



TEACHER STARTER PACK

Fall 2022



TABLE OF CONTENTS

Introduction.....3

 What is Gobble Up?

 Objective

 Eligibility

 Divisions

 Timeline

 Curriculum Connections

 Prizes

 Registration

What is expected of me?.....7

What is expected of my students?.....8

Elementary Division.....9

 Rules

 Rubric

 Resources

Middle School Division.....12

 Rules

 Rubric

 Resources

High School Division.....17

 Rules

 Rubric

 Resources

Marketing Terms Facts.....23

Tips29

Checklist.....30

Contact information.....31

WELCOME!

We're happy you're interested in Gobble Up! This document has been created to help you best understand, implement, and reap the rewards of this competition.

What is Gobble Up?
Gobble Up! Turkey Marketing Competition is an exciting cross-curricular program for elementary, middle, and high school students to engage with and understand turkey production. This experiential learning contest will allow your students to creatively develop a marketing strategy for a product of their choice, while learning about the multitude of agricultural careers and skills it takes to develop and sell a product. Students will also be learning about the turkey production industry and turkey nutrition as a result of participation. It is funded in part by the Iowa Turkey Marketing Council.

What is the objective of the contest?
Students will work as a group to develop a marketing and nutrition plan for a turkey-centric product or recipe.

Who is eligible to participate?
Third through 12th grade students working in groups or as a classroom in Iowa are eligible to participate. Registration is required in the respective grade divisions. Multiple groups or classrooms from the same school may participate. FFA chapters, home school groups, and private schools are also eligible to participate.

What are the divisions of the contest?
There are three divisions; elementary (grades 3-5), middle school (grades 6-8), and high school (grades 9-12). Each division has slightly different expectations, and will be judged separately.

What's the timeline?
Registrations will be open starting September 6. Final projects are due by November 7. Winners will be announced no later than November 21.

Curriculum Connections:
Students who fully participate in this competition have the opportunity learn about health literacy, nutrition, food safety, writing skills, financial literacy, careers, and many aspects of animal agriculture, from life cycle of a turkey to engineering of a turkey barn.

- **3rd grade**
 - English Language Arts:
 - W.3.4: With guidance and support from adults, produce writing in which the development and organization are appropriate to task and purpose.

- W.3.7: Conduct short research projects that build knowledge about a topic.
- 21st Century Skills:
 - 21.3-5.HL.1: Obtain, interpret, understand and use basic health concepts to enhance personal, family, and community health.

- **4th grade**
 - English Language Arts:
 - W.4.4: Produce clear and coherent writing in which the development and organization are appropriate to task, purpose, and audience.
 - W.4.7: Conduct short research projects that build knowledge through investigation of different aspects of a topic.
 - 21st Century Skills:
 - 21.3-5.HL.1: Obtain, interpret, understand and use basic health concepts to enhance personal, family, and community health.
- **5th grade**
 - English Language Arts:
 - W.5.4: Produce clear and coherent writing in which the development and organization are appropriate to task, purpose, and audience.
 - W.5.7: Conduct short research projects that use several sources to build knowledge through investigation of different aspects of a topic.
 - 21st Century Skills:
 - 21.3-5.HL.1: Obtain, interpret, understand and use basic health concepts to enhance personal, family, and community health.
- **6th grade**
 - English Language Arts:
 - W.6.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
 - WHST.6-8.2: Write informative/explanatory texts, including the narration of historical events, scientific procedures/experiments, or technical processes.
 - 21st Century Skills:
 - 21.6-8.HL.1: Demonstrate functional health literacy skills to obtain, interpret, understand and use basic health concepts to enhance personal, family and community health.
- **7th grade**
 - English Language Arts:
 - W.7.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
 - WHST.6-8.2: Write informative/explanatory texts, including the narration of historical events, scientific procedures/experiments, or technical processes.
 - 21st Century Skills:
 - 21.6-8.HL.1: Demonstrate functional health literacy skills to obtain, interpret, understand and use basic health concepts to enhance personal, family and community health.
- **8th grade**
 - English Language Arts:
- **9th grade**
 - English Language Arts:
 - W.9-10.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
 - WHST.9-10.2: Write informative/explanatory texts, including the narration of historical events, scientific procedures/experiments, or technical processes.
 - 21st Century Skills:
 - 21.9-12.FL.2: Manage money effectively by developing spending plans and selecting appropriate financial instruments to maintain positive cash flow.
 - 21.9-12.HL.1: Demonstrate functional health literacy skills to obtain, interpret, understand and use basic health concepts to enhance personal, family, and community health.
 - 21.9-12.HL.5: Demonstrate behaviors that foster healthy, active lifestyles for individuals and the benefit of society.
- **10th grade**
 - English Language Arts:
 - W.9-10.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
 - WHST.9-10.2: Write informative/explanatory texts, including the narration of historical events, scientific procedures/experiments, or technical processes.
 - 21st Century Skills:
 - 21.9-12.FL.2: Manage money effectively by developing spending plans and selecting appropriate financial instruments to maintain positive cash flow.
 - 21.9-12.HL.1: Demonstrate functional health literacy skills to obtain, interpret, understand and use basic health concepts to enhance personal, family, and community health.
 - 21.9-12.HL.5: Demonstrate behaviors that foster healthy, active lifestyles for individuals and the benefit of society.
- **11th grade**
 - English Language Arts:
 - W.11-12.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
 - WHST.11-12.2: Write informative/explanatory texts, including the narration of historical events, scientific procedures/experiments, or technical processes.
 - 21st Century Skills:
 - 21.9-12.FL.2: Manage money effectively by developing spending plans and selecting appropriate financial instruments to maintain positive cash flow.
 - 21.9-12.HL.1: Demonstrate functional health literacy skills to obtain, interpret,

understand and use basic health concepts to enhance personal, family, and community health.

- 21.9-12.HL.5: Demonstrate behaviors that foster healthy, active lifestyles for individuals and the benefit of society.

- **12th grade**

- English Language Arts:
 - W.11-12.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
 - WHST.11-12.2: Write informative/explanatory texts, including the narration of historical events, scientific procedures/experiments, or technical processes.
- 21st Century Skills:
 - 21.9-12.FL.2: Manage money effectively by developing spending plans and selecting appropriate financial instruments to maintain positive cash flow.
 - 21.9-12.HL.1: Demonstrate functional health literacy skills to obtain, interpret, understand and use basic health concepts to enhance personal, family, and community health.
 - 21.9-12.HL.5: Demonstrate behaviors that foster healthy, active lifestyles for individuals and the benefit of society.

