

**WEEK 7 Lesson 2**

**Science and Engineering: Advertising Maine Produce**  
 \*This lesson may work directly with the class market project (dependent on the class market focus) or can stand alone.

<b>S &amp; E Big Ideas</b>	Maine is rich with many agricultural products.
<b>S &amp; E Guiding Question</b>	Why should someone buy your product?
<b>Content Objective</b>	I can use what I already know to work within a small group and to consider how to sell my Maine produce. (Standard 3 and 5)
<b>Vocabulary</b>	<b>agricultural product:</b> a product that is a plant or harvested from plants
<b>Materials and Preparation</b>	<ul style="list-style-type: none"> <li>● links for Maine Farmers Markets video                             <ul style="list-style-type: none"> <li>○ <a href="https://youtu.be/UucieBWimS4">https://youtu.be/UucieBWimS4</a></li> <li>○ <a href="https://youtu.be/ZPFtneH5iTI">https://youtu.be/ZPFtneH5iTI</a></li> </ul> </li> <li>● <a href="#">sample advertisement</a>, 1-2 copies</li> <li>● white paper, 11x14, at least one per child</li> <li>● paint and brushes</li> <li>● markers</li> <li>● a variety of produce containers (blueberry box, quart container, potato sack or bag, Maine maple syrup container, apple bag,</li> <li>● construction paper, variety of colors</li> <li>● glue</li> <li>● clay or modeling dough (optional)</li> <li>● nylons &amp; fiber fill (to make potatoes) (optional)</li> </ul> <p>Children will work in small groups to create advertisements. If necessary, create these groups ahead of time.</p>
<b>Opening</b> 10 minutes	<i>Today we will pretend that we are farmers getting ready to sell our goods at a farmer’s market. We will watch a video clip (or two) about farmer’s markets that are happening here in Maine. Pay close attention to what is being sold there and how. Notice how the product is displayed and how it’s being advertised.</i>

	<p>Show the videos. Then discuss children’s observations. Make connections to the Markets Project in Studios.</p> <p><i>In small groups, we will think about how to advertise a type of local Maine agricultural produce.</i></p>
<p><b>Investigation</b> 15 minutes</p>	<p>Each small group will select a type of produce to “sell”. Show the sample advertisement.</p> <p>Each group will make a sign that advertises their produce. They should include a price for their products and create a display. Children may choose to make a model of their produce or bring in a real sample.</p> <p>Display the available materials and allow for children to select the materials they need. Encourage them to work neatly and to present their products clearly.</p>
<p><b>Closing</b> 5 minutes</p>	<p><i>Let’s share our classroom farmers market!</i></p> <p>Take a gallery walk around the various displays.</p>
<p><b>Standards</b></p>	<p><b>Standard 3:</b> Present information and supporting evidence appropriate to the task, purpose, and audience so listeners can follow the line of reasoning and incorporate multimedia when appropriate.</p> <p><b>Standard 5:</b> Demonstrate understanding of figurative language, word relationships, and nuances in word meanings sufficient for reading, writing, speaking and listening.</p>
<p><b>Ongoing assessment</b></p>	<p>Check for understanding based on children’s work.</p>

<b>Notes</b>	
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