

NAME: _____

Appendix 5: Ag 101

Created: Spring 2019 by the National FFA Organization

Aligned to the following standards:

FFA.PL-C.; FFA.PL-D.; FFA.PL-F.; FFA.PG-J.; FFA.CS-M.; FFA.CS-N.;
FFA.CS-O.; CCSS.RI.9-10.4;
CCSS.W.9-10.2; CCSS.W.9-10.4; CCSS.SL.9-10.4; CRP.04; CRP.06, MP1,
MP2, MP6

DIRECTIONS:

Read the article "Ag 101 — 9 Moneymaking Ways to Diversify" in the Spring 2019 issue of *FFA New Horizons*. Complete the activities below.

Part 1

Divide into groups. In your group, brainstorm a product or business concept that can be used in your school and/or community that will help solve a problem or need. The product/business concept must connect to agriculture.



Choose a career focus area for your product/business. Choose from these options: _____

Career Focus Areas:
Agribusiness Systems, Animal Systems, Biotechnology Systems, Environmental Service Systems, Food Products and Processing Systems, Natural Resources Systems, Plant Systems, Power Structural and Technical Systems & Agricultural Education

What are your ideas for the product or business that would fit in your chosen career pathway?



What is the use of the product or purpose of the business?

How will this product or business benefit your school and/or community?

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Part 2

Complete a business proposal by answering the questions below (taken from a portion of the agricultural marketing plan career development event). Reference the rubric to guide you through the process.

1. Create a mission statement for your business/product. (Visit this website to see examples of mission statements for various non-profit organizations: <https://topnonprofits.com/mission-vision-statements/>)

2. Who is the target market/audience?

3. Create goals for this product/business concept. Reference this website, <https://www.smartsheet.com/blog/essential-guide-writing-smart-goals>, for examples.



Short-term Goals (Must have at least 2):

Long-term Goals (Must have at least 2):

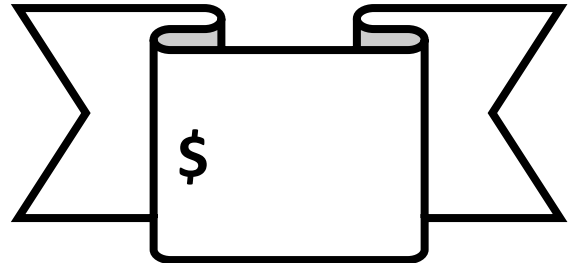
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 MP2, MP6

List the components of the product/business and the cost for EACH.

Product/Business Component	Price per unit	Total
	Total:	

4.Total Price of product/business concept:



5. Location: Where do you plan to sell this product/business concept?

Why did you choose this location to sell your product?



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6. Promotion: Use the space below to create a promotional material of your choice (social media plan, brochure, flyer, etc.) to promote your product. (Include name of product, picture, price, etc.)

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Indicator	Very strong evidence of skill 5–4 points	Moderate evidence of skill 3–2 points	Weak evidence of skill 1–0 points	Points Earned	Weight	Total Points
Business Proposal						
Mission statement	Useful mission statement that is relevant to the business	Mission statement is not totally relevant to the business.	Irrelevant, not matching business use		x 1	
Key planning assumption	Identifies and validates key assumptions in the strategy	Identifies and validates most of the key assumptions in the strategy	Does not surface the key assumptions or validation for the strategy		x 1	
Short- and long-term goals	Short- and long-term business goals are attainable and time-bound.	Short- and long-term business goals may not be attainable or are not time-bound.	Goals are missing or are irrelevant to the business.		x 1	
Target market	Clearly identified by demographics and product/service meets needs/wants of target group	Somewhat identified by demographics and product/service may meet needs/wants of target group	Not identified by demographics and product/service does not meet needs/wants of target group		x 1	
Strategies and Action Plan						
Product	Clearly evident what product/service is being provided	Somewhat evident what product/service is being provided	Unclear what product/service is being provided		x 1	
Price	Includes the pricing structure and explains why/how these prices were determined	Includes the pricing structure but does not explain how the prices were determined	Does not provide complete pricing structure; some products or services are missing; No rationale for the pricing strategy is given.		x 1	
Place	Location is very convenient for target market	Location is accessible for target market	Location is not very convenient for target market		x 1	
Promotion	Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available	Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available	Promotional material does not make target market aware of what the product/service is, what it does and where it is available		x 1	
Position	Unique selling position (USP) in the market clearly determined	Unique selling position (USP) in the market is somewhat determined	Unique selling position (USP) in the market is not determined		x 1	

(The above rubric is taken from the National FFA Marketing Plan Career Development Event 2017–2021 Handbook. Access the handbook directly by visiting [FFA.box.com/s/ihquogqlau5nesazrffzmmz4hz2nqmtk](https://ffa.box.com/s/ihquogqlau5nesazrffzmmz4hz2nqmtk).)