What are the prizes?

The marketing plans and/or poster advertisements will be judged by a panel of turkey producers and educators (see rubric for judging criteria). The top three teams from each division will be announced as winners. Prizes include:

- **1st Place**
 - \$200 (made out to school)
 - Virtual tour (FarmChat®) of a turkey farm
 - Lunch brought to their school and catered by the Iowa Turkey Federation (up to \$250)
 - Printed certificate
- **2nd Place**
 - \$100
 - Printed certificate
- **3rd Place**
 - \$50
 - Printed certificate

Prize money will be written as a check to the school and should be used for class or school use. The FarmChat® program and lunch should directly benefit the winning team/students.

How do I register my classroom?

All classrooms must register to participate in the contest. With registration, your classroom will receive at no cost and courtesy of Iowa Agriculture Literacy Foundation a digital packet with resources such as lesson plans, educational background information, rules, rubrics, and procedures. Registration will not close, but projects are due November 7. Register now by simply filling out this form: <https://form.jotform.com/222444823320144>.

WHAT IS EXPECTED OF ME?

As the educator, your responsibility is to ultimately guide your students to a good final project. This packet includes the full rules and rubrics to give you more guidance about what a good final project looks like.

How you reach these goals are ultimately up to you, but we suggest using IALF or National Agriculture in the Classroom lesson plans covering turkey **farming**, **nutrition**, and **careers in marketing**. Suggested resources are included and linked in this packet. Consider following a scenario similar to this to structure your process:

Introduce your students to turkey farming.

Consider a science lesson describing the structures and functions of a turkey's body, or about the phenotypic and genotypic differences between a wild and domestic turkey. Use a social studies lesson outlining the production cycle of turkeys, producers and consumers, or historic and social impacts of turkeys. Start an English language arts lesson with a book on turkeys and a short research paper comparing and contrasting wild and domestic turkeys.

Explore the nutritional content of turkey meat and how it can fit into a healthy diet.

Consider talking specifically about turkey in a MyPlate nutrition lesson. Use nutrition labels from turkey products for a non-fiction text features English language arts lesson.

Discuss agricultural careers, specifically relating to marketing and food-science.

Consider an English language arts or social studies lesson about careers in marketing and communications, or a science lesson about careers in food science. Help students realize the wealth of careers in the agricultural industry that don't exist on a farm.

Assign students to create the final project, clearly specifying expectations.

Create groups of students and encourage them to parcel duties among themselves. Share examples of previous projects. Encourage them to call-back what they remember about farming turkeys and the nutritional content of turkey meat as they take on the role of a turkey product marketer.

Have fun!

Ultimately, this education project should be enjoyable. Be flexible and have fun!

WHAT IS EXPECTED OF MY STUDENTS?

Students are ultimately responsible for creating a final project that successfully markets a turkey product, specifically highlighting its nutritional benefits. Though expectations vary in the divisions, a neat, unique, accurate, and interesting project will earn high praise!

Student projects will need to follow instructions and work together to produce their project. Older students will have more responsibilities than younger students, and will likely need to manage their time more efficiently. Students in middle and high school may need to prepare smaller tasks to work on at home, outside of class time.

For specific expectations of student projects for each division, please reference the rules and rubrics for each division. Examples of previous winning projects are also available to view, to give you or your students an idea for how to formulate the project.

DID YOU KNOW?

Turkeys are never raised using steroids or hormones. This is prohibited in the United States, and has been since the 1950s. The same is true for chickens! A poultry label may claim hormone free, but all poultry is!

ELEMENTARY DIVISION

Rules:

Students must select a turkey product and then work together in teams of three or more, or as a classroom, to submit a poster that advertises the product or showcases the health benefits associated with eating turkey. Ideas can include but are not limited to a specific cut of turkey, a stand-alone product like turkey jerky, grab and go meals that include turkey, a turkey entrée that would be on school lunch menu, served at a senior citizen center, or even at an upscale restaurant.

All posters must be two dimensional. Posters may be designed electronically on a computer or in hard copy. If in hard copy, the maximum size of the poster board is 22" x 28". Hard copy posters should be scanned or photographed to make an electronic copy. Electronic files (photos, scans, or digitally created files) will be submitted through an online form. You will receive submission instructions after registration.

Computer aided graphics must be of original design. Use of trademarked or copyrighted material will be grounds for disqualification. If you chose to use clip art or other graphics, please ensure that they are in the public domain.

All posters will be judged by the following criteria:

- Does the poster identify and promote a turkey product?
- Does the poster show originality by the student?
- Does the poster show evidence of research and learning about turkey?
- Does the poster show artistic merit and creativity?
- Does the poster accurately reflect and portray turkey nutrition information?
- Is the poster neat and visually pleasing?

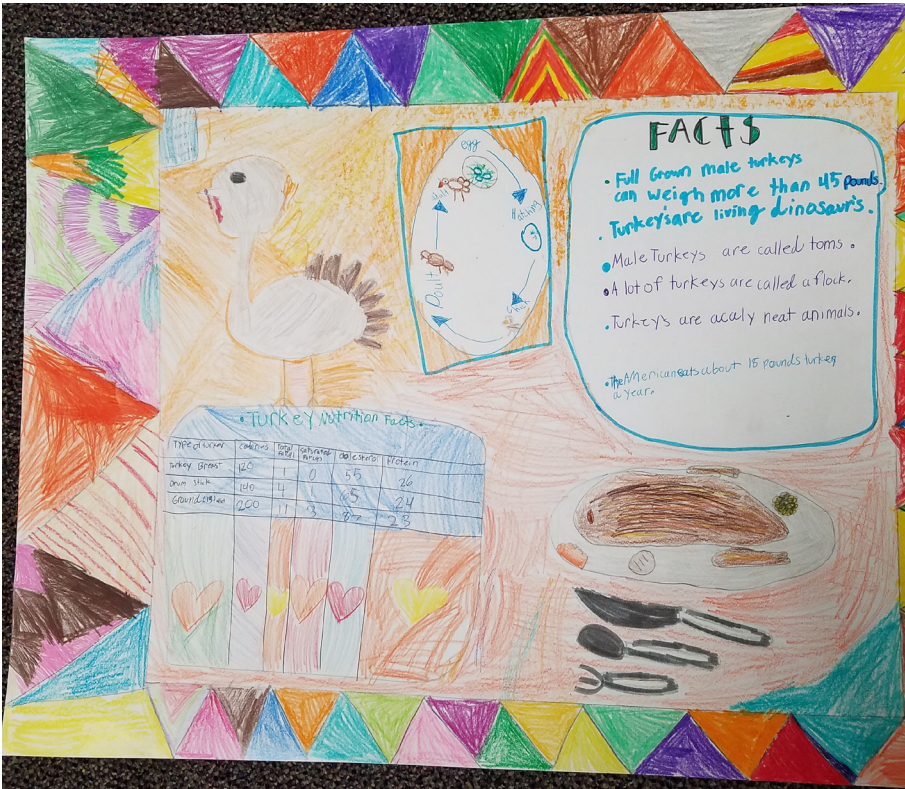
For a detailed description of how judges will score projects, please refer to the elementary division rubric.

