## Essential Lessons on Lavender - Virtual Learning Adaption Target Grade Level: 6th-8th Grade

Full Lesson Plan: <https://www.iowaagliteracy.org/Article/Essential-Lessons-on-Lavender>

This document is meant for you, the teacher, to use to convert the lesson plan into a virtual learning module for your students. You can use the steps outlined below to create different elements of a Google Classroom or other online learning module. You can also send the steps directly to your students in a PDF, present them in a virtual meeting, or plug them into any other virtual learning platform you use. Find more virtual lessons here: [Virtual Learning.](https://www.iowaagliteracy.org/Tools-Resources/Other/Virtual-Learning)

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| Engage | Review the six clues below and try to guess which crop in Iowa we are learning about.   * I am a specialty crop that can be grown in Iowa, and grown in France, Bulgaria, Ukraine, Russia, Australia, in Mediterranean regions and South Africa. * I am a perennial plant whose flowers can be purple, or white, or pink, or yellow and need to be pollinated. * I prefer sandy, easily drained soil and full sun like in the Loess Hills of Iowa. * I can be harvested several times a year and am sold in bunches or steam distilled to extract my oil. * My oil can be added to soaps, shampoos, lotions, cosmetics, potpourri, and hand sanitizer as a fragrance. * I can flavor food products like cookies, ice cream, honey, and cakes. |
| Explore | Many different crops are grown in Iowa. Lavender is a specialty crop that can be grown in Iowa too. With the right soil, sandy and well drained, lavender can be a profitable specialty crop. What is Lavender? Watch the following videos:  <https://youtu.be/ijpsHKyDOk4> and <https://youtu.be/xvLdHpxQq_w> to learn more about this perennial plant. |
| Explain | Watch the videos:  <https://youtu.be/92ZmzD70sOU> and <https://youtu.be/rdG0x8uDEGc>  to learn about what it takes to sell a product.  Pretend you are starting a small business selling lavender buds, oils, or bunches or selling specialty products that contain lavender. Check out these examples of [cookies](https://www.hummingbirdhigh.com/2020/04/lavender-earl-grey-cookies.html), [cakes](https://sallysbakingaddiction.com/blackberry-lavender-cake/), [ice cream](https://www.epicurious.com/recipes/food/views/honey-lavender-ice-cream-108526), and [honey](https://savannahbee.com/lavender-honey). Choose a lavender product and think about how you will market the product. Write down your initial ideas while considering these questions:   1. Who will buy the lavender product? (It is a narrow, key demographic.) 2. How will they introduce people to lavender who aren’t already familiar with it? 3. What will the packaging or logos look like to be attractive? |
| Elaborate | What clever ways of advertising will you use? Watch the video: <https://youtu.be/i1xz5Kv-7VY> |
| Evaluate | Create a marketing plan to promote your lavender product. Your plan should include:   * Product name * Slogan * Sales environment * Advertisement – print, radio, website, billboards, social media and more * Lavender information – remember to include this information about your product   Think about what environment customers will have an opportunity to purchase your item? Beauty shop, box store, bakery, a farmer’s market, an upscale restaurant, etc. Be as descriptive as possible! |