



# What can I do with Mushrooms?



## LESSON 4

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## OVERVIEW

Students will explore how mushrooms are grown and the sustainability of mushroom production. Students will explore careers related to the mushroom industry and how mushrooms can be an entrepreneurial venture.

## Outcome

Students will understand the business surrounding mushrooms.

## Learning Objectives

Students will be able to....

- Analyze career opportunities related to the mushroom industry
- Identify entrepreneurial opportunities related to mushrooms

## Standard Alignment

- ELA
  - » Writing 7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.
  - » Writing 6. Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.
- Math
  - » Solve real-life and mathematical problems using numerical and algebraic expressions and equations.
- Business
  - » Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.

- Family and Consumer Sciences
  - » Comprehensive Standard 3.0 Explore knowledge, skills, and practices used in food preparation, food science, food technology, and nutrition careers.
  - » 4.1 Explore careers in food production, culinary arts, and hospitality
  - » 4.4 Demonstrate teamwork and leadership skills in hospitality and culinary arts

## Materials

- Computer paper
- Tape
- Handouts

## Educator Preparation

- Warm-Up: Give one example of a confidence booster
- Review videos
- Print and prepare handouts

Lesson Outline			
Step 1	What careers are in the mushroom industry?	Direct Instruction	1 – 2 hours
Step 2	What can I do with mushrooms?	Direct Instruction, Activity	1 – 2 hours

# Step 1: What careers are in the Mushroom industry?

## Introduction

There are many careers that relate to the mushroom industry and help get mushrooms on your plate. Mushrooms are commercially produced in every state so there are careers related to mushrooms in every state.

Question: How many careers can you think of?

*Mushroom Grower*

*Retailer*

*Dietitian*

*School Nutrition Professional*

*Food Marketing Professional*

*Social Media Manager*

*Buyer for groceries, etc.*

*Shippers/Logistics*

*Mushroom Council Employees*

## Activity

Activity: Students will work in teams to research a career related to the Mushroom industry and create 3-minute presentations about careers in the Mushroom industry to share with the class.

*Instructor's Note: Provide the Career Information Research Sheet handout to help students secure information for their presentation. Utilize the Career Presentation Rubric to score presentations.*

## Whole Group Discussion

**Guiding Questions:** Lead discussion after presentations.

- What did you learn about careers related to the mushroom industry?
- What career interests you?

# Career Information Research Sheet

1. What related position are you researching? What interests you most about this career? Why?

2. Please list a specific job title and description for a job related to the mushroom industry.

3. What skills are needed for this career?

4. What is the current and future job outlook for this career?

5. What are the entry-level positions and opportunities for professional advancements in this career field?

6. How does this career connect to the mushroom industry?

7. What education, skilled training, and programs are needed to pursue this career?

8. Please list your sources for your career research.

# Career Presentation Rubric

Evaluation				Score
<b>PRESENTATION ELEMENTS</b> 0-40 pts	Not included or not well developed	Included but not complete	All elements related to careers are explained, and complete	NA
<i>Position and Interest</i>	0-1	2-3	4-5	
<i>Job Title</i>	0-1	2-3	4-5	
<i>Skills</i>	0-1	2-3	4-5	
<i>Career Outlook</i>	0-1	2-3	4-5	
<i>Entry Level positions and advancement options</i>	0-1	2-3	4-5	
<i>Connection to the Mushroom Industry</i>	0-1	2-3	4-5	
<i>Education and Training</i>	0-1	2-3	4-5	
<i>Sources</i>	0-1	2-3	4-5	
<b>OVERALL PRESENTATION</b> 0-5 pts	Not well developed, grammar errors, not formatted correctly. 0-1	Somewhat organized but lacking full development and/or contains errors 2-3	Fully developed presentation, formatted correctly, correct grammar and design. 4-5	
<b>CAREER RESEARCH SHEET</b> 0 – 5 pts	Missing or not complete 0-1	Somewhat complete, not detailed 2-3	Good research information. Very thorough and detailed 4-5	
<b>Total 50 pts possible</b>				

## Step 2: What can I do with Mushrooms?

### Whole Group Discussion

Begin by asking students about entrepreneurship. Example questions below:

- "What is an entrepreneur?"
- "What kinds of businesses can entrepreneurs run?"

