



Lesson 7 of 8

Careers with Plants: Consumers

Created: 06/2025 by the National FFA Organization

Description of Lesson: *Students will explore consumer behavior, sustainability and agricultural market demand by participating in a hands-on consumer research and marketing analysis activity.*

Student Learning Objectives:

After completing these activities, students will ...

1. Analyze the factors that influence consumer choices in the agricultural market.
2. Identify trends in sustainable and locally sourced plant-based products.
3. Develop a consumer-focused marketing strategy for an agricultural product.

Suggested Grade Level:

Grades 9 and 10 (This lesson is written so instructors can scale up or down based on class needs.)

Suggested Time: 100 minutes (*Time requirements may vary based upon student understanding and class schedule.)

Resources/References:

1. Website: AgExplorer (2023), AgExplorer.FFA.org
2. Website: Marketing Article, <https://www.qualtrics.com/blog/writing-survey-questions/>
3. Website: Syngenta, <https://www.syngenta.com/>

Related Resources:

1. AgExplorer Implementation Guide, <https://FFA.box.com/s/w3o6ep5l2509qtwlfsggrkc7l8o3d143m>
2. Sustainability in Agriculture Lesson 2, Research and Development, <https://FFA.box.com/s/99e0h7ajtz9im1p9hctyzxeuu2hhgeuv>
3. Who Is Syngenta? <https://FFA.box.com/s/rnlaabyi6ndcils1lmp4x4ewkiw340j>

Equipment and Supplies Needed:

1. A copy of the “Pitch Perfect” worksheet for each student.
2. Internet access or the “Survey Questions 101: Do You Make These 7 Mistakes?” article printed out
3. Blank paper
4. Markers

Vocabulary:

1. Consumer Behavior
2. Marketing Plan
3. Sustainability
4. Target Market

Cross-Curricular Connections:

English/Language Arts

- Write survey questions
- Read an article and answer analysis questions.

Name: _____

SAE and FFA Connections

1. Agronomy CDE, [FFA.org/participate/cdes/agronomy/](https://ffa.org/participate/cdes/agronomy/)
2. Floriculture CDE, [FFA.org/participate/cdes/floriculture/](https://ffa.org/participate/cdes/floriculture/)
3. Nursery/Landscape CDE, [FFA.org/participate/cdes/nursery-landscape/](https://ffa.org/participate/cdes/nursery-landscape/)
4. SAE Idea Cards, <https://ffa.box.com/v/saeideacards>

Student Activity Sheets:

Direct access to student activity sheets without lesson plan or answer key for easy upload to a learning management system or printing for classwork.

<https://ffa.box.com/s/xn7j2mfnc7y1n7zsrwmo1ucq9dfpq7l> (Word)

<https://ffa.box.com/s/cr5g9lelkdmfzs65flvaxrn80kmw9g8i> (PDF)

<https://docs.google.com/document/d/1WzUTVayS9ZL9Ymg7fzH96RY0rWa2UhXnFRp1Rq9SwRI/copy> (Google)

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.PL-C.Vision: Visualize the future and how to get there.
- FFA.PL-E.Awareness: Understand personal vision, mission and goals.
- FFA.PL-F.Continuous Improvement: Accept responsibility for learning and personal growth.
- 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.
- FFA.CS-N.Decision Making: Analyze a situation and execute an appropriate course of action.

AFNR Cluster Skills

- 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.
- CCSS.ELA-Literacy.SL.9-10.2 Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source.

Common Core – Science & Technical Subjects

- AG5 Describe career opportunities and means to achieve those opportunities in each of the Agriculture, Food & Natural Resources Career Pathways.

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.
- CRP.07. Employ valid and reliable research strategies. Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies.
- 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.
- CRP.10. Plan education and career path aligned to personal goals. Career-ready individuals take personal ownership of their own educational and career goals, and they regularly act on a plan to attain these goals.

