

Lesson Plan

Pillars of Growth: Food and Agriculture

Overview

This is a 60-minute session where learners are introduced to the Food and Agriculture sector including potential careers and pathways. They are set a Dragon's Den-style group task to develop a new food product in response to a client brief, including key ingredients, branding, packaging label and tagline, culminating in a two-minute pitch to present their concept.

Learning Objectives:

Aim: To learn about careers in the food and agriculture sector.

Objectives:

- To understand the different stages of production within the food industry and the job roles and qualifications available within them.
- To work in groups to produce a new Smoothie product and design the branding before pitching their product to 'investors'.
- To be able to identify the extent and range of pathways that grant access to the food industry.

Success Criteria:

- All students will have contributed to creating a product and branding as well as spoken as part of a short "pitch".
- Students will be able to understand the importance of Food and Agriculture in relation to Lancashire's economy and be able to identify opportunities.

Resources (provided):

6x Packs of felt tips
 6x Stages of food production boards/cards
 2x Staff answer sheets
 6x Dragon's Den task folders containing

- Student briefing sheet x1
- Smoothie ingredient sheet x1

Resources (additional):

<ul style="list-style-type: none"> • Customer profiles x1 • Sales pitch template x1 • Colour theory marketing sheet x1 <p>1 x Staff resource folder containing</p> <ul style="list-style-type: none"> • Lesson plan x 1 • Printout of PowerPoint slides x1 • Dragon's Den briefing sheet x1 	
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Organisation:

As a class, facilitator will talk class through introduction slides, using the notes, before putting students in groups and supporting them to complete the Stages of Food Production task and holding discussion on pathways within them. Students will then complete the "Dragon's Den" task and present their products to the class. To finish, facilitator will go through final slides on careers and pathways.

Time	Facilitator's Activity	Learners' Activity
10 mins	<p>Session Intro Introduce topic, explain objectives and success criteria and describe the Food and Agriculture sector and why it is significant. Complete the 'Food Source Quiz' with the class.</p>	<p>Session Intro Learners listen, ask relevant questions and take notes where needed. Complete the 'Food Source Quiz' as a class.</p>
10 mins	<p>Stages of Production Task Introduce the concept of food production, "farm to fork" and explain the task and facilitate discussion around graduate level qualifications.</p>	<p>Stages of Production Task Working in small groups, place the correct cards on the map identifying the 5 stages of production as well as a description, potential jobs and qualifications for each stage.</p>
30 mins	<p>Dragon's Den Task Place learners into groups of 3 or 4. Introduce "Dragons Den" style task and help learners as and when needed. Facilitate pitches, ask relevant questions and provide feedback to learners.</p>	<p>Dragon's Den Task Learners design a food product (ingredients, name, tagline), design a label and prepare a 2min pitch to match the brief provided. Learners present their pitches to the rest of the class.</p>
10 mins	<p>Careers and Pathways Discuss relevant pathways within this sector. Question learners when prompted.</p>	<p>Careers and Pathways Look at the industry and potential for growth within Lancashire. Review education pyramid and discuss pathways.</p>