### Presentation: Entrepreneurship

- Tiger Mushrooms Overview Video: <https://youtube/3qBvID5gf9U?si=BiltltiZPm4hX4KQ>
- Explore the Website [Tiger Mushroom Farms](https://www.tigermushroomfarms.com)
- Tiger Mushroom Interview Video: <https://www.youtube.com/watch?v=WriyUuRc2Bo>
- To learn more about Te'Lario and his work, visit <https://www.thegardenclubproject.org> and <https://tigermushroomfarms.com>.

**Video Guide:** Have students answer the video guide while watching the video

**Discussion:** Lead discussion after presentations and answering video guides

- What did you learn about Tiger Mushrooms?
- How was he an entrepreneur?
- What are some interesting aspects of his work?
- What issue are they trying to solve?

### Activity

Become an Entrepreneur

#### Activity 1: Shark Tank Intro

Share a clip of shark tank with your students. Example Link: [Top 3 Pitches From Young Entrepreneurs | Shark Tank US | Shark Tank Global \(youtube.com\)](https://www.youtube.com/watch?v=Top3PitchesFromYoungEntrepreneurs)

Shark Tank Style Activity:

Break students into teams. Ask students to develop a two-minute pitch about a product, idea, or business related to the mushroom industry. Pitch should include:

- Name of Business
- Issue or Problem to solve

- How it relates to the Mushroom Industry
- Potential Market for the business

### **Activity 2: Build a Business Plan**

Utilize the US Small Business Administration's information on planning your business. Create a business plan based off of the Shark Tank activity. Utilize the below link and section, Write your business plan (recommend using the Lean Business model). Work to align your business plan with the information you have learned about mushrooms and the issue or problem you are going to solve.

Sample business plan and template lean business plan are included in the handouts.

[Write your business plan | U.S. Small Business Administration \(sba.gov\)](https://www.sba.gov/write-your-business-plan)

### **Activity 3: Conclusion**

Ask students to submit their business plans and share their Shark Tank introductions.

Create a Shark Tank environment with three to four judges.

- Ask students to submit their business plans for review
- Ask groups to share their Shark Tank pitches
- Judges should ask questions to evaluate effectiveness of the project
- Judges select a Shark Tank winner

*Instructor's Note: Utilize the scoring rubric for the Shark Tank activity.*



# Video Guide

1. What ignited his interest in growing mushrooms?
2. What types of businesses does he mention?
3. How much food has he donated?
4. How is he transitioning from selling fresh mushrooms to a new market?
5. What are three important things you learned by exploring Tiger Mushrooms and watching the videos?
6. How might you use the information learned to help in planning your own entrepreneurial adventure?

# Shark Tank Rubric

Evaluation				Score
<b>SHARK TANK PRESENTATION</b> 0-30 pts	Not included or not well developed	Included but not complete	All elements related to careers are explained, and complete	NA
<i>Name of Business</i>	0-1	2-3	4-5	
<i>Issue or Problem to Solve</i>	0-1	2-3	4-5	
<i>Connection to Mushrooms</i>	0-1	2-3	4-5	
<i>Potential Market</i>	0-1	2-3	4-5	
<i>Presentation of Pitch</i>	0-1	2-3	4-5	
<i>Answers to Judges Questions</i>	0-1	2-3	4-5	
<b>BUSINESS PLAN ELEMENTS</b> 0-20 pts	Not included or not well developed	Included but not complete	All elements related to careers are explained, and complete	
<i>Executive Summary</i>	0-1	2-3	4-5	
<i>Company Description</i>	0-1	2-3	4-5	
<i>Market Analysis</i>	0-1	2-3	4-5	
<i>Organization and Structure</i>	0-1	2-3	4-5	
Total 50 pts possible				