

Appendix 11: Informing the Public

Directions:

You work for Darling Ingredients. You are expected to create an infographic that depicts the food waste problems we have here in the United States. Your boss wants to display this infographic on the company's website and social media platforms. Read the memo from your boss below for additional instructions.

To: All Agricultural Education Students
From: **(Teacher's name here)**, Darling Ingredients CEO
Date: (Use current date of project)
Subject: Food Waste Infographic Project

Dear Employee,

I have another project for you! We really want to educate American society about our food waste problems and how we here at Darling Ingredients can help resolve these problems. The board of trustees has decided to use infographics to display this information. We're hoping you can help us create a detailed infographic on food waste and the rendering process. Utilize the *Green Paper: Gatekeepers of the Food Chain* <https://ffa.app.box.com/folder/167842846537> to develop the content of your infographic. Here's some information that **must** be included:

- Five statistics or facts about food waste in America
- Five statistics or facts about roles of the gatekeepers
- One graph or chart
- Concise statement on the impact Darling has through rendering
- Two pictures
- Darling Ingredients logo

If this information isn't included, then you won't be getting paid (or a grade). You **MUST** cite all your sources at the bottom of your infographic to get paid. Citations should use APA style. This infographic will be displayed on our website, on our social media platforms and in other literacy publications. So, it must be professional. Grammar, spelling and citations matter. Please see the attached document for more information about my expectations.

Suggested websites to help create your infographic:

- Canva, <https://www.canva.com/>
- Venngage, <https://venngage.com/templates/infographics>

If you have any questions, let me know.

Thanks,

Darling Ingredients CEO

Rubric for Infographic

	A	B	C	D
Information	Detailed information from multiple sources including all required information from the checklist	Detailed information from one source including all required information from the checklist	Information from one or more sources lacking in detail All items from the checklist are included; however, some information is vague.	Missing information from checklist Information contradicts other information and/or is incorrect.
Visuals	All visuals are cited. Captions are present where needed. Visuals support the infographic and are appealing. A clear color scheme was chosen that attracts the viewer. There is great attention to arrangement and font.	Visuals are cited. Visuals support the infographic and are generally appealing. A color scheme was chosen	Visuals somewhat support the information. The color scheme, font and/or arrangement is messy and unorganized.	Color scheme is random, and applicable visuals are lacking.
Professionalism	All information is cited in APA style with correct formatting. No grammar/spelling errors	All information is cited in APA style with mostly correct formatting. Very few grammar errors	Information is cited with some errors. Some grammar/spelling errors are present.	Multiple errors Citation was attempted; however, key information is missing.