



## Lesson Summary:

Students rotate through **five career simulation stations**, each mirroring a real-world career in the beef industry:

1. Meat Processing & Entrepreneurship
2. Animal Nutrition & Sales
3. Sustainability & Research
4. Herd Management & Genetics
5. Ag Lending & Business Support

At each station, students watch a short video and complete a challenge requiring critical thinking, basic math, and career-based decision making.

## Lesson Procedures:

### Introduction (5 minutes)

Teacher should explain:

- Students will rotate through **five beef-industry career stations**.
- Each station includes:
  - a short video
  - scenario-based challenges
  - math or decision-making
  - short reflection questions

Tell students the goal is to think like professionals who make real decisions in agriculture every day.

### Station 1 – Chippewa Valley Angus: Herd Management & Genetics (Video Start 0:56)

**Skills:** Selection decisions, herd goals, budgeting, genetic trait evaluation.

#### Teacher Notes:

Students choose a bull based on traits (calving ease, growth, marbling) and costs. They must write a herd plan and create a marketing name.

#### Look For:

- Clear justification for bull choice
- Recognition of trade-offs (traits vs cost)
- Awareness of how genetics affect next year's calves

### Station 2 – Granville Milling: Animal Nutrition & Sales (Video Start 5:53)

**Skills:** Feed calculation, cost analysis, weight gain prediction, recommending feed plans.

#### Teacher Notes:

Students choose feed types (or mix feeds) and calculate cost, bags needed, and projected weight gain.

#### Look For:

- Accurate calculations
- Clear reasoning behind the recommended plan
- Awareness of factors like budget, nutrition, and goals

### Station 3 – AgriFinancial: Ag Lending & Business Support (Video Start 9:50)

**Skills:** Loan evaluation, financial reasoning, risk assessment, written communication.

**Teacher Notes:**

Students evaluate loan terms and choose the best option for the farmer’s goals.

**Look For:**

- Understanding of interest, repayment, and risk
- Awareness of what is best for both the farmer and bank
- Logical short advice message to the farmer

### Station 4 – Winner’s Meats: Meat Processing & Entrepreneurship (Video Start 14:01)

**Skills:** Pricing, profit calculation, marketing, product decision-making.

**Teacher Notes:**

Students must divide **720 lbs** among product types and calculate profit using tables at the station. Encourage them to think about consumer preferences and business strategy.

**Look For:**

- Logical product mix
- Realistic slogan/message
- Understanding of market differences (restaurants vs. families)

### Station 3 – Certified Angus Beef: Sustainability & Research (Video Start 18:28)

**Skills:** Environmental decision-making, evaluating improvement strategies, marketing implications.

**Teacher Notes:**

Students choose one improvement option and justify why it benefits sustainability and the farm’s goals.

**Look For:**

- Connection to environmental impact
- Realistic explanation in one sentence to “the farmer”
- Understanding of long-term vs short-term improvements

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#### 4. Wrap-Up Discussion (10 minutes)

Use whole-class discussion to reinforce learning.

**Suggested questions:**

1. Which station challenged your thinking the most, and what skills did it require that you didn’t expect?
2. How did your group make decisions when you had limited time or incomplete information—like real professionals do?
3. What did you learn about how different careers (nutrition, genetics, processing, finance, sustainability) rely on each other in the beef industry?
4. Which station helped you understand the beef industry in a new way, and why?
5. If you could explore one of these careers further, which would you choose and what interests you about it?

## Notes:

### **About the Ohio Beef Council**

The Ohio Beef Council (OBC) is a non-profit 501(c)(5) organization charged with the promotion and marketing of beef and beef products in Ohio. Checkoff dollars are used to increase beef demand through programs of promotion, research and education. The organization is directed by a 15-member Operating Committee of cattlemen appointed by the Ohio Director of Agriculture, representing the state's beef and veal producers.