Gobble Up: Turkey Marketing Competition Elementary Rubric

	16-20 pts.	11-15 pts.	6-10 pts.	0-5 pts.	Judge's Score
Product	The poster clearly identifies, promotes, and defines the product in a way that is exceedingly easy to understand.	The poster identifies, promotes, and defines the product in a way that is easy to understand.	The poster does not identify, promote, or define the product in a way that is easy to understand.	The poster does not identify, promote, or define a specific turkey product.	
Visual Impact	The poster is very well-done, showing artistic merit, creativity, and is exceedingly neat and visually pleasing.	The poster shows artistic merit, creativity, and is adequately neat and visually pleasing.	The poster shows some artistic merit and creativity, but is not adequately neat or visually pleasing.	The poster shows little artistic merit, creativity, and/or lacks neat or visually pleasing characteristics.	
Evidence of Learning	The poster clearly shows evidence of superior research, learning, and knowledge about turkey.	The poster clearly shows evidence of research, learning, and knowledge about turkey.	The poster shows some evidence of research, learning, and knowledge about turkey.	The poster shows little evidence of research, learning, and knowledge about turkey.	
Accuracy	The poster portrays turkey nutrition information with exceeding accuracy.	The poster portrays turkey nutrition information with accuracy.	The poster portrays turkey nutrition information with some accuracy.	The poster does not portray turkey nutrition information with accuracy.	
Originality	The poster is eye-catching, interesting, unique, and original, and originality was used when selecting a turkey product.	The poster is eye-catching, and unique. The turkey product chosen displays some originality.	The poster is eye-catching, but either the poster or turkey product lacks some originality.	The poster and turkey product do not show originality or unique qualities.	
Total:					/100
Judge's Comments:					

Resources:

Previous year's winner:



Lesson plans:

- [Gobble Up! - Elementary](#) - This lesson walks step-by-step through how to teach relevant content and create a great project for the Gobble Up competition
- [Animals in Iowa](#) - The students will learn about livestock raised in Iowa while strengthening their language arts and 21st century skills through basic internet research.
- [FoodMASTER: Meat, Poultry and Fish](#) - In this lesson students will learn how animals utilize nutrients and energy from food humans cannot digest and convert it to meat, a food rich in zinc, iron, and protein. Students will discover how hamburger is formulated for leanness, compare two kinds of hotdogs, and learn about fish.
- [Turkeys Talk Math](#) - Students will have a greater understanding of how turkeys are raised and how this important part of Thanksgiving dinner gets from the farm to your dinner table.
- [A Rafter of Turkeys](#) - Students will learn about the domestication and life cycle of the turkey, recognize how turkeys are raised on farms, and identify turkey products.

Videos:

- [My Family's Turkey Farm read aloud](#)
- [Turkey Production video playlist](#) - find videos from turkey farms, about turkey careers, and more with this playlist

Other resources:

- [My Family's Turkey Farm](#) by Katie Olthoff - Learn more about life on a turkey farm from 6-year-old Adam's perspective! Read along as he teaches about the life cycle of a turkey and the care they see on the farm.

MIDDLE SCHOOL DIVISION

Rules:

Students must work together in a group, or as a classroom team, to submit a completed marketing plan of their selected turkey-focused product. For each of the four sections outlined (Introduction, Product, Marketing Plan, and Nutrition), students should complete the task noted per each bullet. Assign or encourage students to work on the project piece by piece.

Project plans will be submitted as a single document (only pdf will be accepted) and uploaded through an online submission portal. You will receive submission instructions after registration.

NOTE The marketing plan guidelines loosely correlate to the FCCLA STAR Event Guidelines for Advocacy and Entrepreneurship and the FFA Marketing Plan Career Development Event. Participating schools are encouraged to use resources from any of those events.

1. Introduction:

- a. Cover Page: Include name of the product, teacher's name, school name, grade, teacher contact information.
- b. Classroom Information: Share the name of the students who worked on the project, and you can include any acknowledgements or special notes in this section.
- c. Overview: Introduce the product idea and preview the contents of the plan.

2. Product:

- a. Product Description: Students can use their creativity to develop and describe a turkey-focused product or recipe.
 - i. Ideas can include, but are not limited to, a specific cut of turkey, a stand-alone product like turkey jerky, grab and go meals that include turkey, a turkey entrée that would be on school lunch menu, served at a senior citizen center, or even at an upscale restaurant. Be creative!
 - ii. If a recipe is selected: Include the final recipe in your submission, including all ingredients, measurements, and the procedures for preparing this food product or recipe.

3. Marketing Plan

- a. Environment:
 - i. What environment will customers have an opportunity to purchase your item?
 1. Examples: A school cafeteria, the grocery store, a farmer's market, an upscale restaurant, etc. Be as descriptive as possible!
- b. Marketing Campaign:
 - i. Develop a name and slogan for your product or recipe.

- ii. Create a label for the product. Include product name ingredients, storage recommendations, and serving size.
- iii. Create an advertising campaign. Create at least one element. Marketing elements can include, but are not limited to:
 1. Print advertisement
 2. Radio or podcast advertisement (script or weblink to audio recording)
 3. Commercial (script or link to online video)
 4. Celebrity endorsement
 5. Website
 6. Social media presence
 7. Billboards
 8. And more!
- iv. Remember to include information about turkey nutrition in your marketing elements. See the turkey nutrition section for more information.

4. Turkey Nutrition

- a. An overview of the nutritional aspects of the turkey in your product.
 - i. Identify and outline the essential nutrients humans get from turkey.
 - ii. Identify total grams of fat and total calories in turkey. How does this compare to other protein options?
- b. Identify the correct serving size for your turkey product.
- c. Storage & Handling: Identify the storage and safe food handling procedures which should accompany this food product. This should include the correct cooking temperature(s).

