



BC Agriculture in the Classroom Foundation

Farmer's Market Entrepreneurship and Marketing

Students will explore a local Farmers' Market, interview vendors and design and market a local agricultural product prototype.

Subject Levels/ Suggested Grade

Entrepreneurship and Marketing 7-8



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Grade and Subject	Curricular Competencies	Content Connections
Entrepreneurship and Marketing 7-8	Generate potential ideas Add to others ideas Screen ideas against criteria and constraints Evaluate personal, social and environmental impacts and ethical considerations Choose an idea to pursue Understanding context Prototype, making changes to tools, materials, and procedures as needed, and record iterations of prototyping *Locally developed modules may be offered in addition to or instead of modules in the provincial curriculum.	<ul style="list-style-type: none"> • Characteristics of entrepreneurial activity • Recognition of a market need and identification of target market • Development of product or service, including its features and benefits • Forms of advertising and marketing that can influence a potential buyer/customer • Identification of a good or service that ensures brand recognition • Measurement of financial success or failure

Teacher Background

In this mini unit, students will explore a local Farmers' Market, interview vendors and design and market a local agricultural product prototype. Students will be responsible for exploring a local Farmers' Market, identifying agriculture products local to the area, and recognizing the differences between consumers wants and needs in product development. Once they have interviewed vendors at the market about their companies and experiences, they will be responsible for developing a sample product that addresses some of the needs that could be sold at the market.

Farmers' Markets take place across the province throughout the year, with the majority of them taking place in the late spring, summer and early fall. You can find more information about Farmers' Markets in your area through <https://bcfarmersmarkettrail.com/>.

Materials

- Computers or tablets for research on the following websites:
- Grow BC Map: <https://www.bcaitc.ca/resources/grow-bc-guide-bcs-agriculture-resources>
- BC Farmers' Market Association: <https://bcfarmersmarket.org/>
- Student handouts:
 - Appendixes 1-4

Procedure

1. Hook: Have a local Farmers' Market vendor visit the classroom with their product. Let student's sample the product and ask questions. Provide students with *Appendix 1* before vendor visit so they will be able to answer questions at the end of the visit.
2. Visit the local Farmers' Market and have students complete *Appendix 2*. After the visit have a class discussion about what they saw and what they learned.
3. Use Grow BC Map to learn about what is grown and produced in your area. Discuss what was seen at the Farmers' Market and if anyone had a niche market. Also help students identify the market needs and target market for the local Farmers' Market.
4. Remind students about what is produced in your area and what the target market for the local Farmers' Market is. Then go over *Appendix 3* with students and their design for their prototype product. Give ample time and space for students to work on their product.
5. Students will present their prototype product to their classmates (gallery walk, oral presentation, google slides, etc.) Once their presentations have been completed, have students fill out *Appendix 4* as a self-assessment reflection tool.

Extension Activities

- Use this unit in conjunction with the lesson "Harvest Bin Project: Creating a Harvest Bin Farmer's Market", available at www.bcaitc.ca/resources

Credit

This lesson was created as part of the learning requirements of the BCAITC Teacher Ambassador Program. Our ambassadors are teachers with a dedication and passion for agriculture education, who will work with their home communities, the BCAITC Education Specialist, and the BCAITC Executive Director to help deliver information about agriculture in BC, connect teachers with BCAITC resources and programs, and provide professional development opportunities for their regions of the province. For more information about the Teacher Ambassador Program, please see www.bcaitc.ca/teacher-ambassadors.

Appendix 1- Vendor Guest Reflection

Name: _____

Date: _____

<p>What is their product? Describe/draw it with as many details as possible.</p>	<p>How do they market their product? (Who do they want to sell it to? What are they trying to say to consumers or buyers?)</p>
<p>Does their product fill a want or need? Tell me why.</p>	<p>What has been the most interesting lesson they have learned through selling their product?</p>

Appendix 2 – Market Questionnaire

Group Names: _____ & _____

Remember to introduce yourself before your start asking them questions.

Be tactful, respectful and genuinely curious.

You may encounter busy business owners, excuse yourself and say that you can return at a more convenient time.

Sample Introduction: Hey my name is Peter, I am from Mission Creek School and have come to the market with my class. We thought it would be cool to get to know some of our local business owners and learn more about being an entrepreneur. Would you mind if we asked you a couple questions?

#1:

Before your interview write down the following

Business name: _____

Product they are selling: _____

Describe their booth:

Why did you choose this company?

Questions

Why/how did you start your business?	
How do you market your business? Do you have a website, storefront or an etsy shop?	
What makes your product different?	
What are some of the challenges that you faced getting started? (<i>remember our entrepreneurial mindset thrives off of finding issues and fixing them to make our product better!</i>)	
What part of your business do you enjoy the most?	
Choose two of the following questions: <ol style="list-style-type: none">1. What do you do with leftover inventory?2. How long does it take you to prep for the market?3. What does a market day typically look like?4. Where else could we find your product?5. How do you get feedback on your product?	Q #: <hr/> Q. #:

Appendix 3 – Agricultural Prototype Project Planning Page

Name: _____

Date: _____

My Product (locally produced or grown)	
My Marketing Plan (Who is this for? What am I trying to sell? Where am I selling it? Why?)	
Features/Benefits of my product. What helps my product stand apart from others?	
Product details (price, design, etc.)	
Other important things to remember	
How I am going to present my information (slides, poster, oral presentation, movie, etc.)	

Appendix 4 – Self-Reflection and Assessment

Name: _____

How did my product meet a need or want of the market?

What made my product different?

What I learned when designing something new:

What I learned about marketing:

What I am most proud of:

One thing I wish I could change or alter and why: