



NATIONAL AG WEEK EDUCATIONAL RESOURCES

The following resources will help to engage your students in National Ag Week:

Table of Contents

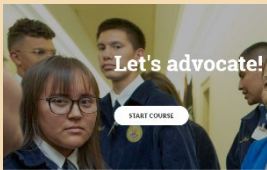
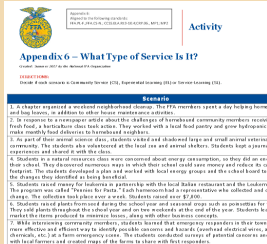
- [Monday, March 22 – Community Service and Advocacy](#)
 - Advocacy Modules and Experience Guides
 - Appendix 6: What Type of Service
 - Taylor and Keegan Smith – SAE: Happy Souls Socks
- [Tuesday, March 23 – Government and Policy Day](#)
 - Advocacy Modules and Experience Guides
 - Sample Phone Call
- [Wednesday, March 24 – Literacy Day](#)
 - Advocacy Modules and Experience Guides
 - Food for America
 - U.S. Poultry and Egg Curriculum
- [Thursday, March 25 – Advocacy Day](#)
 - Advocacy – Addressing Misconceptions
 - Advocacy – My Ag Story
 - Advocacy Modules and Experience Guides
 - Appendix 5: How to #SpeakAg with Consumers
 - Advocate for Anything Student Workshop and Reflection Guide
- [Friday, March 26 – An Application Based on Advocacy?](#)
 - Advocacy Modules and Experience Guides
 - Advocacy – Building an Advocacy Plan: Complete



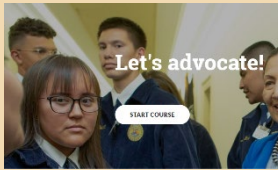
MERCK
Animal Health



Monday, March 22 – Community Service and Advocacy

Resource	Picture	What is it?	Location
Advocacy Modules and Experience Guides		The Agricultural Literacy and Advocacy Model consists of four steps: plan, develop, do and reflect. These modules introduce students to the concept of advocating to four key target audiences: peers, the community, elected officials and elementary students. Each accompanying experience guides students through the planning and execution of an activity and event.	https://www.ffa.org/advocacy-experience/
Appendix 6: What Type of Service?		Students will explore different types of service-learning.	https://ffa.box.com/s/4dpc19uapwan006yk79ima4wywh84eqc (pg. 14)
Taylor and Keegan Smith – SAE: Happy Souls Socks		Taylor and Keegan Smith's supervised agricultural experience (SAE) is Happy Soul Socks Ministry and is in the service-learning area. Learn how their desire to do something good in their community turned into an SAE.	PDF: https://ffa.box.com/s/8qnk9djpmmnsol8s7u7a890w4w49mgn DOC: https://ffa.box.com/s/heqjhqpf35yq7qtrv9cyarlp42687ma

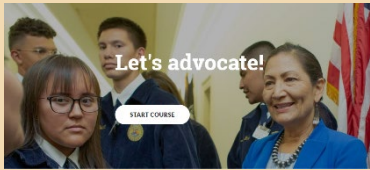
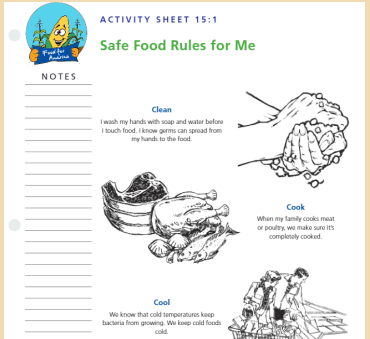
Tuesday, March 23 – Government and Policy Day

Resource	Picture	What is it?	Location
Advocacy Modules and Experience Guides		The Agricultural Literacy and Advocacy Model consists of four steps: plan, develop, do and reflect. These modules introduce students to the concept of advocating to four key target audiences: peers, the community, elected officials and elementary students. Each accompanying experience guides students	https://www.ffa.org/advocacy-experience/



		through the planning and execution of an activity and event.	
Sample Phone Call	"Person answers phone" Hello, thank you for calling Senator _____ office. How may I help you today? Hi, my name is _____ and I'm calling from the _____ FFA chapter. legislative assistant available to take a brief call? One moment, please. I will transfer you to them now. "Call gets transferred to the agriculture legislative assistant and they" Hi, this is John Smith and I handle agriculture for the Senator. How may I help y Hi, my name is _____ and I'm calling from the _____ FFA chapter. let you know the importance of FFA and the impact it makes on our local commu That's great. Would you mind telling me what FFA is? FFA is a national organization made up of 650,000 agricultural education students Puerto Rico, and the Virgin Islands. We focus on developing our potential for personal growth and career success through agricultural education. As FFA members opportunity to participate in Career Development Events that range from livestock. We can also participate in the agriculture fair where we focus on the science behind food level, we make a difference in our communities through numerous communi It sounds like you stay pretty busy. What is your personal involvement with FFA? "Share your personal FFA experiences"	Not able to meet your officials in person? Have students use this template to share concerns.	https://ffa.box.com/s/kp9k70537bfvj8kic0vsstdxrlqlnvmg