For a detailed description of how judges will score projects, please refer to the middle school division rubric.

DID YOU KNOW?

Iowa is the 7th largest turkey-producing state! Most of the turkeys in Iowa are male (toms), and are raised to produce processed turkey products, like luncheon meat!

Gobble Up: Turkey Marketing Competition – Middle School Division Rubric

	19-25 pts.	12-18 pts.	6-11 pts.	0-5 pts.	Judge's Score
Introduction/ Formatting	Introduction is inviting, well-thought out, properly introduces the students' idea, and previews the content of the plan. Includes name of the product, teacher's name, school name, grade, teacher contact information. Each part of the plan is included and labeled. Entire paper is well formatted, easy to follow, and utilizes proper grammar, spelling, and punctuation. All parts were engaging and cohesive.	The introduction clearly states the product and previews the content of the plan, but is not particularly inviting to the reader. Includes name of the product, teacher's name, school name, grade, teacher contact information. Each part of the plan was included. Few spelling or grammatical errors were found and overall plan is mostly cohesive.	The introduction does not clearly state the product and is not particularly engaging to the reader. Required components are missing: name of the product, teacher's name, school name, grade, teacher contact information. One or more parts of the plan were missing or plan contains a number of spelling and grammatical errors. Plan is lacking in cohesiveness.	Introduction is unclear or non-existent. Two or more parts of the plan are missing or plan contains many spelling and grammatical mistakes throughout or is unorganized and hard to follow.	
Product	Students put forth a well-thought out, and creative product or recipe. Plan is realistic and turkey-centric. Recipe or product description includes all parts (i.e. recipes should include ingredients, measurements, procedures for preparation, etc.) and is easily followed.	Students put forth a creative product or recipe. Plan is realistic and turkey-centric. Recipe or product description is lacking few parts (i.e. recipes should include ingredients, measurements, procedures for preparation, etc.) and is easily followed.	Students put forth a product or recipe. Plan is not realistic or is not turkey-centric. Recipe or product description includes some parts (i.e. recipes should include ingredients, measurements, procedures for preparation, etc.) or is unorganized.	Product or recipe lacks creativity or is not well-thought out. Plan lacks a turkey element. Recipe or product description lacks most parts and is hard to follow.	

Marketing Plan	The environment where customers will have an opportunity to purchase the item is thoroughly identified and described vividly. A creative marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product containing product name, ingredients, storage recommendations, serving size, and UPC bar code is provided. An effective and imaginative advertising campaign with one or more elements is included in the marketing plan.	The environment where customers will have an opportunity to purchase the item is identified and described. A marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product containing product name, ingredients, storage recommendations, serving size, and UPC bar code is provided. An effective advertising campaign with one element is included in the marketing plan.	The environment where customers will have an opportunity to purchase the item is identified. A marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product is created, but missing two or more of the following: product name, ingredients, storage recommendations, serving size, and UPC bar code. An advertising campaign with no defined elements is included in the marketing plan.	The environment where customers will have an opportunity to purchase the item is not identified. A marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product is created, but missing three or more of the following: product name, ingredients, storage recommendations, serving size, and UPC bar code. An advertising campaign with no defined elements is included in the marketing plan.	
Nutrition	Students identified and outlined at least three facts about the importance of essential nutrients of turkey in their plan, as it relates to their product or target audience. Marketing pieces includes information about nutrition as consumer education. The storage, serving size, and safe food handling procedures that should accompany the food product are identified and demonstrated.	Students identified and outlined at least two facts about the importance of essential nutrients humans get from eating turkey in their plan. Marketing pieces includes information about nutrition as consumer education. The storage, serving size, and safe food handling procedures that should accompany the food product are identified.	Students identified at least one fact about the essential nutrients that humans get from eating turkey in their plan. Marketing pieces don't include information about nutrition as consumer education. The storage, serving size, and safe food handling procedures that should accompany the food product may be identified.	Students didn't identify facts about the essential nutrients turkey provides in their plan. Marketing pieces do not include information about nutrition as consumer education. The storage, serving size, and safe food handling procedures that should accompany the food product were not identified.	
Total					
Judge's Comments:					/100

Resources:

Previous winning projects:

- [River Valley - Turk-A-Bob](#)

Lesson Plans:

- [Gobble Up! - Middle School](#) - This lesson walks step-by-step through how to teach relevant content and create a great project for the Gobble Up competition
- [FoodMASTER Middle: Protein](#) - Students will examine dietary sources of protein and generally understand the relationship between protein synthesis and amino acids while completing an activity to use beads as a representation of amino acids to construct proteins (polypeptide chains). Students will identify complete and/or incomplete proteins found in both animal and plant food sources.
- [The Geography of Thanksgiving Dinner](#) – In this lesson students will identify common Thanksgiving foods and their farm source, determine if those foods can be produced locally, and locate the common origins of their Thanksgiving Day dinner.

Videos:

- [Turkey Production video playlist](#) - find videos from turkey farms, about turkey careers, and more with this playlist

Other Resources:

- [Animal U; All Species](#) - This online learning platform has scaled learning modules helping students learn about livestock and livestock products.
- [Animal U; Careers](#) - This unit of the Animal U learning platform includes scaled learning about agricultural careers.

TURK - A - BOB

River Valley 7th Grade Agriculture Exploratory

Miss Kourtney Miller
916 Hackberry St
Correctionville, IA 51016

712-372-4656
kmiller@rvwolverines.org

HIGH SCHOOL DIVISION

Rules:

Students must work together in a group, or as a classroom team, to submit a completed marketing plan of their selected turkey-focused product. For each of the five sections outlined (Introduction, Product, Marketing Plan, Market Analysis, and Nutrition), students should complete the task noted per each bullet. Assign or encourage students to work on the project piece by piece.

Project plans will be submitted as a single document (only pdf will be accepted) and uploaded through an online submission portal. You will receive submission instructions after registration.

NOTE The marketing plan guidelines loosely correlate to the FCCLA STAR Event Guidelines for Advocacy and Entrepreneurship and the FFA Marketing Plan Career Development Event. Participating schools are encouraged to use resources from any of those events.

1. Introduction:

- a. Cover Page: Include name of the product, teacher's name, school name, grade, teacher contact information.
- b. Classroom Information: Share the name of the students who worked on the project, and you can include any acknowledgements or special notes in this section.
- c. Overview: Introduce the product idea and preview the contents of the plan.

