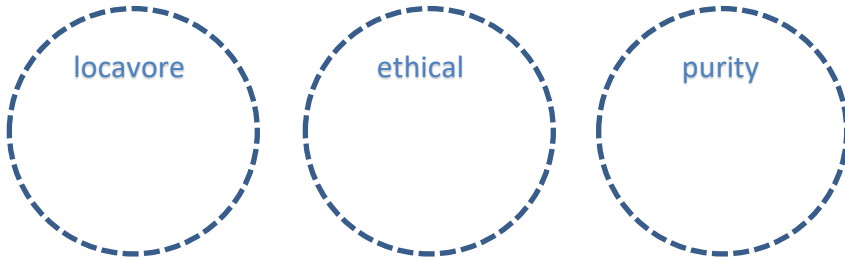
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5. Enlightened Eating



In your own words, explain this trend.

Write the trend descriptors from the answer key in the appropriate circle based on what you learned in the article.



Farmers market	Simple
Organic	Ethical
Sustainable	Clean energy
Fresh	GMO free
Raw	Hormone free
Local	Pesticide free

6. Transparency and Values



In your own words, explain this trend.

_____ % of Twitter users are millennials. Some chefs have more than _____ million Twitter followers.

_____ % of daily Pinterest users are millennials.

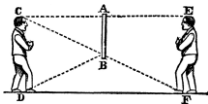
_____ % of active Instagram users are millennials and _____ million photographs are tagged with #_____.

7. Positive Health Attributes



In your own words, explain this trend.

Reflection



As a student how many and which of these trends do you identify with?

How can you use this information to advocate for agriculture?