Wednesday, March 24 – Literacy Day

Resource	Picture	What is it?	Location
Advocacy Modules and Experience Guides		The Agricultural Literacy and Advocacy Model consists of four steps: plan, develop, do and reflect. These modules introduce students to the concept of advocating to four key target audiences: peers, the community, elected officials and elementary students. Each accompanying experience guides students through the planning and execution of an activity and event.	https://www.ffa.org/advocacy-experience/
Food for America		Food for America is an educational program focusing on agricultural literacy in elementary schools and communities.	https://ffa.box.com/s/xggyk5onzu363amgtk9f92w4cq1lwtmu



NAME: _____

Assigned to the following student(s): _____

© 2015 Pearson Education, Inc. or its affiliate(s). All rights reserved. This publication is protected by copyright. Permission is granted to reproduce this document for personal or internal use, not for redistribution. For more information, contact Pearson Education, Inc., 501 Boylston Street, Boston, MA 02116. Tel: 617-671-3447. Fax: 617-671-3447. Email: permissions@pearson.com

Vertical Integration Video Sheet

000773000

While watching the "45 Minutes: Vertical Integration" video (<https://vimeo.com/104875478-22a>), answer the questions below.



What do a small town business owner from Georgia do during the Great Depression that had a major impact on the poultry industry?



What is vertical integration?

Why is vertical integration positive for the consumer?

Why is vertical integration positive for the producer?



© 2015 Pearson Education, Inc. or its affiliate(s). All rights reserved. This publication is protected by copyright. Permission is granted to reproduce this document for personal or internal use, not for redistribution. For more information, contact Pearson Education, Inc., 501 Boylston Street, Boston, MA 02116. Tel: 617-671-3447. Fax: 617-671-3447. Email: permissions@pearson.com

In addition to the lessons, we have also developed a companion guide that your students can use to teach elementary students in your community about the poultry and egg industry.

Resource	Picture	What is it?	Location
Advocacy – Addressing Misconceptions	NOTE: _____ Addressing Misconceptions in Agriculture DIRECTIONS: Copy the Addressing Misconceptions release at http://www.audubon.org/resources/addressing-misconceptions. Share 2 facts about what you learned for each question. <i>The Relationship between Agriculture and the Environment</i> Do you see global warming? Do farmers use more or less land now, compared to the past?	Students will identify common misconceptions in agriculture and understand the interrelationship between agriculture and other parts of our society.	PDF: https://ffa.box.com/s/d4qsmmm8ecde9p0xo5yje2uzp30d7wte DOC: https://ffa.box.com/s/lcxyvvyq69ryujgvb6yyfcc8ydu10shs



Advocacy – My Ag Story

NAME: _____

#MyAgStory

DIRECTIONS:
Watch the video #myagstory at <https://www.youtube.com/watch?v=18228708>
Use the video to find answers to factual questions.
How many monthly active users does each social media site have?

Tumblr	Instagram	Facebook	Snapchat



If you had the attention of all of these social media users simultaneously for 1 minute, what would you tell them about agriculture?



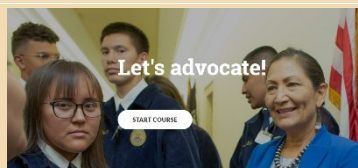
Reflect 

Students will identify ways to advocate with the tools they already have concisely.

PDF:
<https://ffa.box.com/s/41lqtcsujr0ssbarmjhnbibfqtp9lrko>

DOC:
<https://ffa.box.com/s/uji8akq9lq966i2hgbadxf9662sj3hzhf>

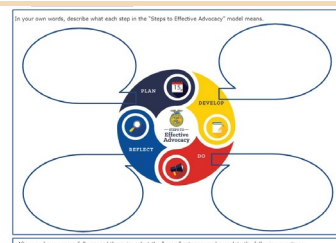
Advocacy Modules and Experience Guides



The Agricultural Literacy and Advocacy Model consists of four steps: plan, develop, do and reflect. These modules introduce students to the concept of advocating to four key target audiences: peers, the community, elected officials and elementary students. Each accompanying experience guides students through the planning and execution of an activity and event.

<https://www.ffa.org/advocacy-experience/>

Appendix 5: How to #SpeakAg with Consumers



Understanding consumers and where they get information about agriculture is critical, but we also need to know how we can best share accurate information. Discover how we can educate the public in a world that is full of information.

<https://ffa.box.com/s/w609xkq65rd2d49l8vf55t34xwvduu2f>

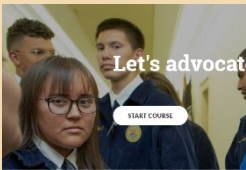
Advocate for Anything Student Workshop and Reflection Guide

Often we consider "advocacy" to be a term reserved for lobbyists or social media influencers. In reality, if we follow four simple steps, we can learn to advocate for anything effectively. In this workshop, we'll see how advocacy can be used to create change for an entire industry or simply convince parents to let you have a sleepover.

Video:
Reflection Guide:



Friday, March 26 – An Application Based on Advocacy?

Resource	Picture	What is it?	Location
Advocacy Modules and Experience Guides		The Agricultural Literacy and Advocacy Model consists of four steps: plan, develop, do and reflect. These modules introduce students to the concept of advocating to four key target audiences: peers, the community, elected officials and elementary students. Each accompanying experience guides students through the planning and execution of an activity and event.	https://www.ffa.org/advocacy-experience/
Advocacy – Building an Advocacy Plan: Complete			https://ffa.box.com/s/ik47prxudl0bhvxthvhj4t00mwwqcb6i

