**Agriculture Promotion Poster**

**Animal Sciences 2:**

11.01 Describe animal science and the role of animals in society.

12.02 Appraise and evaluate the economic value of animals for various applications in the agriculture industry.

**Objectives:**

* Students will be able to promote the animal sciences/systems industry by creating a poster that encourages these practices.
* Students will be able to appraise and evaluate value of animals for various applications in the agriculture industry by creating a promotional poster.
* Students will be able to create a persuasive poster that explains the importance of animals in agriculture.

**Background:**

For this activity you will be creating an agriculture promotional poster. The reason that posters are created is to typically **promote** a certain item, idea, or concept! With promotional posters aimed to convince people to understand and believe the information on your poster! Typically, there is not much writing on posters but what is written on them is clear and to the point. The posters that you will create for this activity will be to promote animal use in agriculture in order to try and shed a positive light on this industry. Posters can be used as a simple tactic to try and change public opinion. Let your creativity shine when creating your promotional poster! Below are some examples **persuasive** posters that were made to try and impact the public! These examples happen to also fall under agricultural industry because it deals with forest fires.

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**Instructions:**

You will be tasked with creating a **persuasive** poster that explains to someone why animals are necessary in agriculture for life. You could include reasons why animals are so important to the agriculture industry. Make sure to include examples of how life would be different without animals in agriculture. Be neat and use color! Any sentences on your poster should be written in COMPLETE sentences. You can create a digital poster on your computer, or you can create a poster on materials that you have at home, both are acceptable for this assignment.

Turn the digital copy or a picture of your physical poster into google classroom for this assignment. Before beginning your poster, it would be helpful to conduct some research that supports why animals are a necessity to agriculture and for life in general. For example: Animals contribute a tremendous amount of economic value to the agricultural industry it is possible that you could mention that on your posters, supporting that statement with data/ numerical values!

**Summary:**

It is important that we act as advocates for the agricultural community! It is our job to spread the word in our communities on why agriculture is so important. Some people may not have much knowledge on agriculture so it is important that we share our knowledge any ways that we can. By creating these persuasive promotional posters, you guys have the ability to teach others why animals are necessary for agriculture. Let your voice be heard because what you have to say matters!