

OBJECTIVES

To comprehend text using appropriate strategies. To apply strategies and skills to create oral, written, and visual texts.

MATERIALS PROVIDED

Lesson plan activities

MATERIALS NEEDED

Poster board, markers, paints, crayons, other art supplies

ESSAY

“Kumara - From the Farmer’s Field to your Plate.” Available online at kumara.co.nz/kids_stuff.

ACTIVITY

Read and discuss the kumara production essay, “Kumara - From the Farmer’s Field to your Plate.” Ask students to review the information and suggest ways to organise the facts for easy reference. Assign the following activity as a comprehension check.

“Today you will become teams of advertising executives who have been selected to create grocery store posters to promote kumara. The growers want consumers to buy and eat more kumara. They want the public to know the health benefits of eating kumara, the economical menus that can be developed using kumara, and the delicious flavour they will enjoy when they eat kumara. The task for each team is to create a poster that does the best job promoting kumara. Your poster should be colourful, attractive, filled with interesting and accurate information, and memorable graphics. Your poster should have “that special something” that will make the shopper buy and enjoy kumara. Use information from the article to give you ideas. Use your imagination to come up with a great slogan, jingle, or artistic presentation.”

