



# FROM PADDOCK TO PLATE

*- the essential ingredient*

IDEAS





# Resource 1.1

## Student Task Sheet

### The essential question:

What are the benefits when we understand all the things Australian red meat processors and butchers do to bring us juicy, tender red meat?

#### The scenario

The Australian Meat Processing Corporation (AMPC) is searching for schools to investigate how and why red meat is processed so we can have juicy red meat products to eat!

This industry is made up of dedicated and specialised meat processors and butchers who produce all of the cuts of red meat we love to eat.

Most people know that beef comes from cattle, lamb from sheep and goat meat from a goat, but did you know that your different cuts of red meat are processed and made ready for sale and delivery to customers by meat processors and butchers?

Play an interactive, view videos and images, and read about this industry that produces much of our juicy and tender beef, lamb and goat meat that we enjoy eating. See <http://www.ampc.com.au/digital-interactive> and <http://www.ampc.com.au/education-training/school-resources/paddock-to-plate>

Investigate some of the different types of packaging the local butcher shop, supermarket meat cabinets contain and explore the variety of cuts of red meat such as steaks, fillets, sirloins, mince and roasts that are a 'Product of Australian Meat Processors'.

Your task is to design and produce a label for a type and cut of red meat with an info graphic that sequences the process of converting the beef, lamb or goat meat into a product suitable for sale.

It will need to be eye-catching to the consumer and identify an actual Australian locality and Australian Processor as the point of origin, and it needs to list the product's ingredients by name and quantity, along with its use-by date. It needs to include information for the consumer about how the cut of meat can be prepared for healthy eating.

You are also required to make a three minute presentation of the label to an audience and communicate how it can educate consumers about how red meat is processed in Australia.

The AMPC website can help out with lots of icons, information, and images for your red meat label.

Your challenge is to develop questions regarding how types of red meat are processed, packaged and labelled and then use a range of sources, objects and images to help you create your red meat label. Are you up for the challenge?

#### High, low and no tech options

**High Tech:** You can design and produce the label digitally using an app or software to create original graphics.

**Low Tech:** You can design and produce label using a standard computer, graphics provided and editing software.

**No Tech:** You can design and produce the label using art materials, poster board and hand written information and drawings.



## Red meat labels

Have you ever seen these labels before?  
If so, where have you seen them and in what context?

What makes them memorable?

What information might they contain that is relevant to the consumer?

