

Dairy Designs!

LESSON AT A GLANCE

All materials for this lesson can be found at the QR code



Dairy Designs!

1 Dairy Challenge

- > Let students know that they have been hired by a dairy farm who is interested in producing two new dairy products: ice cream and butter. The challenge? Produce the BEST product, label and slogan!

They will work in teams to compete for the "Top Dairy Designs" title during the EXTREME dairy championship. Teams will present their dairy products, label design, and product slogan and judges will pick their favorite. Products will be judged based on taste, visual appeal of label, and catchiness of the slogan.

To get students thinking about dairy, ask:

- Do you have a favorite ice cream flavor or type of butter you like more than others?
- What about a favorite brand? What do you like about it?

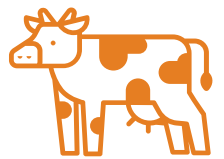
2 Product Creation

- > Break students into small teams that will work together on producing a dairy product- half butter and half ice cream.
- > Pass out the Dairy Designs worksheet and basic product recipe to students. Share the variety of additional ingredients that they will have available.
- > Let students know that they can anything that they believe will create the most delicious product. But they MUST list all ingredients in their final recipe. Give students 5-10 minutes to plan before they begin making their products.
- > Once students have their recipes developed, invite them to collect the ingredients they will need. Remind them to follow their recipes so that they will know what needs to stay the same or change.



- > While some of the group gets started on making the product, encourage others to research existing products to get some ideas, have them consider what parts they liked/didn't like and why (or show images).
- > Tell students that they have 25 minutes to:
 - make their product
 - create an appealing label for the product
 - develop a slogan for the product

Straight from Jersey cows!



3 Extreme Dairy Championship

- > Once students are done making their dairy products each group will bring them up to the front of the room to the "judges panel" (pre-select students for this role or teachers can act as judges). Each group will share about their items and why they chose the branding and then judges will do a product taste test. Products will be rated (1-5 etc.) on taste, visual appeal, and effectiveness of the slogan.
- > Judges will share with each group what they liked and disliked about the products as well as make suggestions for improvement to the overall taste (more or less sugar, salt, etc.) and visual appeal. Once all groups have shared and gotten feedback, invite them to make changes to their recipes (even if they do not have time to make a second batch).

4 Debrief

- > What went well for your team? What did your team struggle with? What would you change in your recipe? label? slogan?