



## STAGE 06: Marketing Your Product

Students will determine the expense of creating a unit of their product and decide on a selling price to allow a profit. They will explore how to spread the word about their great new product, create advertising, and perform promotional material for various media. Students will also apply their imaginations and 3-dimensional thinking to creating sustainable packaging for their products.

- Lesson 1: Decide on a Price
- Lesson 2: Media and Audience
- Lesson 3: Promote Your Product
- Lesson 4: Packaging

## LESSON 4 - Packaging

### Overview:

Having learned about the role of plants in nutrition, grown an ingredient, and designed and developed a product, your students are budding entrepreneurs!

Packaging, like products, comes in many shapes and sizes. In this lesson, students will consider the sustainability of their packaging as they design a suitable way to present their granola bars. They will also learn that there is a career in package engineering. Who knew?!

### Learning Goals

- Design packaging for a food product
- Create packaging using sustainable materials



## Materials Needed

- Lesson Slides
- Recyclable or recycled material for packaging, such as beeswax wrap, paper bags, paper wrapping

## Time Frame: 40min

## Curriculum Expectations

### Health and Physical Education Curriculum Strand D Healthy Living

- D1.1 Understand food origins, nutritional value, and environmental impact and how those factors and others (e.g., the way we consume and dispose of food) can affect the environment

### Visual Arts Curriculum

- D1.4 use a variety of materials, tools, and techniques to respond to design challenges

### Critical Thinking

- Students solve meaningful and complex real-life problems by taking concrete steps - identifying and analysing the problem, creating a plan, prioritizing actions to be taken, and acting on the plan - as they address issues and design and manage projects.

### Agriculture/Agri-Foods Themes

- Students describe the benefits of grain as they design and write promotional material and packaging for their granola bars. They will consider how to appeal to people and persuade them to buy their grain-based products.

## Media Links

Embedded in the slides

Package Design

<http://www.pbslearningmedia.org/resource/arct14.sci.dschua/package-design-jennifer-chua/>

In Teaching Notes only

Recyclable packaging

<https://www.naturevalley.ca/recyclable-wrapper>



## Teaching Notes

<p><b>Slide 6: Minds ON!</b></p>	<p>Show students this video <a href="https://www.pbslearningmedia.org/resource/arct14.sci.dschua/package-design-jennifer-chua/">https://www.pbslearningmedia.org/resource/arct14.sci.dschua/package-design-jennifer-chua/</a> (2:20)</p> <p>Ask students:</p> <ul style="list-style-type: none"><li>• Have you ever considered what packaging is made of and how it might affect the world?</li><li>• Did you know there is such a career as a packaging engineer?</li></ul>
<p><b>Slide 7: Packaging our Product</b></p>	<ul style="list-style-type: none"><li>• Use the presentation to lead a discussion about the environmental effects of packaging, plastic, and paper.</li><li>• In business groups, ask the children to brainstorm how they could package their product without plastic, using minimal paper.</li><li>• Some examples of this to share could be beeswax wraps or reusable wheat flour bags.</li></ul>



<p><b>Slide 8: Packaging Inspiration</b></p>	<p>Explain: this wrapper is made of recyclable plastic. It can be made into other things, such as plastic chairs. We can recycle these wrappers with our other recyclables.  <a href="https://www.naturevalley.ca/recyclable-wrapper">https://www.naturevalley.ca/recyclable-wrapper</a></p>
<p><b>Slide 10: ACTION Package Design</b></p>	<ul style="list-style-type: none"> <li>• Ask students to draw and label a sketch of their packaging. Remind them to think carefully about how they can make their product stand out from its competitors on a shelf.</li> <li>• The students could then make and decorate an example of the packaging.</li> <li>• Alternatively, the Foldify iPad application could be used to design packaging nets. The children could select an appropriate template, add custom artwork, and then print, cut out, and fold their nets to create packaging.</li> </ul>
<p><b>Slide 12: Check In - What's Next?</b></p>	<p>Stage 7 will give students the opportunity to showcase their businesses depending on what suits you and your students and abides by school rules.</p>

**Assessment Resources. Coming soon!**

Please check the STEMterprise webpage at <https://goodineverygrain.ca/ontario-farming-stemterprise/>