



Lesson Plan

Who Is Land O'Lakes?

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STUDENT LEARNING OBJECTIVES:

After completing these activities, students will...

1. Discover who Land O'Lakes is and how they impact the agriculture industry.
2. Create and deliver a presentation about a Land O'Lakes brand.
3. Develop a new product for a Land O'Lakes brand.

TIME REQUIRED: 30 minutes

RESOURCES:

1. FFA.org
2. Video: "An Overview of Land O'Lakes, Inc.," https://youtu.be/hZYx4JAC1_c

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "Who is Land O'Lakes?" and "Brand Research" handouts for each student
2. Internet access to play the video in real time or embed it in a PowerPoint ahead of time
3. Internet access for students

THIS QUICK LESSON PLAN WOULD WORK WELL AS A PORTION OF:

1. A careers unit.
2. An agricultural company's lesson/unit.
3. A marketing lesson.

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-E. Awareness: Understanding where you are with regard to personal vision, mission and goals.
- 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.
- CS.02. Evaluate the nature and scope of the Agriculture, Food, and Natural Resources Career Cluster and the role of agriculture, food, and natural resources (AFNR) in society and the economy.

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.

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.

Partnership for 21st Century Skills

- Communication
- Initiative and Self-direction
- Leadership and Responsibility

LESSON PLAN:

1. *Introduction:* Ask the students the following questions using the Think-Pair-Share method (students think and develop an answer to the questions, then pair with a partner to discuss the questions and their individual answers and then the pairs share out with the class):
 - a. "What is your favorite product?"
 - b. "Who makes that product?"
 - c. "How and why did that company decide to make that product?"
 - i. Have students share their responses.

Transition: "Today we are going to learn about Land O'Lakes and some of their brands."

2. *Activity:* Each student needs a copy of the handouts "Who is Land O'Lakes?" and "Brand Research."
 - a. Show the video "Welcome to Land O'Lakes, Inc." The direct URL is https://youtu.be/hZYx4JAC1_c Students will complete the handout as they watch the video.
 - b. At the completion of the video, students will work in groups to research one of the three brands discussed in the video (WinField, Purina or Land O'Lakes). They will develop a five- to eight-minute presentation for the class about the brand and choose one product to develop a marketing piece for.
3. *Follow Up:* Upon completion of the presentations, have students share what they learned about Land O'Lakes and their brands.
4. *Leveling Up:* To take this lesson one step further, have students develop a product that would align with the brand they researched. Have them present their product to the class, and let the class decide which product was the best.

NAME: _____

Who is Land O'Lakes?

DIRECTIONS:

Watch the video "Welcome to Land O'Lakes, Inc." and complete the handout.

1. What type of business is Land O'Lakes?
2. What does that mean?
3. What brands make up Land O'Lakes, Inc., and in what sector of agriculture do they belong?

Agriculture Sectors:

Agribusiness
Animal Systems
Biotechnology
Environmental Services
Food Products and Processing
Natural Resources
Plant Systems
Power, Structural and
Technical

KEY: Who is Land O'Lakes?

DIRECTIONS:

Watch the video "Welcome to Land O'Lakes, Inc." and complete the handout.

1. What type of business is Land O'Lakes?

Food and agriculture cooperative

2. What does that mean?

They are owned by the farmers.

3. What brands make up Land O'Lakes, Inc., and in what sector of agriculture do they belong?

Purina — Animal systems

WinField — Plant Systems

Land O'Lakes — Food Products and Processing

Agriculture Sectors:

Agribusiness
Animal Systems
Biotechnology
Environmental Services
Food Products and Processing
Natural Resources
Plant Systems
Power, Structural and
Technical

Brand Research

DIRECTIONS:

In your group, utilize the internet to research the brand you chose (Purina, Winnfield or Land O'Lakes). You will create a 5- to 8-minute presentation about the brand. You will decide how you want to present (poster, PowerPoint, skit, etc.). You can capture research information in the space below. You will choose one product within your brand to create a marketing item for, and you will decide on the marketing item you would create (flyer, social media campaign, etc.).