

LESSON 04

CASE STUDY & REAL FOOD CONNECTION

Today's Objectives:

- ✓ Connect the definition of real food to the **real food** case study.

Today's Date:

- ✓ Demonstrate a mastery of topics: real food, problem/solution, business opportunity.

Bell Ringer:

Read the following definitions of real food and check the ones you agree with.

Check if you agree	Real Food Definition
	Food we trust to nourish our bodies, our farmer, our planet.
	Real food tastes good. It is grown or produced in a way that is ecologically sound and helps promote the security of our environment.
	Real food supports farmers and provides their families with good quality of life.
	Real food is composed of ingredients your grandmother can pronounce and recognize.
	Real food tastes good and requires only minimal processing.
	Real food, in moderation, is healthy for you and provides your body with what it needs to fuel your life.
	Real food remains close to its original, harvested form, instead of being developed in a lab.
	Food that is grown for nutrition and taste. Food that is grown with pride.

Step 1:

Today you will be creating an illustrative poster that will showcase your case study's connection to real food and summarize the information we have learned about entrepreneurship. To prepare for the poster, complete the questions below. Use your Case Study Overview and the information you have recorded in Lesson 2 and Lesson 3.

1 As a group, define real food.

2. How does your definition of **real food** connect to your case study?

3. Summarize your case study's solution/problem.

4. Summarize your case study's business opportunity.

5. Summarize your case study's social responsibility.

Step 2:

Create an illustrative poster using the coloring and poster supplies.

Step 3:

Hang your poster in the classroom and review the other posters. Complete the grading rubric below for each poster.

Case Study Grading Rubric.

Case Study Business Name:	Connects Real Food up to 20 points	Social Responsibility up to 20 points	Problem / Solution up to 20 points	Business Opportunity up to 20 points	Visually Appealing up to 20 points	Problem / Solution up to 20 points	TOTAL POINTS
							/100
							/100
							/100
							/100
							/100
							/100

Grading Key:

- **20 Points:** Exceeds expectations, high effort
- **15 Points:** Meets expectations, moderate effort
- **10 Points:** Baseline expectations, minimal effort
- **5 Points:** Does not meet expectations, little to no effort
- **0 Points:** Did not include, no effort