2. Product:

- a. Product Description: Students can use their creativity to develop and describe a turkey-focused product or recipe.
 - i. Ideas can include, but are not limited to, a specific cut of turkey, a stand-alone product like turkey jerky, grab and go meals that include turkey, a turkey entrée that would be on school lunch menu, served at a senior citizen center, or even at an upscale restaurant. Be creative!
 - ii. If a recipe is selected: Include the final recipe in your submission, including all ingredients, measurements, and the procedures for preparing this food product or recipe.

3. Market Analysis

- a. Target Audience:
 - i. Who is your ideal customer? Define their characteristics, socio-economic status, food values and interests, etc.
 - 1. What is the audience's most influential factors when purchasing this type of turkey product? Examples include cost, low-fat or low-calorie, nutritional value, gluten free, etc.
 - ii. Describe your customer in a way that the judges truly understand your target.

- b. Cost Analysis:

i. Use a spreadsheet to determine the cost of the ingredients, packaging, and shipping of your product.

ii. What type or container will you use? What is the cost of that container?

iii. What are the shipping or transportation costs of this product?

iv. Determine your preferred profit margin. What is the final price of your product?

4. Marketing Plan

- a. Environment:

i. What environment will customers have an opportunity to purchase your item?

1. Examples: A school cafeteria, the grocery store, a farmer's market, an upscale restaurant, etc.

ii. Set the scene and be descriptive so that the judges understand your environment.
- b. Marketing Campaign:

i. Develop a name and slogan for your product or recipe.

ii. Create a label for the product. Include product name ingredients, storage recommendations, and serving size.

iii. Create an advertising campaign. Create at least three elements. Marketing elements can include, but are not limited to:

1. Print advertisement

2. Radio or podcast advertisement (script or weblink to audio recording)

3. Commercial (script or link to online video)

4. Celebrity endorsement

5. Website

6. Social media presence

7. Billboards

8. And more!

iv. Remember to include information about turkey nutrition in one of your three marketing tools. See the turkey nutrition section for more information.

5. Turkey Nutrition

- a. An overview of the nutritional aspects of the turkey in your product.

i. Identify and outline the essential nutrients humans get from turkey.

ii. Identify total grams of fat and total calories in turkey. How does this compare to other protein options?
- b. Identify the correct serving size for your turkey product.
- c. Storage & Handling: Identify the storage and safe food handling procedures which should accompany this food product. This should include the correct cooking temperature(s).

For a detailed description of how judges will score projects, please refer to the high school division rubric.

Gobble Up: Turkey Marketing Competition – High School Division Rubric				
	16-20 pts.	11-15 pts.	6-10 pts.	0-5 pts. Judge's Score
Introduction/ Formatting	<div>Introduction is inviting, well-thought out, properly introduces the students' idea, and previews the content of the plan. Includes name of the product, teacher's name, school name, grade, teacher contact information.</div> <div>Each part of the plan is included and labeled. Entire paper is well formatted, easy to follow, and utilizes proper grammar, spelling, and punctuation. All parts were engaging and cohesive.</div>	<div>The introduction clearly states the product and previews the content of the plan, but is not particularly inviting to the reader. Includes name of the product, teacher's name, school name, grade, teacher contact information.</div> <div>Each part of the plan was included. Few spelling or grammatical errors were found and overall plan is mostly cohesive.</div>	<div>The introduction does not clearly state the product and is not particularly engaging to the reader. Required components are missing: name of the product, teacher's name, school name, grade, teacher contact information.</div> <div>One or more parts of the plan were missing or plan contains a number of spelling and grammatical errors. Plan is lacking in cohesiveness.</div>	<div>Introduction is unclear or non-existent.</div> <div>Two or more parts of the plan are missing or plan contains many spelling and grammatical mistakes throughout or is unorganized and hard to follow.</div>
	<div>Students put forth a well-thought out, and creative product or recipe. Plan is realistic and turkey-centric.</div> <div>Recipe or product description includes all parts (i.e. recipes should include ingredients, measurements, procedures for preparation, etc.) and is easily followed.</div>	<div>Students put forth a creative product or recipe. Plan is realistic and turkey-centric.</div> <div>Recipe or product description is lacking few parts (i.e. recipes should include ingredients, measurements, procedures for preparation, etc.) and is easily followed.</div>	<div>Students put forth a product or recipe. Plan is not realistic or is not turkey-centric.</div> <div>Recipe or product description includes some parts (i.e. recipes should include ingredients, measurements, procedures for preparation, etc.) or is unorganized.</div>	<div>Product or recipe lacks creativity or is not well-thought out. Plan lacks a turkey element.</div> <div>Recipe or product description lacks most parts and is hard to follow.</div>

	Target audience is properly identified and fully defined using characteristics, socio-economic status, education background, family size (if applicable), etc. The target audience's food values and interests are recognized and the audience's most influential factors when purchasing this type of turkey product are described and explained.	Target audience is identified and defined using characteristics, socio-economic status, education background, family size (if applicable), etc. The target audience's food values and interests are recognized and the audience's most influential factors when purchasing this type of turkey product are described.	Target audience is not clearly identified and defined. The target audience's food values and interests or the audience's most influential factors when purchasing this type of turkey product are not described.
	If a taste test is conducted with the identified target audience following safe food handling guidelines and useable results are effectively reported.	If a taste test is conducted with the identified target audience mostly following safe food handling guidelines and results are reported.	If a taste test was conducted safe food handling guidelines were not followed and results not are well reported.
Market Analysis	The cost of the ingredients, packaging, and shipping of the product are shown on an easy to follow spreadsheet. Important factors included are: type of container used, cost of that container, shipping or transportation costs of the product, preferred profit margin, and final price of the product.	The cost of the ingredients, packaging, and shipping of the product are shown on a spreadsheet. One or more of the following important factors are not included: type of container used, cost of that container, shipping or transportation costs of the product, preferred profit margin, and final price of the product.	The cost of the ingredients, packaging, and shipping of the product are shown. Three or more of the following important factors are not included: type of container used, cost of that container, shipping or transportation costs of the product, preferred profit margin, and final price of the product.

