

CARING FOR PIGS IS A TEAM EFFORT

Team work: People working together cooperatively to accomplish the same goals and objectives.

Watch Episode 8 and listen to Kevin Stuckey talk about team work in his industry.

What work is done by the specialized team members of the Cooper Farms?

FEEDING, WATERING, KEEPING RECORDS, CLEANING

What are the goals for the team members on the Cooper farms?

GETTING OUT THE BEST QUALITY PIG, GOOD CARE FOR EACH SOW, INDIVIDUALIZED FEED, HEALTH AND COMFORT

Another name for a team is a crew. Describe the work of these Cooper Farm crews.

farrowing crew: WORK WITH BABY PIGS

gestation crew: WORK WITH PREGNANT SOWS

other specialized crews _____ work with: _____

Team work helps people specialize in what they produce. Teamwork improves the product and often helps lower the price. What were some of the benefits of teamwork that Kevin mentioned? For the workers? For the industry?

BETTER EFFICIENCY, IMPROVED ECONOMICS, ABILITY TO INTERACT WITH ALL THE PEOPLE, TO BE PART OF A PROGRESSIVE INDUSTRY, WORKERS GET TO DO THE THINGS THAT THEY LIKE TO DO AND USE THEIR SPECIALIZED SKILLS, INDIVIDUAL CARE FOR THE ANIMALS.

Besides teamwork, what other entrepreneurial ideas can you think of that might help hog farmers in Ohio?

VARIOUS ANSWERS THAT MIGHT INCLUDE: MORE USE OF TECHNOLOGY, UTILIZING ADVANCED SCIENTIFIC RESEARCH ABOUT ANIMALS, WEBCAMS IN THE BARNS, ETC.

TEAMWORK CHALLENGE 1

Create teams of 4—each person has a “leadership” role on the Cooper farm Marketing Team.

Your team assignment is to market the Cooper farm. Each person takes a role and works together to design a Marketing Campaign. Decide what is the most important message you want to convey about your farm to people who eat pork in Ohio, to other countries, to people who are looking for work. Do research using primary and secondary sources. Include charts and graphs of information.

- Webmaster - what goes into the segments on the home page?
- Name/logo of Farm – design that illustrates the message
- Advertising campaign – what ways will you advertise your messages?
- Podcasting/vodcasting – interview topics, ideas for videos, etc.

TEAMWORK CHALLENGE 2

Create teams of 4—focus on Website Development.

You are a website development team. You have been asked to prepare a design plan for a new home page for the Cooper Farms. Based on what you learned from the video, you have 15 minutes to put together the homepage with links, tabs, and information.

- What words do you use?
- What pictures do you use?
- What tabs/links are needed?