

# Enhancing Our World Presentation

Name: \_\_\_\_\_

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## The Scenario

You have just gone to work for a company that promotes sustainable agriculture. You do some research and learn that this is a farming practice that makes use of the principles of ecology. This means that the farmer understands and respects the relationship between living things and their environments and does his or her best to preserve the environment for future generations while producing food to feed people. Your job has two parts:

- ▶ Develop a new and creative way to help feed people in a sustainable way.
- ▶ Explain this to your supervisors through a brochure, poster, or computer presentation that will help to sell them on your idea and put it into practice.

## Directions

1. Create a catchy, fun company name and write it on your draft brochure sheet. (If doing a PowerPoint, fold the paper in half twice to give you eight boxes for eight slides.)
2. Brainstorm, perhaps with others in your class, something you want your product to change. Some suggested topics are drought resistant corn, insect resistant apples, pollution consuming plants, vegetables with increased shelf life, broccoli that tastes like cheese, faster growing trees or plants, plants that make medicines directly, and much more. Write a paragraph that explains a current problem and how your product will work towards solving it.
3. Have a section called “Before and After” showing a plant or situation without your product, and one after using your product. It should be clear to the reader that your proposed product is worth the money you want them to spend.
4. Contact someone with some expertise or interest in your product (a stakeholder). Explain the benefits of your product to them. Stakeholders could include a farmer, a parent, a school nurse, shoppers at the grocery store, a grocery store manager, an environmentalist, and so on. Get their input on your product and include their comments in your brochure. If they like it, good, if they are opposed, deal with that in your “Concerns” section.
5. Come up with a list of benefits to society of the plant or process you are promoting. Put these on your paper in a section titled “Benefits: Then anticipate the negatives/downsides to what you are promoting and address these in your “Concerns.”
6. Explain how your product will be created using genetic enhancement. Use the terminology you have learned in prior lessons.
7. Use appropriate formatting to complete your brochure, PowerPoint or poster. Your final product should be visually appealing and you should be able to defend it when you present it. Did you address all the concerns?
8. Display guidelines - Using the rubric, compare your work to the expectations. What score do you expect? Should any parts be done over or modified?

# Grading Rubric

Component	5 Points	4 Points	3 Points	2 Points	1 Point	0 Points
<b>Product Name</b>	Catchy, entertains, fun, smile maker, clever	Less catchy, but still good	OK, but not outstanding	Passable, but descriptive	Not descriptive	No title
<b>Before and After Section</b>	Has both pictures with descriptive labeling	Has both pictures but not labeled	Has both pictures, labels incomplete	Has both pictures, no labels	Has only one picture	No picture
<b>Description of How Product is Created</b>	Interesting, clear and concise explanation using genetic terminology to explain how product is created	Concise explanation of product creation with genetic terminology used appropriately	Complete explanation of product creation using some genetic terminology	Incomplete description of product creation, little genetic terminology used or not used correctly	Confusing description of product creation, no genetic terminology used	No explanation of how product is created
<b>Benefits Section</b>	Has at least five benefits	Has four benefits	Has three benefits	Has two benefits	Has one benefit	No benefits listed
<b>Concerns Section</b>	Has at least five concerns	Has four concerns	Has three concerns	Has two concerns	Has one concern	No concerns listed
<b>Expert or Stakeholder Input Section</b>	Has quality quote, well written, attributed	Has quote but needs work, attributed	Has quote but not attributed	Has quote but meaning unclear	Has quote but not relevant	Has no quote
<b>Overall Visual Appeal</b>	One of two or three best in class	One of few superior ones in class	Above average	Average	Below average	Poor visual appeal