	The environment where customers will have an opportunity to purchase the item is thoroughly identified and described vividly.	The environment where customers will have an opportunity to purchase the item is identified and described.	The environment where customers will have an opportunity to purchase the item is not identified.
Marketing Plan	A creative marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product containing product name, ingredients, storage recommendations, serving size, and UPC bar code is provided.	A marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product containing product name, ingredients, storage recommendations, serving size, and UPC bar code is provided.	A marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product is created, but missing three or more of the following: product name, ingredients, storage recommendations, serving size, and UPC bar code.
	An effective and imaginative advertising campaign with three or more elements is included in the marketing plan.	An effective advertising campaign with at least three elements is included in the marketing plan.	An advertising campaign with fewer than three elements is included in the marketing plan.
	Students identified and outlined at least three facts about the importance of essential nutrients of turkey in their plan, as it relates to their product or target audience.	Students identified and outlined at least two facts about the importance of essential nutrients humans get from eating turkey in their plan.	Students didn't identify facts about the essential nutrients turkey provides in their plan.
Nutrition	Marketing pieces includes information about nutrition as consumer education.	Marketing pieces includes information about nutrition as consumer education.	Marketing pieces do not include information about nutrition as consumer education.
	The storage, serving size, and safe food handling procedures that should accompany the food product are identified and demonstrated.	The storage, serving size, and safe food handling procedures that should accompany the food product are identified.	The storage, serving size, and safe food handling procedures that should accompany the food product were not identified.
Total			

Judge's Comments:	/100		
-------------------	------	--	--

Resources:

Previous winning projects:

- [Lenox Community School - Turkey Delight](#)

Lesson plans:

- [Gobble Up! - High School](#) - This lesson walks step-by-step through how to teach relevant content and create a great project for the Gobble Up competition
- [U.S. Poultry and Egg Curriculum](#) - This 13 lesson plan series provides agriculture educators with a comprehensive curriculum resource needed to teach students about the commercial poultry and egg industry. A professional curriculum consultant aligned the lesson plans to national Education Content Standards in Agriculture.

Videos:

- [Turkey Production video playlist](#) - find videos from turkey farms, about turkey careers, and more with this playlist

Other Resources:

- [Animal U; All Species](#) - This online learning platform has scaled learning modules helping students learn about livestock and livestock products.
- [Animal U; Careers](#) - This unit of the Animal U learning platform includes scaled learning about agricultural careers.
- [AgExplorer](#) - Made from a partnership with the National FFA Organization and Discovery Education, this portal includes a career finder and information on careers in agriculture.



Agricultural Education Instructor: Ms. Jackie Rush
Lenox Community High School
11th-12th Grade
641-333-2244

MARKETING TERMS

There are a lot of marketing terms used throughout the food industry. Marketing terms are used to help differentiate different products that consumers might buy. They are intended to make the product appeal more to the consumer. However, many marketing terms are misleading buzzwords meant to highlight the good while distracting you from the dietary evil. Or meant to make one product seems better than the other even though they are comparable if not identical. These marketing terms are often on packages to encourage you to purchase that company's product. It is important to understand all of the marketing terms currently being used and not mislead customers when marketing a product.

Organic vs. Conventional

- **Conventional (or Traditional):** Most turkeys live inside large barns where they can move freely. There are automatic feeders and waterers that ensure the birds have access regularly. The feed used for these birds can be from genetically modified or non-organic crops. Their feed ration is carefully calculated with the help of veterinarians or nutritionists to make sure the birds stay healthy. Farmers may treat sick birds with antibiotics. All livestock goes through a withdrawal period where the antibiotic completely passes through their system before they can be harvested for human consumption. No hormones are ever used in turkey production.
- **Organic:** Organic-certified livestock must have a 100% organic feed ration, meaning all ingredients are not genetically modified and were grown using only certain pesticides. Organic livestock are also raised without antibiotics but may be allowed other select vaccinations or medications in certain situations. Organic poultry must have outdoor access and must meet certain health and welfare standards.

Natural or All-natural vs. Processed

- **All-Natural:** The term "natural" is commonly misunderstood and misinterpreted—probably because the claim isn't really regulated by the FDA. "With that said, the FDA seems okay with using this term if the foods do not contain added color, artificial flavors, or synthetic substances," says Maria-Paula Carrillo, MS, RDN, LD. So, basically, just nothing you wouldn't expect to find in the food. All you need to know is this: Natural does not necessarily mean healthy. All meat is natural and this term should not be used to differentiate quality.
- **Processed:** Food that humans eat comes from plants, animals, and fungi. There might be a little bacteria mixed in or some minerals like salt. Plants, animals, fungi, bacteria, and salt are all natural. Even food dyes, artificial flavors, and synthetic substances are usually derived from plants or animals. For example, red food dye usually comes from the cochineal insect, which is natural. Or for example, sliced American cheese is a highly processed product. It does contain milk, but they usually have other ingredients like soybean oil, which is natural.
- **Naturally Raised:** This specific term is verified through a process and program administered by the USDA. Animals must be raised without growth promotants and animals cannot have been fed with antibiotics or animal by-products.

Omega-3s vs. Omega-6s

- **Omega-3s:** Omega-3s are a class of polyunsaturated fatty acids, which basically just means they're liquid at room temperature. (Think fish oil compared to a mostly saturated fat like butter.) The famous omega-3 fatty acids come in 11 different forms, but only three are essential for humans: plant-based ALA, fish-based DHA, and EPA. They have been proven to aid in reducing inflammation, cholesterol levels, body fat, and hunger; can help mitigate arthritis and asthma symptoms; protect your brain from damage due to a high-sugar diet and minimize your risk of Alzheimer's and depression.
- **Omega-6s:** Omega-6 fatty acids are essential fatty acids. They are necessary for human health, but the body cannot make them. You have to get them through food. Along with omega-3 fatty acids, omega-6 fatty acids play a crucial role in brain function, and normal growth and development. As a type of polyunsaturated fatty acid (PUFA), omega-6s help stimulate skin and hair growth, maintain bone health, regulate metabolism, and maintain the reproductive system. A healthy diet contains a balance of omega-3 and omega-6 fatty acids. Meat can be a good source of both. The typical American diet tends to contain 14 to 25 times more omega-6 fatty acids than omega-3 fatty acids.

USDA Grading

- The United States Department of Agriculture inspects all meat processing plants for wholesomeness. This is a mandatory vetting system. However, grading for quality is a voluntary service that is paid for by those processors. Here are a summary of those grades.
- **Grade A:** This is the most common grade in poultry. These cuts are plump and meaty, have significant fat under the skin, are symmetrical, have good bone structure, are properly cut, and have no broken bones. They should also be free of defects, like cartilage, tendons, and bruises.
- **Grades B and C:** These meat cuts are usually used in more processed ways. They may be used in soups, ground meat, hot dogs, etc. The USDA Grade shield is usually not identified on these cuts.

