



Lesson Plan

Check Us Out!

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STUDENT LEARNING OBJECTIVES

After completing these activities students will...

1. Discover what Zoetis and Cargill do as companies.
2. Explain how Zoetis and Cargill impact the agriculture industry.
3. Create and deliver a presentation about Zoetis or Cargill.

TIME REQUIRED: 30 minutes

RESOURCES:

1. FFA.org
2. Video –: Zoetis <https://youtu.be/g7FuDeOpSUY>
3. Video – This is Cargill <https://vimeo.com/164110021>

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "Get to Know Zoetis" and "Get to Know Cargill" worksheets for each student.
2. Internet access to play the video in real time or embed it in a PowerPoint ahead of time.
3. Internet access for students.

THIS QUICK LESSON PLAN WOULD WORK WELL AS:

1. As a portion of a careers unit.
2. As a portion of an agriculture companies lesson/unit.

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

FFA Precept

- FFA.PL-A. Action: Assume responsibility for life and take the necessary steps to achieve the desired results, no matter what the goal or task at hand.
- FFA.PL-C. Vision: Visualize the future and how to get there.
- FFA.PL-E. Awareness: Understanding where you are with regard to personal vision, mission, and goals.
- FFA.PL-F. Continuous Improvement: Accept responsibility for learning and personal growth.
- FFA.CS-M. Communication: Effectively interact with others in personal and professional settings.

AFNR Cluster Skills

- 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, and Natural Resources Career Cluster and the role of agriculture, food, and natural resources (AFNR) in society and the economy.
- CS.05. Describe career opportunities and means to achieve those opportunities in each of the Agriculture, Food & Natural Resources career pathways.

Common Core- Speaking and Listening

- CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

AFNR Career Ready Practices

- CRP.04. Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.

Partnership for 21st Century Skills

- Communication
- Information Literacy
- Collaboration

LESSON PLAN:

1. *Introduction:* To gauge the knowledge level of students ask them the following questions: "How many of you have heard of Zoetis/Cargill?" (Have the students raise their hands to answer). "What do you know about them?" Record the answers on the board as students share. Keep the list as you will refer back to it during the discussion.
2. *Activity:*
 - a. Show the videos *Zoetis* and *This is Cargill*. The direct URL is <https://youtu.be/g7FuDeOpSUY> and <https://vimeo.com/164110021>.
 - i. Each student will need a copy of the handouts "Get to Know Zoetis" and "Get to Know Cargill." They will record their answers while watching the videos.
3. *Follow-up:* At the completion of the video have the students share what they learned about the two companies. After the discussion, refer back to the list that was created on the board. See if there is anything you can add to that list after watching the videos.
4. *Leveling Up:* To take this lesson one step further have students choose one of the companies to learn more about. Have the students create a short (3-5 minute) presentation to present to the class on what they discovered.

NAME: _____

Get to Know Zoetis

DIRECTIONS:

Watch the video *Zoetis*. Use this page to record your answers while watching the video.

1. Identify



things you learned about Zoetis in this video.

2. Identify



things you found interesting.

3. How and why does Zoetis support their customers?

4. Zoetis employs _____ employees to reach customers in over _____ countries.



5. Zoetis is the global leader in _____.

Aligned to the following standards:
FFA.PL-A; FFA.PL-C; FFA.PL-E; FFA.PL-F; FFA.CS-M;
CS.01; CS.02; CS.05; CCSS.SL.9-10.1; CRP.04

KEY: Get to Know Zoetis

DIRECTIONS:

Watch the video *Zoetis*. Use this page to record your answers while watching the video.

1. Identify



things you learned about Zoetis in this video.

The answers will vary

2. Identify



things you found interesting.

The answers will vary

3. How and why does Zoetis support their customers?

Zoetis supports their customers by providing products that keep their animals healthy. They do this because without the customers there wouldn't been any business. (this answer could vary)

4. Zoetis employs 10,000 employees to reach customers in over 120 countries.



5. Zoetis is the global leader in Animal Health.

Get to Know Cargill

Aligned to the following standards:
FFA.PL-A; FFA.PL-C; FFA.PL-E; FFA.PL-F; FFA.CS-M;
CS.01; CS.02; CS.05; CCSS.SL.9-10.1; CRP.04

DIRECTIONS:

Watch the video *This is Cargill*. Use this page to record your answers while watching the video.

1. Identify



things you learned about Cargill in this video.

2. Identify



things you found interesting.

3. What industries does Cargill impact?

4. Cargill employs _____ employees to reach customers in over _____ countries.



Aligned to the following standards:
FFA.PL-A; FFA.PL-C; FFA.PL-E; FFA.PL-F; FFA.CS-M;
CS.01; CS.02; CS.05; CCSS.SL.9-10.1; CRP.04

KEY: Get to Know Cargill

DIRECTIONS:

Watch the video *This is Cargill*. Use this page to record your answers while watching the video.

1. Identify



things you learned about Cargill in this video.

The answers will vary

2. Identify



things you found interesting.

The answers will vary

3. What industries does Cargill impact?

Agriculture, food, industrial and finance

4. Cargill employs 140,000 employees to reach customers in over 65 countries.



Aligned to the following standards:
FFA.PL-A; FFA.PL-C; FFA.PL-E; FFA.PL-F; FFA.CS-M;
CS.01; CS.02; CS.05; CCSS.SL.9-10.1; CRP.04