

Name: _____

Raising the Steaks

Part 1

Directions: Answer the questions below as you watch the video “Beef Entrepreneurship SAE,” available at <https://vimeo.com/1148062878>.

1. What FFA chapter does Abby represent?
2. What state is Abby from? Color in the state.



3. Explain Abby's SAE in two or three sentences.
4. Name three responsibilities Abby has in caring for her beef cattle.
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5. What safety measures does Abby have to take when working with the cattle?
6. How did Abby get started in her SAE?
7. What has Abby learned through her SAE?
8. Why does Abby think students should join FFA?

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Aligned to the following standards: FPS.05; FPS.07; FFA.PL-A1; FFA.PL-3; FFA.PL- A4; FFA.PL- A5; FFA.PL- B5; FFA.PG- J1; FFA.CS-N1 ; AG5; AGC09.02; CCSS.ELA-.RI.9-10.4; CCSS.ELA-.RI.11-12.7; CCSS.ELA-.W.9-10.2; CCSS.ELA-.W.9-10.4; CCSS.ELA-.SL.9-10.4; CCSS.ELA-.L.9-10.1; CCSS.ELA-.L.9-10.2; CRP.02; CRP.04; CRP.06; CRP.08.

Four Cuts of Marketing

Directions: Identify the four pillars of marketing farm-to-table products. List at least two ideas for each pillar for a farm-to-table business.

