



Lesson Plan

Label It!

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STUDENT LEARNING OBJECTIVES:

After completing these activities students will...

1. Identify current poultry labeling techniques to appeal to consumers.
2. Identify federal regulations regarding what is allowed on poultry labels.
3. Understand practices to raise poultry in relation to misleading labels.

TIME REQUIRED: 45 minutes

RESOURCES:

1. FFA.org
2. Video— "A Look at Poultry Packaging Labels," <https://youtu.be/8OTfwlQGELE>
3. Website — "USDA Food Safety and Inspection Service," <https://www.fsis.usda.gov/wps/portal/fsis/topics/regulatory-compliance/labeling/labeling-policies/basics-of-labeling/basics-labeling>

EQUIPMENT AND SUPPLIES NEEDED:

1. Internet and computer access for students to access the website
2. Internet access to play video in real time or embed it into a PowerPoint ahead of time
3. A copy of the "Label It!" worksheet for each student

THIS QUICK LESSON PLAN WOULD WORK WELL AS PART OF:

1. A unit about animal science.
2. A unit about food science and safety.
3. A unit about agricultural marketing and communications.

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

FFA Precept

- FFA.PL-A.Action: Assume responsibility and take the necessary steps to achieve the desired results, no matter what the goal or task at hand.
- FFA.PG-I.Professional Growth: Assume responsibility for attaining and improving upon the skills needed for career success.
- 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.

AFNR Cluster Skills

- CS.01. Analyze how issues, trends, technologies and public policies impact systems in the Agriculture, Food & Natural Resources Career Cluster.

Common Core- Writing

- CCSS.ELA-LITERACY.W.9-10.2 Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
- CCSS.ELA-LITERACY.W.9-10.4 Produce clear and coherent writing the development, organization, and style are appropriate to task, purpose, and audience.

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.
- CCSS.ELA-LITERACY.SL.9-10.4 Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.

Common Core- Language

- CCSS.ELA-LITERACY.L.9-10.6 Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or

expression.

Common Core- Math Practices

- CCSS.MP3: Construct viable arguments and critique the reasoning of others.
- CCSS.MP6: Attend to precision.
- CCSS.MP7: Look for and make use of structure.

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.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.
- CRP.05. Consider the environmental, social and economic impact of decisions. Career-ready individuals understand the interrelated nature of their actions and regularly make decisions that positively impact and/or mitigate negative impact on other people, organizations and the environment.
- CRP.06. Demonstrate creativity and innovation. Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization.
- 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.

Partnership for 21st Century Skills

- Civic Literacy
- Communication
- Critical Thinking and Problem Solving
- Productivity and Accountability

LESSON PLAN:

1. Introduction: Food labels can be misleading and allow consumers to develop opinions about agricultural practices. With the many trends that are present in food, such as health and diets, many consumers look for specific things to be present or not in their food products. Let's explore poultry labels and how it relates to poultry production practices.

2. Activity:

- a. Have students work through the worksheet titled "Label It!" There are a series of true/false questions that students will answer now and then again following the video. Students should work through the column "Before Video."
- b. As a class, watch the video, "A Look at Poultry Packaging Labels." The direct url is <https://youtu.be/8OTfwlQGELE>. Students should work through the true/false questions again, under the column "After Video."
- c. Using information from the video and information provided on the USDA Food Safety and Inspection Service website, students should design a poultry label that is appealing to consumers but also portrays accurate information regarding poultry production and federal regulations.

3. Follow-up: Have a class discussion about other food labels besides poultry that may be misleading.

4. Leveling Up: Have students research federal regulations for beef and pork production and compare them to what appears on those food labels. What could be misleading about them? How could we better market these products?

NAME: _____

Label It!

DIRECTIONS:

Before watching the video, work through the "Before Video" column, and answer either True or False to each of the statements. During and after watching the video, answer True or False for the same statements, and compare answers to what you thought before the video.

Before Video <i>True or False</i>		After Video <i>True or False</i>
	All poultry meat sold in the United States is free of antibiotics and antibiotic residue.	
	Some producers use hormones in poultry products to increase production.	
	"Natural" on a poultry product indicates that the product is free of chemicals and went through minimal processing.	
	"Organic" on a poultry product is not regulated and can be put on any food label. "Organic" also indicates that the food is healthier.	
	Chicken and turkeys raised for meat in the United States do not live in a cage-free environment.	
	There is no technical definition provided for free-range, and USDA approves the label on a case-by-case basis.	
	"Pasture-raised" indicates less confinement of the birds.	
	Not all poultry are raised on farms.	

Create It!

DIRECTIONS:

Using the space below, design a poultry label that is appealing to consumers but is not misleading in regards to regulations for poultry production.

Label It! **KEY**

DIRECTIONS:

Before watching the video, work through the "Before Video" column, and answer either True or False to each of the statements. During and after watching the video, answer True or False for the same statements, and compare answers to what you thought before the video.

Before Video <i>True or False</i>		After Video <i>True or False</i>
	All poultry meat sold in the United States is free of antibiotics and antibiotic residue.	TRUE
	Some producers use hormones in poultry products to increase production.	FALSE
	"Natural" on a poultry product indicates that the product is free of chemicals and went through minimal processing.	TRUE
	"Organic" on a poultry product is not regulated and can be put on any food label. "Organic" also indicates that the food is healthier.	FALSE
	Chicken and turkeys raised for meat in the United States do not live in a cage-free environment.	FALSE
	There is no technical definition provided for free-range, and USDA approves the label on a case-by-case basis.	TRUE
	"Pasture-raised" indicates less confinement of the birds.	TRUE
	Not all poultry are raised on farms.	FALSE