

Name:

Class:

Date:

## Activity 12.3A: Market a Nontraditional Animal

### Materials Needed

- Internet-search capability and/or library access
- Markers, pencils, and/or paints
- Posterboard
- Straightedge and other drawing accessories

### Instructions

*In this lab, you will be creating advertisements for products and by-products from a nontraditional animal. You may not use traditional livestock such as cattle, sheep, swine, goats, chickens, turkeys, and equines.*

1. Which animal will you market?

Answer:

2. What are the products/by-products from this animal?

Answer:

3. What are the consumer advantages of purchasing these products?

Answer:

4. What are the characteristics of a consumer who would likely purchase this type of product?

Answer:

5. Create a print advertisement for these products. Your ad should include graphics, product descriptions, and information about comparative advantages.

Answer: