



Lesson Plan

Who is Tyson?

Created: 12/2015 by the National FFA Organization

STUDENT LEARNING OBJECTIVES

After completing these activities students will...

1. Discover how Tyson impacts the agriculture industry.
2. Explain what Tyson does to give back.
3. Identify what they can do to give back to their communities.

TIME REQUIRED: 30 minutes

RESOURCES:

1. FFA.org
2. Video: *Tyson: Who We Are. What We Do.* <https://vimeo.com/148258892>

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "Tyson Who?" worksheet for each student.
2. Internet access to play the video in real time or embed it in a PowerPoint ahead of time.

THIS QUICK LESSON PLAN WOULD WORK WELL AS:

1. As a portion of a careers unit.
2. As a portion of an agriculture companies lesson/unit.

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

FFA Precept

- FFA.PL-A. Action: Assume responsibility for life 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: Understanding where you are with regard to personal vision, mission, and goals.
- FFA.PL-F. Continuous Improvement: Accept responsibility for learning and personal growth.
- 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.
- 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.

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
- Information Literacy
- Collaboration

LESSON PLAN:

1. *Introduction:* To gauge the knowledge level of students ask them the following questions: "How many of you have heard of Tyson?" (Have the students raise their hands to answer) *Most should have heard about them. "What do you know about them?" (Have students share, record the answers on the board so you can refer back to it in the follow up.)
2. *Activity:*
 - a. Show the video *Tyson: Who We Are. What We Do*. The direct url is <https://vimeo.com/148258892>.
 - i. Each student will need a copy of the handout "Tyson Who?" They will record their answers while watching the video.
3. *Follow-up:* At the completion of the video have the students share their ideas for a new food product. As well as have students share why they think it is important to give back and ways they can. After the discussion, refer back to the list that was created on the board. See if there is anything you can add to that list after watching the video.

NAME: _____



DIRECTIONS:

Watch the video *Tyson: Who We Are. What We Do*. The direct url is <https://vimeo.com/148258892>. Use this page to record your answers while watching the video.

1. How did Tyson get its start in the food production business?

2. What is the first thing people think of when they hear Tyson?
 - a. What other products do they produce?

3. Tyson does a lot to give back to the communities in which they are located. Since 2000 _____ pounds of protein have been donated to food banks around the country.

4. Tyson strives for _____ and _____ in their products.

5. What careers did you see throughout the video?

6. Tyson is always looking to improve how they are meeting the needs of an ever-changing consumer. If you worked for Tyson what type of food product would you develop? Why? (Make sure you keep in mind the realm in which Tyson works.)

**** Why is it important to give back? What could you do to give back ?**

Aligned to the following standards: FFA.PL-A; FFA.PL-C; FFA.PL-E; FFA.PL-F; FFA.CS-M; CS.01; CS.02; CS.05; CCSS.SL.9-10.1; CRP.04

KEY: Who?

DIRECTIONS:

Watch the video *What is Tyson*. Use this page to record your answers while watching the video.

1. How did Tyson get its start in the food production business?

Grandfather had a truck and was hauling fruits and vegetables, and he saw an opportunity to buy a load of live chicken and take them to Chicago and Kansas City. He bought the live chickens and took them to Chicago and they have been in food production ever since.

2. What is the first thing people think of when they hear Tyson? **Chicken**

- a. What other products do they produce?

Beef, pork, pizza toppings, tortillas

3. Tyson does a lot to give back to the communities in which they are located. Since 2000 90 Million pounds of protein have been donated to food banks around the country.

4. Tyson strives for quality and safety in their products.

5. What careers did you see throughout the video?

- a. Possible answers: Production line, research and development, culinary, consumer marketing

6. Tyson is always looking to improve how they are meeting the needs of a ever-changing consumer. If you worked for Tyson what type of food product would you develop? Why? (Make sure you keep in mind the realm in which Tyson works.)

Answers will vary

** Why is it important to give back? What could you do to give back ?

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