

A Note to Teachers

This lesson asks students to think about the importance of packaging in branding and marketing as well as the environmental impact of packaging. They will explore how and why packaging has changed over the years. Students will work collaboratively to create packaging options for their pizza business that take both branding and environmental impact into account. Students will use the *Package Planning (page 11)* in their [Pizza Shop Business Planning Booklet](#).

Time: Approximately 60+ minutes. Completion time will depend on the length of package designing.

An optional Promotion and Packaging [Career Connections Slides](#) on the [last slide](#).

Check out this [Make a Pizza Box](#) video as a great example you can use to help students create their own box.

The following link provides examples of [square and triangular pizza box nets](#). Net templates suitable for pizza boxes might also be found in your math program.



Contact your local pizzeria and ask if they can supply free boxes for your students to create their designs.



Expectations



The Arts - Strand D Visual Arts

D1 apply the creative process to produce two-and three-dimensional art works to communicate feelings, ideas, understanding

D2 apply critical analysis to communicate responsive feelings, ideas, understandings

Science Properties of and Changes in Matter

C1.1 assess the impacts on society and the environment of various processes used in the manufacture of common products

C1.2 assess how the use of specific materials in the manufacture of common products affects the environment, and identify actions that society and individuals can take to mitigate negative impacts

Transferable Skills:

- 3-dimensional thinking
- Critical thinking
- Problem solving
- Collaboration

Agriculture/Agri-Food Themes:

- Understand the role of presentation of a product in the context of its reception by consumers



Stage 3 Lesson 4: Packaging



Learning Goals



We are learning:

- How and why packaging has changed over time.
- To consider the environmental impacts of packaging.
- About packaging for our pizza company so we can decide on packaging that both promotes our brand and considers environmental impacts.



Business Connection

How will this learning help our business?



Minds ON!

Think about your lunch. How can you be sure your lunch is as fresh, safe, and tasty as it was when it was packed?

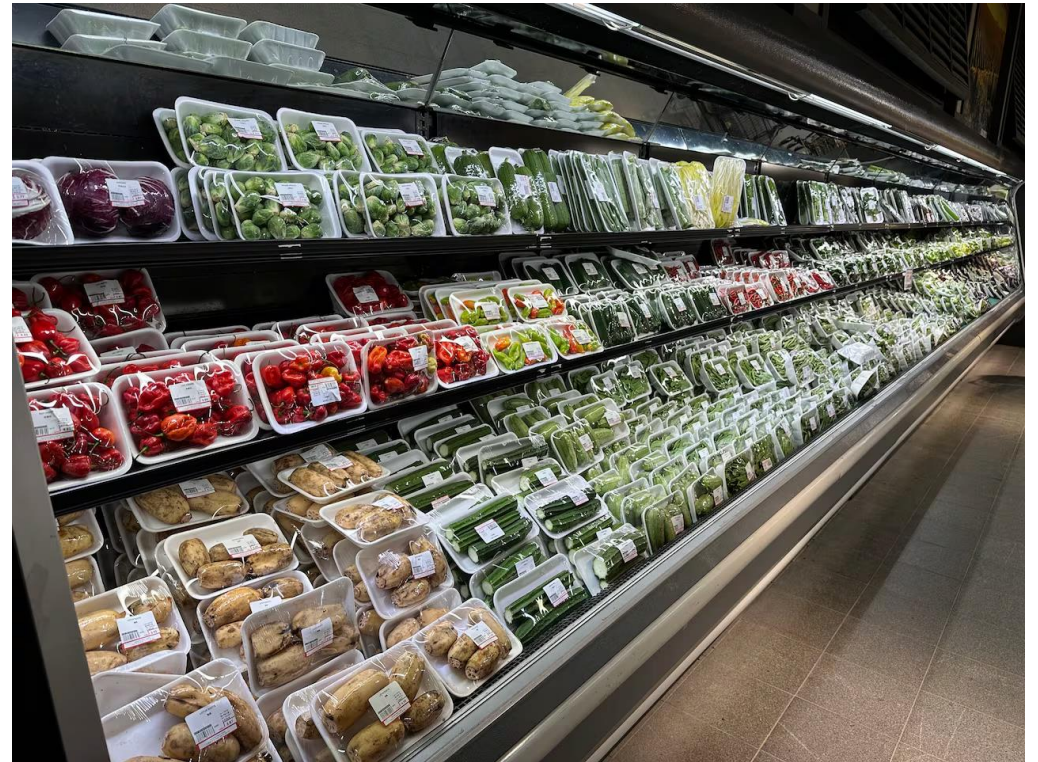
Packaging our food is important and we often take it for granted. It has not always been so easy.



Watch this! *start at 1:22*

Let's think about packaging our product

- Most food products in grocery stores come in packaging.
- Some packaging can be recycled but a lot cannot.
- Lots of our food is packaged in plastic that cannot be recycled.



Purposes of Food Packaging

- To keep food fresh
- To reduce waste
- To reduce microbes
- To make food look attractive
- To easily read product information
- To protect food from damage during transport



Plastic waste causes problems



What are other options?

How many materials can you identify in this picture?



How many advantages and disadvantages of using the materials can you identify in this picture?



Did you know?

Researchers are always looking for ways to help our environment.

Grain farmers may actually be growing our next packaging material in the evolution of packaging.

Check this out!

[Eco-friendly Food Wrap](#)

Some Canadian eco-friendly packaging is made from mushrooms, wheat straw, and even seaweed.

Design your packaging

- Design and make the packaging for your product.
- Think about the materials you will use.
- Think about how to appeal to your customers.
- How will you make your product stand out from the competitors on the shelf?



Wrap Up

What can you do in your daily life to reduce packaging that may be harmful to the environment?



Check In – What's Next?





Career Connections



Promotion & Packaging

Making your pizza look great is an important part of your business plan. A [Food Photographer](#) and a [Food Stylist](#) are two careers that make food look as delicious as it tastes.

