



Lesson Ideas

- Students to think about what they already know about organic products and record it in the first column of the '**Organic products KWL chart**' activity sheet. Students add to this as they learn more about organic products.
- Students to read the following definition of 'certified organic', identify words or terms that they do not understand then research to find out what they mean. Following this, students to see if they can explain their understanding of certified organic to a partner.

"To be certified organic means to grow or manufacture a product free from synthetic pesticides, herbicides, hormones and antibiotics. Livestock must be free range and pasture-fed, seed must be non-GM, and the process must be water efficient and biodiversity friendly."
- Australian Organic Awareness Month is held every September. Students to work in small groups to design a campaign promoting this event in their school or community. This could include posters, radio advertisements, social media campaigns or brochures.
- Students to read the information in the facts for students, then answer the questions on the '**Celebrating organic – comprehension**' activity sheet.
- Students to survey their friends and family to find out what they know about organic products. They should work in pairs or small groups to devise a list of questions, conduct the survey and consider how they can present the results to the rest of the class.
- Students to read the reasons for buying certified organic on the fact sheet. In small groups select one reason and prepare a persuasive argument based on it to convince someone to buy certified organic products. More reasons can be found at austorganic.com
- Students to read the information about organic farming in the student section of the Australian Organic Schools website (under the 'Organic Farming' topic in the 'From the Farm to Me' section) to find out more about what it means to be an organic farmer. In small groups, students select on aspect of organic farming (such as water management or soil health) and research to find out more about it. Present findings to the class.
- Students to use supermarket or health store catalogues (online or print) to find organic food options then plan a menu for an 'Organic Lunch Day' to be held during Australian Organic Awareness Month.



Education Resources



- Students to choose their favourite food or product and collect examples of how it is packaged. Imagine this product is certified organic (if it is not already) then do the following:
 - Design some new packaging for the product making sure it shows the consumer that the product is certified organic. They should consider the materials they would use for the packaging.
 - Create a marketing campaign to promote the product and its benefits to consumers.
 - Think about how they would promote this product at an event to be held during Australian Organic Awareness Month. Could they do tastings or recipe demonstrations, fashion shows, make overs etc.?
- Students to write a jingle to promote Australian Organic Awareness Month. They could choose to use a familiar piece of music.
- Students to compare 'organic' and 'non organic' products using the '**Organic V non-organic venn diagram**' activity sheet.
- Students to read the commonly found terms on the '**What does it mean?**' activity sheet then research to find out what each of them means. In small groups, students create an information brochure for consumers explaining the terms in simple language. Discuss how the terms may differ from 'Australian Certified Organic' and how this could confuse shoppers.