GMO

- **GMO:** Though GMO—Genetically Modified Organisms—has become a mainstream term, most people still don't know exactly what it means. If you see a product labeled "Non-GMO" or "GMO-Free," it means the ingredients used are not from organisms that have had their genetic material manipulated or altered in a lab. The term is not regulated by the government, but by a non-profit organization called "The Non-GMO Project." The National Academy of Sciences recently concluded in a 400-page document that there's no evidence to support GMOs pose any health risk. A non-GMO label tells consumers nothing about their food, except that the product doesn't contain ingredients derived from one of ten genetically engineered crops on the market. Non-GMO labels don't mean that a food item is healthier, better for the environment, or that it was farmed without pesticides. A non-GMO label doesn't even mean that its ingredients weren't tinkered with on a genetic level. Virtually all the foods we consume, even organic and heirloom varieties, have had their genomes altered in very unnatural ways, in the field or in a lab, using methods that wouldn't occur in nature, including exposure to mutagenic chemicals and radiation.

Local vs. Efficiently Produced

- **Local:** "Local" isn't necessarily regulated, but Congress did pass a law in 2008 to define it to be "the total distance that the product is transported is less than 400 miles from the origin of the product" or "the State in which the product is produced." When you eat foods that are local and in season, they're often more affordable, fresher, and packed with the highest amount of flavor and nutritional value compared to the same produce from across the country that was picked a few months ago.
- **Efficiently Produced:** The opposite of local might be efficiently produced. Local doesn't always mean the produce is better. Fruits, grains, and animals are often raised where the climate and soil is best for them. Oranges aren't raised in Minnesota because they can't handle the cold weather. Cattle might be raised in Florida and then shipped to Iowa to be finished on grain. Then, the cut meat might be shipped back to Florida. It is more efficient and cost effective to ship the cattle to the feed rather than shipping the feed to the cattle. The economics of food production uses economies of scale. A large-scale grower can be more efficient than a small-scale producer.

Hormone-free

- **Hormone-free:** Hormones occur naturally in the body and help the animal grow. The FDA regulates any artificial hormones that might be used. Meat raised with hormones have to be safe for humans to consume and can't harm the animal or the environment. If hormones are used, they are usually synthetic versions of naturally occurring hormones. So, the meat can't be 100% hormone free, but it could be synthetic hormone free. Some farmers might add hormones to their cattle feed to help sync their breeding females' estrous cycles. Other farmers might implant small hormone pellets in their cattle that dissolve in a few months. This method results in faster growing animals that are cheaper to raise. Less expensive to raise means less expensive to the consumer. However, it is federally prohibited to administer additional hormones to turkeys, chickens, or pigs raised in the United States.

Antibiotic-free

- **Antibiotic-free:** Antibiotics are an essential strategy to help animals get healthy if they get do get sick. Just like a doctor might prescribe an antibiotic for a sick human, a veterinarian may prescribe an antibiotic for a sick animal. The important thing to know is that antibiotics have a withdrawal period before that animal can be harvested. Many antibiotics have a 60-day withdrawal period. That means that the animal waits 60 days or more after it was treated with the antibiotic before it is harvested. The animal won't have antibiotics in its system or in the meat after this time. If the meat is being sold, it is required by law to be antibiotic free. The label 'antibiotic free' doesn't mean much.
- **Raised without Antibiotics:** This term means that the animal was never treated with antibiotics. If birds do get sick and are treated with antibiotics they are separated from the rest of the flock. Even after they are again healthy, they are sold separately without this label.

Sustainably raised

- **Sustainably raised:** This term does not have one definition or one meaning. It is sometimes used to refer to livestock raised in pastures which is seen as more environmentally sustainable. But it could also be used to refer to livestock finished on a grain diet which is more economically sustainable. These two ideas are in conflict making this a very confusing marketing term.

Humanely raised

- **Humanely raised:** This term does not have one definition. The term is not regulated by the government, but can be certified by a non-profit organization called “Certified Humane.” It can be used to refer to a number of different practices including: pasture-raised, grass-fed, raised indoors with enrichments, raised without antibiotics, or processed (harvested) humanely. Many farmers raise animals implementing one or more of these practices and have not gone through the certification process.

Cage Free vs. Free Range

- **Cage Free:** Generally speaking, only laying hens on chicken egg farms live in cages. These cages help the farms collect eggs easily, keep the birds from establishing a pecking order and injuring each other, and help ensure each bird gets sufficient feed and water. Most other poultry live cage free, meaning they live in a large barn and are able to move freely throughout the barn.
- **Free Range:** It evokes pictures of chickens and turkeys running free, but that's not always the case. Free-range means that barn has a door that allows the birds to go out, but they rarely use it.
- **Pasture Raised:** Though not strictly regulated, this term means raised on a pasture, or open outdoor space. There aren't regulations on shelters, size of pasture, or other factors.

Other food terms

- **Gluten-free:** Gluten is the general term for storage proteins found in certain cereal grains. These proteins—particularly glutenin and gliadin—help food maintain their shape, and they're the reason your bread is filled with light, fluffy air pockets. If you don't have celiac disease or a gluten sensitivity, there's no real reason for you to avoid gluten.
- **Superfoods:** Superfoods are nutrient-dense foods that are often hailed as not only being beneficial to your health but also possessing the power to prevent or cure many diseases. According to Cancer Research UK, a cancer research and awareness charity, “The term ‘superfood’ [has] little scientific basis. It's certainly true that a healthy, balanced, and varied diet can help to reduce the risk of cancer, but it is unlikely that any single food will make a major difference on its own.”
- **Artisanal:** By definition, a product made in limited batches in a traditional or non-mechanized way. If you can't directly ask the person who crafted this product, it's not much more than a marketing tactic. We wouldn't put much merit into the claim on the packaging.
- **Probiotic:** Probiotics are live bacterial cultures that we consume naturally in unpasteurized fermented foods. They're believed to be beneficial to our overall health through their presumed ability to restore a proper balance to our guts. Although, the science behind it has yet to prove how or even if they're effective; live probiotics often do not survive the harsh environment of the stomach. In fact, the

FDA has yet to approve using probiotic supplements to treat health problems, which means marketers can go wild with their probiotic claims—especially when they're adding a “probiotic strain” not naturally found in the food (like, “probiotic prunes,” “probiotic granola,” and “probiotic baking mixes.”) Unpasteurized fermented foods—like sauerkraut, yogurt, miso, and kefir—that say “live active cultures” are likely the best source of probiotics rather than an item spiked with gut bugs.

