**FRUIT & VEGETABLE**

**Canadian**

Canada is currently the world’s 5th largest exporter of agriculture products and employs over 2 million Canadians. Our agriculture industry not only leads internationally with respect to the products we produce, but also boasts an impressive record for job creation, technological advancement, and environmental sustainability.

**INDUSTRY**

**Your task**: Local farmers have hired you to advertise the fruits and vegetables grown right here in our country. The farmers are looking to build an awareness within the community about the variety of local, fresh and delicious Canadian products that are available throughout the year. They are proud of their hard work and have asked that you choose **one** of their locally grown **vegetables** to create a **promotional** poster for and that it has the following information:

* A description of the **vegetable**
* Where it can be found growing in the country
* How it is grown, picked and when it is harvested (considered in season)
* Suggestions on how the product can be eaten and enjoyed
* A description of the nutrients found in the product
* The health benefits described for two of the main nutrients found in the food
  + Challenge yourself – What are vegetables low in and why is this a good thing?
* Provide an argument for why people should choose locally grown products and not their international competitors
* Tips on how to identify food that it is locally grown and where to look

The farmers want these promotional posters to stand out against others so they have asked that your poster look like their fruit of vegetable by cutting the paper into a **shape** then **coloring** it so that it looks just like the bright and colorful food they grow. To grab the attention of people they are also asking that your poster has **a catchy title**.

WHERE DO I START?

www.bcfarmfresh.com

www.bcfresh.ca

www.bcgreenhouse.ca

www.localeating.ca

www.weheartlocalbc.ca

www.bcac.bc.ca

www.bcfarmersmarket.org

The tremendous regional differences in **B.C**. have resulted in the most diverse agricultural production of any province in Canada but yet so many of us are not even aware of what is out there. Often times we choose to buy the product that is the most familiar without considering the impact of our purchase. By supporting local farmers today, you can help ensure that there will be farms in our community tomorrow.

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

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|  | **Extending** | **Proficient** | **Developing / Emerging** |
| Layout & Design | The poster has a professional appearance with **all elements** placed purposefully including your name. A creative title is used to grab the reader’s attention and connects well to the content. Formatted into a poster. Poster is readable, neat and attractive. It is free of erasures and crossed-out words. It looks like the author took great pride. Print size is large. | The poster has a neat appearance. Layout allows for **paragraph**, **name** and **title** to all be present and read when placed on the wall. Title stands out and has a connection to the writing. Formatted into a poster and size of print was considered. All pencil has been erased and color is present. | More time and attention to details such as placement, color and required elements would have made the project appear more finished. Title, name and/or other elements need more attention. Pencil has been left on the final project. It is not formatted into a poster that can be placed on the wall and read. Font is small or appears on multiple sides of paper. |
| Shape and Color of Poster | Carefully chosen shape was used to highlight the food being advertised. Shows creativity. Excellent use of color to enhance the shape and details of the poster and content. | Shape has a connection to the food being advertised. Coloring is attractive and adds visual interest to the poster. Color carries onto any additional paper that has been glued on top of picture to create a cohesive image. | Shape of paper was not changed or shape has a weak connection to produce. Color doesn’t improve the details of the poster and/or may make it difficult to read the poster. Color is added to opposite side of poster and or covered up by another sheet of paper. |
| Description of Fruit or Vegetable | Description of produce is informative, accurate and very detailed. The reader would have no questions about the produce after reading your poster. | Produce was described accurately and includes most key information. Many questions that would be asked about the food have been answered. | Produce is partially described but more information is required. Reader would still have many questions about the food. Some information may be incorrect. |
| Growing & Harvesting | An accurate and thorough description of how and where the produce is grown in Canada has been made. Special conditions and care provided by farmer for optimum growth are mentioned. Peak season is identified and harvesting techniques explained. | A description of how and where the produce is grown in Canada has been made. When the produce is ripe and how it is harvested is identified. | A brief description of how, where and when the produce grows is provided. More information is required. |
| Preparing & Eating | A thorough description of how to prepare and eat the produce is provided. Demonstrates the versatility of the food by providing several different ways that it can be eaten or used in recipes. Identifies the most common ways to eat it. | How to prepare and eat the produce is described. Some recipes that include the food are mentioned. Description answers most questions someone would have if they were to eat it for the first time. | A brief description of how to eat or prepare the produce is provided. Reader would still have questions about preparing and eating the produce if they were not familiar with it. More information is needed. |
| Buying Local | Makes a strong argument for why we should buy local foods. An explanation is provided that includes a discussion about issues such as the environment, community, sustainability of crops and benefit to the consumer. Several suggestions are offered to help find and identify local produce. | An argument has been made for purchasing local foods with some explanation provided. Reader is told where to find and how to identify local foods. | Reader is encouraged to buy local produce but the explanation is vague. A few ways to find local produce are mentioned. |
| Nutrition | A complete and accurate list of all the nutrients found in the fruit or vegetable is provided. Reader is reminded of the nutrients that won't be found in fruits and vegetables and how this is beneficial to our health. Two main nutrients are identified and their specific health benefits to the body are explained in detail. All information is correct. | A list of all the key nutrients found in the fruit or vegetable are provided.  Two nutrients provided by the fruit or vegetable are identified and some of their nutritional benefits are explained. | Some of the nutrients found in the fruit or vegetable are mentioned. The health benefits of two nutrients are briefly summarized. Health benefits to the body are vague, general and not specific and or common knowledge. More research is required. |
| Writing Style and Promotion of Produce | Style of writing promotes and encourages the reader to eat the fruit or vegetable. Writing grabs the reader’s attention in a persuasive & creative way. Interest is created by varying the sentence structure and by including interesting details. Paragraph flows logically and stays on topic. | An attempt was made to use language that promotes the fruit or vegetable. All content is written in a paragraph format with complete sentences. Writing stays on topic and sentences are not all started the same way. | Style of writing delivers information without promoting the product. Not persuasive. Not all content is written in paragraph form or uses complete sentences. Information is randomly arranged and hard to follow. Disorganized. |
| Spelling  Grammar  Punctuation | Accurate spelling, grammar and punctuation. Uses a variety of different vocabulary words. Has been proofread several times | Most spelling mistakes are corrected. Minimal grammar or punctuation mistakes are made. Has been proofread. | Many errors in grammar and spelling. Run on sentences and lack of punctuation. Awkward sentences. Would have benefited from having poster proofread |