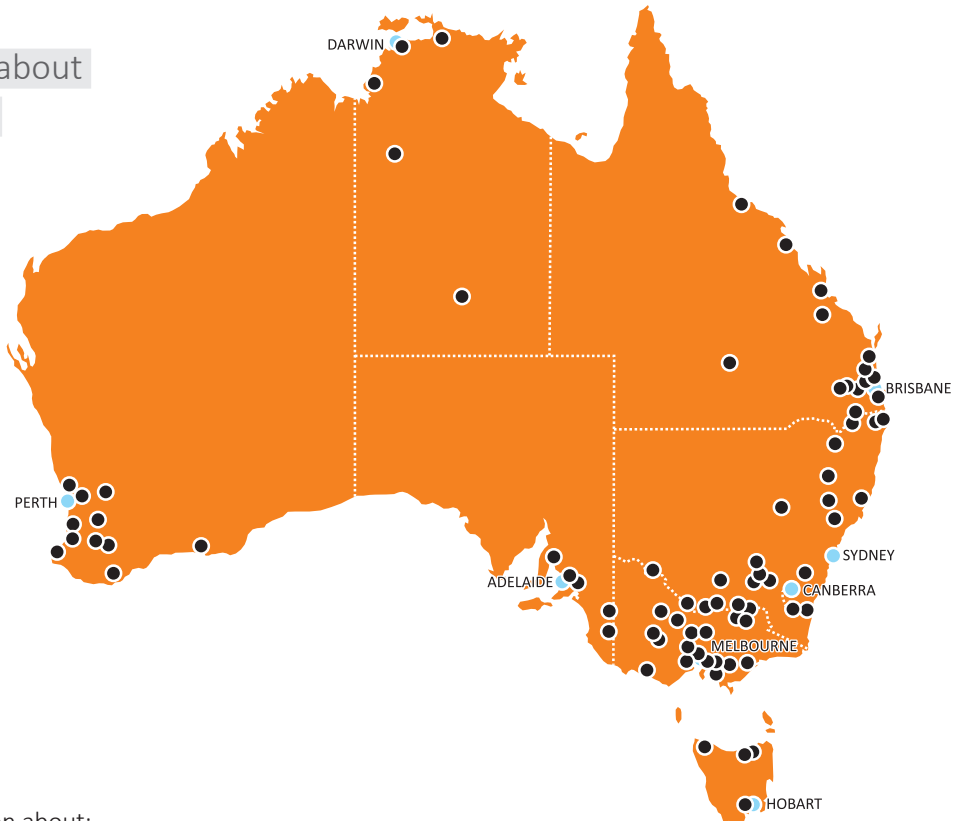






# Discover

Begin your research about red meat processing.



Collect and record information about:

- What red meat processing actually involves;
- What red meat processors and butchers might actually do;
- Where Australian meat processors are located;
- How meat processors and butchers convert beef, lamb and goat meat into a product; and
- How beef, lamb and goat meat gets from the paddock to our plates.

## My notes:

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# From Paddock to Plate – the essential ingredients

View the image below to discover what's involved in the journey of a piece of beef, lamb or goat meat from the farm, to the butcher or supermarket shelf, fridge or freezer.





## Dream

This is where you use the knowledge you've gathered to visualize a creative and appropriate solution. This is a whole-mind process where we imagine what the solution will appear like as it would in the future. Instead of asking "why" we ask "why not." The question of "what's the worst that could happen" becomes "what's the best that could happen."

Consider the many possible ways you can design and create a label for a cut of red meat that includes:

- an info graphic that sequences the process of converting the type of red meat into a product for sale;
- identifies an Australian locality and Meat Processor as the point of origin;
- lists the product's ingredients by name and quantity, along with its use-by date; and
- include information for the consumer about how the cut of meat can be prepared for healthy eating?

Think about the questions posed below and record your 'draft' solutions.

- How will you design your label and create the accompanying info graphic?
- How will your label describe the cut of meat's points of origin?
- How will your label list ingredients by name and quantity, as well as its use-by date?
- How will your label include information for the consumer about how the cut of meat can be prepared for healthy eating?
- How might you present your label to an audience and communicate how it can educate consumers about how red meat is processed in Australia?
- What might you have to do to make your design idea possible?
- What might it include?
- What might it be focussed on?
- How might it be created?
- What are the different ways it could be created?

This is your chance to make a truly informative and creative label and educate consumers about how their red meat is processed in Australia!







# Design

Commence by establishing your desired outcome; then visualise the various steps necessary to achieve the visualized solution in measurable, achievable steps.

Prepare a project plan to outline information that needs to be gathered, who is responsible, from where you will seek information and how it will be gathered. The plan should also include identifying the materials, tools and equipment and planning and production steps including time constraints required for making the label and accompanying presentation about how your label can educate consumers about meat processing in Australia.

What do I need to do?	How will I gather the information? How will I create my label?	When will I do this?	How can my product and processes be improved?
<p>Gather and analyse information about the how and why red meat is processed and packaged in managed environments and prepared to enable people to grow and be healthy.</p> <p>Design a label for a type and cut of red meat. It needs to include an infographic that sequences the process of converting the beef, lamb or goat meat into a product suitable for sale.</p> <p>Design an eye-catching label for the consumer that identifies an actual Australian locality and Australian Processor as the point of origin, and lists the product's ingredients by name and quantity, as well as its use-by date. It needs to include information for the consumer about how the cut of meat, can be prepared for healthy eating.</p> <p>Make a 3 minute presentation of the label and communicate how it can educate consumers about how red meat is processed in Australia.</p>			



## Resource **1.6.1** Student Task Sheet

Use the Design Template of a Meat Tray





# Deliver

This stage is the process by which the dream becomes a reality. It's where you actually implement the design to complete the solution to the problem in two separate steps:

Produce (actually creating the label in its working format), and Publish (presenting the finished label in your effort to educate consumers about how red meat is processed in Australia).

Use the following prompts to write your three minute presentation explaining your label and how it can educate consumers about how red meat is processed in Australia.

**Write the introduction:**

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**Write the body:**

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**Write the conclusion:**

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## Debrief

Self-Assessment – Things to improve