- **Made with Real Fruit:** You'll often see this on gummies or even in fruit juices. It may just be fruit juice concentrate, which doesn't possess the same benefits as whole fruit. Fruit juice concentrates are high in fructose—a sugar molecule that our body turns into fat and inflammatory compounds more easily than it does with glucose.
- **Whole Grain & Whole Wheat:** Cereal grains—like wheat, rye, oats, and barley—are really just edible seeds from grasses. Each whole seed is made up multiple layers surrounding the germ/embryo (science lingo for a little baby plant), like the endosperm, bran, and husk. When a grain is refined, like it is for white flour, the husk and outer layers of the grain are removed. These protective layers are rich in nutrients, particularly energizing B vitamins and digestion-slowng fiber. Besides the hard exterior husk, whole grains come complete with the first three layers. If a product says “made with whole grains,” it may still contain a majority of white flour.
- **Multigrain:** The term simply means that there are different types of grains present, typically those of corn and wheat flour. Many producers may use added dyes to make their product appear more natural.
- **Antioxidants:** Antioxidants are compounds that act as our body's best defense against disease-causing free radicals. Free radicals are uncharged molecules formed as a byproduct of digestion (and other functions, including breathing!), as well as from environmental toxins. When they go unregulated, these free radicals can damage your cells and DNA, accelerating anything from aging to cancer. Foods that are rich in antioxidants are whole fruits and vegetables, green teas, and coffee.
- **No artificial preservatives:** According to the FDA, preservatives are used to “[P]revent food spoilage from bacteria, molds, fungi, or yeast (antimicrobials); slow or prevent changes in color, flavor, or texture and delay rancidity (antioxidants); maintain freshness.” Artificial preservatives aren't the problem, but the foods they're often found in tend to be nutritionally sparse. “Preservatives make an important contribution to health. Molds and bacteria are not desirable components of food. It is, however, true that, in general, foods with lots of additives are nutritionally inferior to fresh foods — not because of the additives, but because additives are used in foods that are nutritionally weak.” Sugary or high calorie foods without preservatives are no better than their counterparts, and they will go bad more quickly.
- **Fat-free:** Fat is an essential component of the human diet. It helps give food a rich flavor. Fat isn't unhealthy in moderation, but a lot of fat or a lot of trans-fats in the diet can be unhealthy. Many times if food manufacturers remove fat from a product they will add in additional sugars to maintain an appealing flavor for consumers. This extra sugar can make the product less healthy instead of more healthy.

TIPS

HFCS vs. Real Sugar vs. Sugar-free

- **High Fructose Corn Syrup:** High fructose corn syrup (HFCS) is a sweetener that's created by adding enzymes to break down corn into sugar. Because corn syrup is traditionally a higher percentage glucose (the sugar molecule that your body and brain use primarily for fuel) than fructose (the sweeter-tasting sugar molecule), another enzyme is added to convert some of that glucose into fructose so the syrup is sweeter. The body breaks down fructose differently from glucose, and it can't use as much of it for energy. HFCS should be eaten in moderation.
- **Real Sugar:** Food and beverages labeled with 'real sugar' are not made with HFCS, but instead are made with cane sugar, beet sugar, honey, maple syrup, or agave syrup. This label says nothing about the health of the product or the amount of total sugar in it. These alternatives to HFCS are trendy, partly because they're "natural." There is no meaningful difference in the fructose and glucose that makes these things sweet, and they're metabolized in essentially the same way. What's important is the number of calories one consumes from sugar, especially added sugar.
- **Sugar-free:** Possibly even worse are the bold claims of "no sugar" or "reduced sugar" or "no added sugar". This often equates to not a sweetener-free product, but rather an artificially-sweetened product. In almost every instance you'll find something like: sucralose, aspartame, maltodextrin, or saccharin.

DID YOU KNOW?

Domestic turkeys, unlike wild turkeys, are white! Turkeys in the wild need to blend into their surroundings for survival, so varieties of brown coloring are beneficial. Turkeys raised for food have white feathers, in part because brown feathers leave small pigmented dots on the turkey's skin that consumers don't always like.

- There are many ways that meat products can be marketed, but in this program it is important to use nutrition as a part of the messaging.
- Not every student will love every aspect of this competition. Consider grouping students with different interests together so they will naturally want to work on different aspects.
- There are many different types of community members that could provide expertise for this project. Consider video chatting with a turkey farmer, a dietician, a marketer, or someone who works in advertising. This can help your students get excited about the project.
- Though there are many good and valid ways to teach the content necessary to produce the final project for this competition, one good way would be to use the Gobble Up specific lesson plans, linked in the Resource section under each division.
- Consider partnering with other teachers to make the competition cross-curricular. Talk with the art teacher about creating turkey art or advertising art. Talk with the social studies teacher about incorporating the turkey supply chain in the economics lessons. Talk with the science teacher about using the turkey animal to teach poultry structures and functions. Talk with the kitchen staff about learning nutrition planning. There are many great options for making the experience cross-curricular!
- Search out turkey books to have available in the classroom, either for reading times or for reference.
- Have fun! Allow yourself and your students to be creative and follow the learning process organically. You'll do great!

CHECKLIST

- ☐ Register your classroom to participate
- ☐ Read and review the Teacher Starter Packet, specifically focusing on your student's division
- ☐ Help your students learn about turkey nutrition and marketing
- ☐ Prepare your students to make their project (provide time, materials, and guidance)
- ☐ Help your students stay on target to complete the project
- ☐ Compile and submit the project in PDF format **by November 7**
- ☐ Receive winner status and judges' comments **by November 21**
- ☐ Winning teams will receive prizes shortly thereafter

DID YOU KNOW?

Your Thanksgiving turkey was likely a hen (a female), because they are smaller and easier to store and cook!

CONTACT INFORMATION

All questions, comments, and concerns about the Gobble Up! Turkey Marketing Competition can be directed to Chrissy Rhodes, at crhodes@iowaagliteracy.org or 515-331-4181.

Iowa Agriculture Literacy Foundation
www.iowaagliteracy.org
info@iowaagliteracy.org

Iowa Turkey Federation
www.iowaturkey.org



**THANK
YOU!**