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| WORK HABIT | Good/Yes | Satisfactory/Sometimes | Could use more effort/No |
| Used cell phone only for research purposes |  |  |  |
| Was ready to work at the bell with necessary supplies |  |  |  |
| Worked through each class to get as much completed as possible |  |  |  |
| All deadlines set by teacher were completed on time |  |  |  |
| Worked outside of class time on project |  |  |  |
| Conversations with classmates were about the project and not off topic and distracting |  |  |  |
| Asked classmates and teacher for feedback to improve written work |  |  |  |

**Teacher Evaluation of : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- | --- | --- |
| Description of Produce | Description of produce is informative, accurate and very detailed. The reader would have no questions about the produce after reading your poster. All information is correct and well explained. Well researched. | Extending | Proficient | Developing | Emerging |
| Growing & Harvesting | An accurate and thorough description of how the produce is grown in Canada has been made. Special conditions and care provided by farmer for optimum growth are mentioned. Peak season is identified and harvesting techniques explained | Extending | Proficient | Developing | Emerging |
| Preparing & Eating | A thorough description of how to prepare and eat the produce is provided. Demonstrates the versatility of the food by providing several different ways that it can be eaten or used in recipes. Identifies the most common ways to eat it. | Extending | Proficient | Developing | Emerging |
| Buying Local | Makes a strong argument for why we should buy local foods. An explanation is provided that includes a discussion about issues such as the environment, community, sustainability of crops and benefit to the consumer. Several suggestions are offered to help find and identify local produce. | Extending | Proficient | Developing | Emerging |
| Nutrition | A complete and accurate list of all the nutrients found in the produce is provided. Two main nutrients are identified and their specific health benefits to the body are explained in detail. All information is correct. Reader is reminded of the nutrients that won't be found in the produce and how this is beneficial to our health. | Extending | Proficient | Developing | Emerging |
| Writing Style and Organization | Style of writing promotes and encourages the reader to eat produce. Writing grabs the reader’s attention in a persuasive & creative way. Interest is created by varying the sentence structure and by including interesting details. Paragraph flows logically and stays on topic. | Extending | Proficient | Developing | Emerging |
| Spelling  Grammar  Punctuation | Has been proofread several times. Contains accurate spelling, grammar and punctuation. | Extending | Proficient | Developing | Emerging |
| Presentation  (Layout / shape / Title) | The poster has a professional appearance with **all elements** placed purposefully. A carefully chosen poster shape was used to highlight the produce. A creative title is used to grab the reader’s attention and connects well with the content. Poster is readable, clean, neat and attractive. It is free of erasures and crossed-out words. It looks like the author took great pride. | Extending | Proficient | Developing | Emerging |

**OVerall Grade:**

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| Extending | Proficient | Developing | Emerging |

**W0rk Habit:**

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| GOOD | Satisfactory | Need Improvement |