



# Creative Projects

## AGRICULTURE



### Project 1: Local Agriculture Operations Analysis

In this project, you will explore the local agriculture industry by researching farms and agricultural businesses in your area. You will examine what they produce, how they operate, and how they bring products to market. Using this information, you will identify trends in agriculture and make recommendations for how operations can remain competitive and sustainable.

#### Step 1: Research Local Agriculture Operations

Find **5–8 local farms or agricultural businesses** (crop farms, livestock operations, farmers markets, urban farms, etc.)

Record the following for each:

- Type of operation (farm, greenhouse, ranch, etc.)
- Products (crops, livestock, goods)
- Scale (small, medium, large; local vs. regional)
- Farming methods (organic, conventional, sustainable, hydroponic, etc.)
- Pricing and/or distribution methods (farm stand, wholesale, CSA, grocery stores, etc.)

#### Step 2: Organize Your Data

1. Create a chart or table (Excel or Google Sheets)
2. Clearly display all operations and their details
3. Group or sort in a meaningful way (by product type, scale, or methods)

#### Step 3: Analyze Industry Trends

Identify patterns such as:

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| <ul style="list-style-type: none"><li>• Common types of products in your area</li><li>• Popular or growing farming methods (organic, sustainable, use of technology)</li><li>• How farms are selling/distributing their products</li><li>• Differences between small and large operations</li></ul> | <p><b>Answer:</b></p> <ul style="list-style-type: none"><li>• What trends do you notice in local agriculture?</li><li>• What practices seem to make operations more successful or competitive?</li><li>• What challenges might agricultural businesses face today?</li></ul> |
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#### Step 4: Make Recommendations

Based on your findings, answer: What should agricultural businesses do to stay competitive and sustainable?

- Provide **2–3 specific, realistic suggestions** and explain them.

Examples might include:

- Adopting sustainable or organic practices
- Expanding direct-to-consumer sales (farmers markets, CSA programs)
- Using technology to improve efficiency or crop management
- Diversifying products to meet consumer demand

#### Final Deliverables (2 Completed Projects)

##### 1) Data Collection Table (Required)

A clear chart or table showing your 5–8 agricultural operations and their details

##### 2) Local Agriculture Overview (Required)

Choose one format:

- 1–2 page written summary OR
- 6–8 slide presentation

Your overview must include:

- Summary of your findings
- Key agricultural trends
- Explanation of what makes operations successful
- Your recommendations for improvement



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### Project 2: Farm Improvement Plan

In this project, you will take a closer look at how agricultural businesses operate and promote themselves. You will analyze one farm or agricultural business and develop ideas to improve its efficiency or marketing. You will then create original content or solutions that reflect real-world agricultural practices.

#### Step 1: Analyze a Current Operation

Choose one agricultural operation (real or realistic scenario)

Examine:

- Daily workflow or operations (planting, harvesting, staffing, etc.)
- Marketing strategies (social media, signage, website, farmers markets, etc.)

Take notes on:

- How the operation runs
- Strengths and weaknesses
- How it attracts and serves customers

#### Step 2: Evaluate Effectiveness

Answer:

- What is working well in this operation?
- What could be improved?
- What would make this operation more efficient or appealing to customers?

#### Step 3: Create Original Work

Create 3–5 original promotional posts (social media, flyers, or ads)

Each should include:

- A clear and engaging caption
- Key details (products, location, benefits)
- A hook or attention-grabber
- A call to action (e.g., "Visit our farm stand," "Order today")

#### Step 4: Develop Improvement Ideas

Create a list of 3–5 actionable ideas to improve the operation overall.

Examples:

- New ways to market products
- Expanding product offerings
- Improving customer experience
- Increasing sustainability or efficiency

#### Final Deliverables (3 Completed Projects)

##### 1) Analysis Notes Notes (Required)

Bullet-point notes or short paragraph responses from Steps 1-2

##### 2) Sample Content (Required)

3-5 Promotional Posts from step 3

##### 3) Improvement Idea List (Required)

A list of 3-5 actionable ideas to enhance the operation