

## Collaborative Value-Added Products in the Maple Industry

### Objective:

Students will work in teams to develop and present a scenario on how the Pennsylvania maple industry can collaborate with other agricultural industries in the state to create innovative value-added products.

### Instructions:

#### 1. Team Formation:

- Teams should consist of 4 members.

#### 2. Industry Research:

- Each team should conduct research on the Pennsylvania maple industry, focusing on its current products, production processes, and market trends.
- Teams should also select and research at least one other Pennsylvania agricultural industry (e.g., dairy, fruit, livestock, grains, etc.).

#### 3. Scenario Development:

- Teams will create a scenario where the maple industry collaborates with their chosen agricultural industry to develop a new value-added product.
- The scenario should include:
  - **Product Concept:** A detailed description of the new product, including how it combines elements from both industries.
  - **Production Process:** A step-by-step outline of how the product would be produced, highlighting the role of each industry.
  - **Market Potential:** An analysis of the target market, potential customers, and how this product would fill a market need.
  - **Sustainability Considerations:** A discussion on how the collaboration promotes sustainable practices and supports local economies.

#### 4. Presentation:

- Teams will create a presentation that includes visual aids (slides, posters, or prototypes) to showcase their scenario.
- The presentation should be 6-8 minutes long and cover all aspects of their scenario, with each team member contributing to the presentation.
- Teams will present their scenarios to the class (or a panel of judges if in a competitive setting).
- After each presentation, there will be a Q&A session where the judges can ask questions about the scenario and proposed product.

5. **Evaluation Criteria:**

- **Innovation and Creativity:** Originality of the value-added product and collaboration concept.
- **Feasibility:** Practicality of the production process and market potential.
- **Research and Understanding:** Depth of research on both industries and the integration of knowledge in the scenario.
- **Presentation Skills:** Clarity, organization, and engagement in the presentation.
- **Team Collaboration:** Evidence of teamwork and balanced contribution from all team members.