Unit 3: Aquaculture

Lesson 2: Group Exploration
Estimated Time for Completion- Approximately 3 class periods

Student Learning Objectives:

- As a result of this lesson the student will...
  - Become familiarized with the Food Industry Market Maker website.
  - Develop a deeper understanding of aquaculture business planning.
  - Improve upon presentation skills.

Directions:

You and your friends have decided to start your own aquaculture production business but are unaware of where to start. You are lucky enough to have one friend that has paid attention in class and can provide some direction for a start.

She mentioned that to order an aquaculture product, you need to do a few things. First, identify companies (restaurants, distributors, institutional food services) and other potential outlets (farmers’ markets, direct-to-consumer sales). She found that the Food Industry Market Maker link on the AgMRC homepage helps a great deal, making this an easy exercise. Once the businesses and outlets have been targeted, she recommended you identify the name of the key person in that organization to whom you hope to sell the product. This person is a decision-maker. If it is a restaurant, it may be the chef and not the owner, or, both may be important in you sales call.

From here you will have to sell your product to this individual. Aquaculture production can be a competitive environment, and you will have to be able to explain why your product is so much better than anyone else’s. One way to do this is to explain how you have added value to your product. This could be through targeted marketing, labeling, or anything else identified on the AgMRC website.

Your group’s assignment is to identify what aquaculture commodity you would like to produce. Then identify companies and other potential outlets for this product using the Food Industry Marker Maker link found on the AgMRC homepage. Finally, your group will create a 5 to 10 minute presentation that entirely outlines your product as well as how you plan on incorporating value added aspects.

Guide:

Break the students into small groups, preferably 3-4. They should identify an aquaculture commodity and potential outlets for marketing. Listed below are the steps to how Food Industry Market Maker can help in identifying outlets.

First, select the Food Industry Market Maker Link at top of page.
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Second, select your current in the dropdown menu, and click search.

Third, click on the “Business Type” dropdown menu and select “Fishery”.

Fourth, customize your search accordingly and select the search button.

Fifth, if applicable select the business profile that you desire.

Sixth, identify your results in the Results window.

Finally, have the students create a 5-10 minute presentation that outlines their product as well as how they plan on incorporating value added aspects. A short grading rubric is listed below. Feel free to alter as needed.

<table>
<thead>
<tr>
<th>Factors</th>
<th>0-9 points</th>
<th>10-15 points</th>
<th>16-20 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation</td>
<td>Little to no preparation</td>
<td>Appears to have rehearsed briefly</td>
<td>All members knew what and when to talk and had clearly prepared</td>
</tr>
<tr>
<td>Identification of Commodity</td>
<td>Did not identify commodity</td>
<td>Commodity was identified but not described in enough detail</td>
<td>Commodity was identifies and described in excellent detail.</td>
</tr>
<tr>
<td>Identification of Potential Outlets</td>
<td>Did not mention potential outlets</td>
<td>Listed minimal outlets</td>
<td>Exhausted multiple outlets and potential companies</td>
</tr>
<tr>
<td>Value Added Aspect</td>
<td>No value added aspect was identified</td>
<td>One value added aspect was explored</td>
<td>Multiple value added aspects were considered and identified.</td>
</tr>
<tr>
<td>Basic Presentation Skills</td>
<td>Shows need for improvement in voice projection, gestures, facial expression, few distracting behaviors, and enthusiasm</td>
<td>Demonstrates competent basic skills and good enthusiasm</td>
<td>Exhibits mastery of basic skills &amp; GREAT enthusiasm</td>
</tr>
</tbody>
</table>

Total Points out of 100