

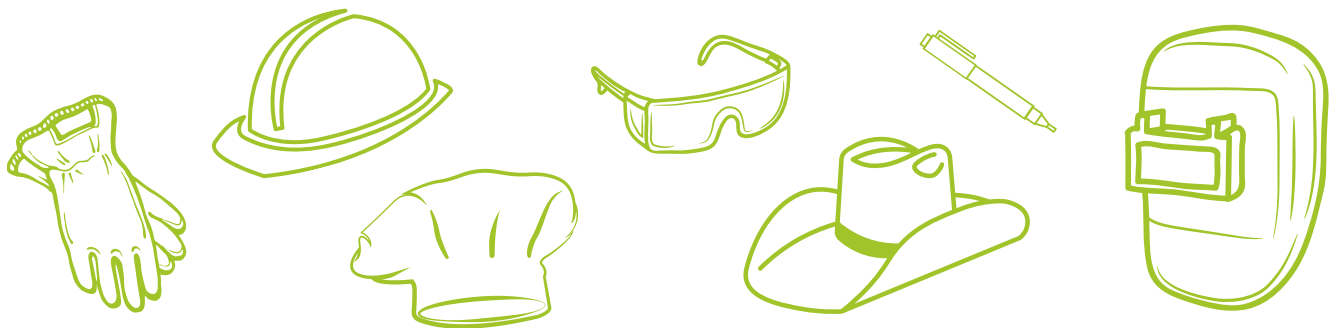
CAREERS IN FOOD & AGRICULTURE

POSTER PROJECT & PRESENTATION

Due Date:

After you have completed the thinkAG career quiz and identified your interest area, you will research a career related to your interests. You may conduct your research in the library and online. You will also be conducting an interview of someone who works in the field you are investigating. Remember to document your sources properly, and to summarize and paraphrase information in your own words.

Using the information that you have gathered in your research and in your workplace interview, you will produce a poster that explains and illustrates the field you are investigating.



Poster

Your poster must be completed on standard poster board (22x28 inches) and include at least 3 images or infographics (and a maximum of 6). Images, like words and ideas, need proper documentation to avoid plagiarism.

Your poster should also answer the following questions about the field you are investigating:

- What are the educational or technical requirements for this position?
- What skills and knowledge does this career require?
- What is the income level or pay scale for the role?
- What are the duties and responsibilities of this role?
- What are some of the benefits of this position and what are some of the challenges?
- How does this career path contribute to improving our food system by enhancing human health, sustainability, or equity?

Elevator pitch presentation

After everyone has submitted their posters, we will have a career presentations day where you will give the “elevator pitch” for your field or career interest area. An elevator pitch is a brief, engaging, and memorable description of who are and what you do, including your skills, interests, experiences, and expertise. It’s called an elevator pitch because it should take roughly the same amount of time as it takes to ride an elevator—around one minute.

In our case, you will be giving the elevator pitch for the field or career area that you have researched. Imagine you are on an elevator with someone, and, before they get off the elevator, you need to tell them what your field is, and how it is improving human health, nutrition, equity, or sustainability. What are the main takeaways? Why should your audience care about your field or interest area?