

Name:

Aligned to the following standards: AG5; AG-FD4; CS.02; CS.05; FPP.04; FFA.PL-A; FFA.PL-C; FFA.PG-I; CCSS.ELA.SL.9-10.2; CCSS.ELA.SL.9-10.1.C; CCSS.W.9-10.4; CRP.02; CRP.04; CRP.07;

Fresh Frozen Custard: Careers From Dairy to Dish

Culver's Virtual Field Trip Student Guide

Directions:

As you watch the AgExplorer and Culver's virtual field trip, follow along with this guide and answer the questions for each segment.

The Dairy Farm:

1. How much milk can a healthy dairy cow produce each day?

- a. About how many scoops of frozen custard would that make?

2. About how long does the milking process take at this dairy farm?

3. What do dairy cows eat?

4. Why is it important for dairy farmers to clean and disinfect the cows' udders and the milking parlor?

5. What role does the livestock veterinarian play on the dairy farm?

6. What do you think the most interesting part of being a dairy farmer would be?

The Processing Plant:

1. What is the first step when the milk arrives at the processing plant? Why is this a crucial first step?

2. Briefly explain Culver's food safety incident management program and why it's important.

3. What does the quality management system at the processing plant ensure?

4. What do pasteurization and homogenization do to the milk?

a. Pasteurization:

b. Homogenization:

5. What are two important skills for individuals who are involved in the creation of the frozen custard base at the processing plant?

a.

b.

6. What is the importance of the quality manager's role in the production of Culver's fresh frozen custard?

The Distribution Center:

1. What are two examples of technology that distribution professionals work with?

a.

b.

2. In a two or three sentences, describe what happens at a distribution center. Why are distribution centers important?

3. Why is cold storage particularly critical for the distribution of fresh food products like frozen custard?

4. What are three different careers available at distribution centers? Briefly explain the role of each.

a.

b.

c.

5. How has technology changed how distribution centers operate? What impact has that had on the process?

Product Development, Supply Chain and Quality Assurance:

1. What are three important attributes for someone who is interested in a career in food product development?

a.

b.

c.

2. What is one consideration product developers must think about when creating new products for a system as large as Culver's?

3. What role does a purchasing manager play in the product development process?

4. What is a major challenge for individuals working with food products?

5. What kinds of education are helpful for individuals working in this space? Why?

6. What is the average timeline between developing a new product and that product being sold in the restaurants?

7. What advice did Doug give for individuals wanting to get involved in the food industry?

Marketing and Communications:

1. How far in advance are Culver's marketing campaigns worked on?

2. How does the marketing team help influence what goes on the menu?

3. What are two skills that are valuable for a career in marketing? Explain how each is valuable.

a.

b.

4. What is the main goal of a public relations professional?

5. How does Culver's tie in their support of agriculture to their marketing and public relations?

6. What advice did Alison give to students preparing for a career path?

Restaurant Careers:

1. Where is the original Culver's located? When did Culver's open?

2. Describe two differences between ice cream and frozen custard.

a.

b.

3. After listening to Eileen and Richie's stories, what can you infer about the opportunities for career development and advancement at Culver's?

4. What is unique about the owner-operator role at Culver's?

5. What skills does Richie suggest for individuals looking to work their way up to being an owner-operator?

6. How do local Culver's restaurants work with the FFA chapters in their communities?

Reflection Questions:

1. What surprised you most about the careers involved in the "dairy to dish" journey of Culver's fresh frozen custard?

2. Where do you see the most opportunity for a future career within the chain followed by the virtual field trip?

3. How can you best begin preparing for any of the careers you learned about?