Partnership for 21st Century Skills

- Communication
- Critical Thinking and Problem Solving
- Initiative and Self-direction
- Leadership and Responsibility

Name: _____

Lesson Plan:

1. **Bell Ringer:** Think about the last product you purchased. What factors influenced your decision? Create a list of factors that influenced your decision.
2. **Introduction:** *Today, you'll step into the shoes of marketers, exploring the trends in sustainability, organic products and local sourcing that influence what people buy. By analyzing consumer behavior and developing marketing strategies, you'll gain valuable insights into the careers that drive agricultural product development and sales. Whether you're interested in sustainable farming, marketing or business, today's activity will give you a closer look at how agriculture and consumer choices are intertwined and how you can use that knowledge in your future career.*
3. **Activity:** Each student needs a copy of the worksheet "Pitch Perfect."
 1. **Part 1:** Students will read an article about how to conduct proper surveys.
 2. They will answer questions as they read the article.
 3. Finally, they will evaluate survey questions to determine effectiveness.
 - b. **Part 2:**
 1. Display images of plant-based products to students and discuss what they all have in common. The goal is to get students thinking about what products they use every day that are plant based.
 2. Each student will use what they have learned to create a list of 10 survey questions they can use to ask their classmates about their preferences for a plant-based product.
 3. They will use the prompts on their student activity sheets to create their list of questions.
 4. These questions can be created on a sheet of paper or on Google Forms.
 5. When done, students will choose at least five classmates to answer their survey questions to help them with Part 3.
 - c. **Part 3:**
 1. Students will use their classmates' responses to create a marketing plan for a plant-based product. They may choose whatever product they would like.
 2. They will create their plan by answering the questions on their student activity sheets.
 3. When done, they will choose one of the prompts to complete about their product.
 - d. **Part 4:**
 1. Students will choose one of the marketing careers to research and complete a trading card about.
 2. Guide students to learn more about their chosen marketing career by utilizing AgExplorer.
 3. Have them create a trading card on a blank sheet of paper and the required components on their student activity sheets.
4. **Optional – Extended Learning Opportunities (Not factored into time requirement):**
 - a. Students can visit a local grocery store or farmers market to interview vendors and consumers about their purchasing decisions.
5. **Exit Ticket:** What is one career in consumer-related agriculture that interests you and why?

Name: _____

Pitch Perfect

Part 1

Directions:

Surveys are an important part of marketing, but it's vital to know how to ask the right questions. Using the resource "Survey Questions 101: Do You Make These 7 Mistakes?" (<https://www.qualtrics.com/blog/writing-survey-questions/>), complete the following activities to learn about surveys and their development.

Read the article "Survey Questions 101: Do You Make These 7 Mistakes?" and identify each of the mistakes.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Using what you read in the resource above, examine the questions below and complete the following tasks: (1) Draw a green circle around the questions written correctly, (2) draw a red circle around the questions written incorrectly and (3) in purple, correct the questions that you identified as poorly written.

1. How many years have you played basketball?

- ☐ 1-2 years
- ☐ 2-3 years
- ☐ 3-4 years
- ☐ 4-5 years
- ☐ 5-6 years

2. Which instrument is your favorite?

- ☐ Saxophone
- ☐ Violin
- ☐ Flute
- ☐ Cello
- ☐ Triangle

3. To what level do you like Ben and Jerry's Ice Cream?

- ☐ Like a lot
- ☐ Like
- ☐ Neutral
- ☐ Dislike
- ☐ Dislike a lot

4. What is your favorite food?

5. Which shoe is the most attractive and best for basketball?

- ☐ Air Jordan
- ☐ And1
- ☐ Nike
- ☐ Adidas
- ☐ Other

6. Which type of animal do you own?

- ☐ Cat
- ☐ Dog
- ☐ Rabbit
- ☐ Hamster
- ☐ Other

Why is it important to develop well-written questions for a survey?



Name: _____

Part 2

Directions:

Now that you have learned how to write survey questions, you will write your own to survey your classmates about their preferences in a plant-based product. Use the prompts below to create at least 10 survey questions. When you are done creating your questions, create a Google Forms survey to distribute the surveys to your classmates.

Demographic Questions: Ask at least two questions to learn more about the person completing the survey.
(Example: What is your age?)

Current Product Preference Questions: Ask at least three questions about the consumer's current plant-based product preference.
(Example: Select Yes or No — When you eat plant-based products, does freshness matter?)

