**SHSU Advanced Animal Science Workshop**

**Marketing of Livestock and Meat Products**

TEKS:

*- (12) The student explores methods of marketing livestock. The student is expected to:*

*(A) compare various methods of marketing livestock; and*

*(B) describe methods of marketing meat and meat products.*

LESSON PLAN:

- The students should have a basic understanding of livestock products and meat products, including meat by-products. Then, after discussing the flow of food from producer to consumer, they will learn about the marketing channels/channel of distribution. Then, the students should research the history of marketing food and the changes that have occurred in this area. After learning this, the students should have a good idea of what marketing concepts work and which ones do not. Compare the popular marketing ideas (Got Milk?; Beef, It’s What’s For Dinner; Pork-The Other White Meat; etc.) with ones that are not as popular. Have the students hypothesize about why certain ones work and why other ones do not. Then, the students will be given a live or processed commodity and a local, national, or global market (group of consumers) to market the product to. The students will need to research the economical, traditional, religious, etc. aspects of the group. They will hypothesize the best methods of marketing the product to them and they will work to determine whether the commodity will be easily marketed to the consumers or not. The student’s project should consist of a marketing plan, advertisement (flyer, poster, video, etc.), and provide valid evidence showing their conclusion as to whether the product will be successful or not when marketed to that group.

EVALUATION:

- Completion of the project and required research should suffice as evaluation for this unit.