

**FUN FACES OF WISCONSIN AGRICULTURE  
DAIRY ECONOMICS LESSON PLAN**



**Activity Length:**

Food Dollar – 30 minutes  
Community Money – 30 minutes  
Who works for the Dairy Industry? – 45 minutes  
Dairy Math Lesson – 30 minutes

**Student Objectives:**

- Students will use problem solving skills to determine the parts of a dollar that go into production of food.
- Students will determine the Dairy's economic impact in the community
- Students will identify the businesses in the local community that are impacted by the dairy industry.

**Wisconsin Model Academic Standards:**

English	A.4.2	A.4.4	C.4.1			
Math	A.4.2	A.4.5	D.4.1	D.4.2	D.4.4	E.4.3
Social Studies	D.4.2	D.4.3	E.4.7			

**Introduction: Holly Holstein's Dairy Fast Facts**

**Important Terms:**

- Packaging- putting the product into containers and labeling it for consumers
- Transportation- moving the raw product or processed product from one place to another
- Energy- cost of resources such as fuels, electricity to produce or process products
- Profit- Gross Income minus Gross expenses
- Advertising- promotion using media sources such as television, radio, websites and print media
- Depreciation- decrease or loss in value of equipment, as because of age, wear, or market conditions
- Rent- amount paid to use something
- Interest - a percentage per year of the amount of money borrowed
- Repairs- the cost to fix something
- Business Taxes- the taxes that a business must pay on products sold, employee and personnel related expenses and on property owned.

**Materials for this activity:**

Community Money Worksheet and Answer Key  
Where Your Food Dollar Goes Worksheet  
Dairy Businesses in My Community

## **Lesson Outline:**

### **Food Dollar**

*Students will use problem solving skills to determine where the \$.81 of their food dollar goes off the farm.*

1. Distribute the Where your Food Dollar Goes worksheet.
2. Students should use problem solving skills to match the money spent on each area with the places the money goes.
3. To help answer the worksheets, use the Where Your Food Dollar Goes poster available from American Farm Bureau ([www.fb.org](http://www.fb.org))
4. Discuss where those businesses can be found and the importance of each of the places where the money goes. What are some ways to reduce or eliminate the amount of money spent so the farmer sees a bigger profit?

### **Community Money**

*Students will use math skills to change percent into dollars and determine the economic impact of a 250 cow dairy farm on the local community businesses.*

1. Distribute the Community Money Worksheet and define the areas where the money goes.
2. Instruct students on how to use a calculator to calculate percent.
3. Calculate how much money is spent in each of the areas from one farm.

### **Who works for the Dairy Industry?**

*Identify local businesses that help to support the industry.*

1. Using the Dairy Businesses in My Community, brainstorm businesses that may be attached to each of the areas on the community money worksheet.
2. Using the businesses from the Community Money Worksheet and phone books or local chamber of commerce publications, have students identify the local businesses that are impacted by the dairy industry.

### **Dairy Math Lesson**

1. Distribute Dairy Math Worksheet as a classroom activity or homework assignment

### **Suggested Reading Materials:**

- *Extra Cheese, Please! Mozzarella's Journey from Cow to Pizza.* By Cris Peterson, Boyds Mills Press, 1994.
- *Hooray for Dairy Farming!* By Bobbie Kalman, Crabtree Publishing, 1998.

**Additional Worksheets:**

- Careers Guide related to dairy
- Ag Statistics Lesson Plan related to dairy

**Related activities:**

- Bring in local industry and business people to tell about their jobs.
- Assign different businesses to groups of students and have them conduct phone interviews to learn more about their business.
- Download Milk and Math Lesson Plans from the Wisconsin Milk Marketing Board ([www.wisdairy.com](http://www.wisdairy.com))
- Download Dairy Statistics from the Wisconsin Milk Marketing Board ([www.wisdairy.com](http://www.wisdairy.com))
- Visit local businesses or places listed on the Ag/Dairy Field Trip List from the Wisconsin Milk Marketing Board ([www.wisdairy.com](http://www.wisdairy.com))