Product Challenges Question: Ask at least four questions about challenges the consumer faces with the product and improvements they would like to see.
(Example: What would make plant-based products more enjoyable for you?)

Sustainability: Ask at least one question related to the importance of using sustainably produced/sourced ingredients.
(Example: On a scale of 1 to 10, how important is it that the ingredients in your plant-based product are sustainably produced?)

Name: _____

Part 3

Directions:

Now that you have surveyed your classmates about their preferences, it is your chance to market a plant-based product. Choose a plant-based product and complete the activity below.

Product Name: _____

1. Who is your target audience? (Who would buy this?)
2. What makes your product stand out? (Unique feature or selling point)
3. How much will it cost and why?
4. What does your packaging look like? (Sketch it below or on a blank sheet of paper.)
5. How will you advertise it? (Social media, ad slogan, jingle, event booth, etc.)
6. What makes this product sustainable, local or environmentally friendly?

Choose and complete one of the following prompts below for your product.

- Create a social media post advertising your product.
- Write a jingle or slogan to include in your pitch.
- Create a mini video script or storyboard for a 30-second commercial.
- Build a product display sign or billboard sketch.

Name: _____

Part 4

Directions:

You're designing a trading card for a marketing professional in the agriculture industry. Your card will help others understand what this career is like, including key responsibilities, tools, personality traits and why it's important to the world of agriculture. Choose one marketing-related agriculture career (examples below) and create a trading card on a blank sheet of paper. Use [AgExplorer](https://AgExplorer.FFA.org) (AgExplorer.FFA.org) to help you answer the questions.

- Brand Manager
- Marketing Specialist
- Advertising Coordinator
- Product Development Lead
- Social Media Manager

Sketch what the trading card would look like for this career. Include the following:

Front of the Card: Career Snapshot

- Career Title: The official job title (e.g., Marketing Specialist)
- Nickname or Slogan: A fun alias or tagline (e.g., "The Brand Builder")
- Top Three Skills: List the most important skills needed for success in the role.
- Daily Duties: Describe two or three tasks someone in this job would do each day.
- Workplace: Where this person usually works (office, trade shows, field, etc.)
- Favorite Tool: A piece of tech or app they use often (e.g., Canva, CRM)
- Common Challenge: A real-world issue they help solve
- Why It's Fun: Something exciting or rewarding about the career

Back of the Card: Creative Zone

- Symbol or Icon: Draw a simple image that represents this job (e.g., megaphone, graph).
- Quote or Catchphrase: Include a slogan or something a person in this job might say.
- Power Stats: Rate your career on traits like creativity, communication or organization.
- Fun Fact: Share a surprising or little-known detail about the career.
- Visual Design: Choose colors and fonts that match the job's style or vibe.

Name: _____

KEY: Pitch Perfect

Directions:

Directions: Surveys are an important part of marketing, but it's vital to know how to ask the right questions. Using the resource "Survey Questions 101: Do You Make These 7 Mistakes?" (<https://www.qualtrics.com/blog/writing-survey-questions/>), complete the following activities to learn about surveys and their development.

Read the article "Survey Questions 101: Do You Make These 7 Mistakes?" and identify each of the mistakes.

1. Avoid leading words and statements.
2. Give mutually exclusive answers.
3. Ask direct questions.
4. Include the option to "not answer."
5. Include all possible answer choices.
6. Use a balanced scale for options.
7. Ask one question at a time.

Using what you read in the resource above, examine the questions below and complete the following tasks: (1) Draw a green circle around the questions written correctly, (2) draw a red circle around the questions written incorrectly and (3) in purple, correct the questions that you identified as poorly written.

1. How many years have you played basketball?

- o 1-2 years
- o 2-3 years
- o 3-4 years
- o 4-5 years
- o 5-6 years

2. Which instrument is your favorite?

- o Saxophone
- o Violin
- o Flute
- o Cello
- o Triangle

There needs to be another category. What if someone does not like any of the options given?

3. To what level do you like Ben and Jerry's Ice Cream?

- o Like a lot
- o Like
- o Neutral
- o Dislike
- o Dislike a lot

4. What is your favorite food?

This question is not narrow enough to get a specific answer. Example, what is your favorite Italian dish?

5. Which shoe is the most attractive and best for basketball?

- o Air Jordan
- o And1
- o Nike
- o Adidas

6. Which type of animal do you own?

- o Cat
- o Dog
- o Rabbit
- o Hamster
- o Other

What if they do not own an animal? Correct: Add an answer for "do not own an animal."

1. A person with three years experience would have a hard time selecting an answer. Correct: 1-2, 3-4, 5-6

Why is it important to develop well-written questions for a survey?

If we don't ask questions that are well-developed, we will not get the information we truly need to answer the questions we have. We will then have a very blurry concept of where our research and development and product creation should go.



Name: _____

Part 2

Directions:

Now that you have learned how to write survey questions, you will write your own to survey your classmates about their preferences in a plant-based product. Use the prompts below to create at least 10 survey questions. When you are done creating your questions, create a Google Forms survey to distribute the surveys to your classmates.

Demographic Questions: Ask at least two questions to learn more about the person completing the survey.
(Example: What is your age?)

Answers will vary.

Current Product Preference Questions: Ask at least three questions about the consumer's current plant-based product preference.
(Example: Select Yes or No — When you eat plant-based products, does freshness matter?)

Answers will vary.

Product Challenges Question: Ask at least four questions about challenges the consumer faces with the product and improvements they would like to see.
(Example: What would make plant-based products more enjoyable for you?)

Answers will vary.

Sustainability: Ask at least one question related to the importance of using sustainably produced/sourced ingredients.
(Example: On a scale of 1 to 10, how important is it that the ingredients in your plant-based product are sustainably produced?)

Answers will vary.

Name: _____

Part 3

Directions:

Now that you have surveyed your classmates about their preferences, it is your chance to market a plant-based product. Choose a plant-based product and complete the activity below.

Product Name: _____
Answers will vary

1. Who is your target audience? (Who would buy this?)

Answers will vary.

2. What makes your product stand out? (Unique feature or selling point)

Answers will vary.

3. How much will it cost and why?

Answers will vary.

4. What does your packaging look like? (Sketch it below or on a blank sheet of paper)

Answers will vary.

5. How will you advertise it? (Social media, ad slogan, jingle, event booth, etc.)

Answers will vary.

6. What makes this product sustainable, local or environmentally friendly?

Answers will vary.

Choose and complete one of the following prompts below for your product.

- Create a social media post advertising your product.
- Write a jingle or slogan to include in your pitch.
- Create a mini video script or storyboard for a 30-second commercial.
- Build a product display sign or billboard sketch.

Name: _____

Part 4

Directions:

You're designing a trading card for a marketing professional in the agriculture industry. Your card will help others understand what this career is like, including key responsibilities, tools, personality traits and why it's important to the world of agriculture. Choose one marketing-related agriculture career (examples below) and create a trading card on a blank sheet of paper. Use [AgExplorer](https://AgExplorer.FFA.org) (AgExplorer.FFA.org) to help you answer the questions.

- Brand Manager
- Marketing Specialist
- Advertising Coordinator
- Product Development Lead
- Social Media Manager

Sketch what the trading card would look like for this career. Include the following:

Front of the Card: Career Snapshot

- Career Title: The official job title (e.g., Marketing Specialist)
- Nickname or Slogan: A fun alias or tagline (e.g., "The Brand Builder")
- Top Three Skills: List the most important skills needed for success in the role.
- Daily Duties: Describe two or three tasks someone in this job would do each day.
- Workplace: Where this person usually works (office, trade shows, field, etc.)
- Favorite Tool: A piece of tech or app they use often (e.g., Canva, CRM)
- Common Challenge: A real-world issue they help solve
- Why It's Fun: Something exciting or rewarding about the career

Back of the Card: Creative Zone

- Symbol or Icon: Draw a simple image that represents this job (e.g., megaphone, graph).
- Quote or Catchphrase: Include a slogan or something a person in this job might say.
- Power Stats: Rate your career on traits like creativity, communication or organization.
- Fun Fact: Share a surprising or little-known detail about the career.
- Visual Design: Choose colors and fonts that match the job's style or vibe.