

Instructional Scenario



To Expand or Not to Expand?

Course/Duty Area: Horticulture Sciences: Investigating Fruit and Vegetable Production

Scenario: Virginia Fruit & Vegetable (VFB) cooperative is a local produce company whose number one goal is to be a leader in food safety and quality in the produce industry. VFB seeks to achieve their goal by consistently implementing programs and practices that reflect their commitment to food safety and quality. Jordan, a high school junior and an agricultural education student, has recently been hired by VFB for part-time work. Jordan is responsible for helping the assistant manager with the business's farm to table initiative. Monthly, VFB hosts *Food Exploration Night* at their processing facility. During *Food Exploration Night*, VFB features the fruits and vegetables they raise in a variety of recipes. The event is open to the public to learn how their food is selected, grown, processed, and marketed. To attend the event, participants over the age of 10 pay \$5. The event has been steadily attended and there has been conversation about expanding the event from monthly to bi-weekly.

Since beginning the job, Jordan has been identifying advantages and disadvantages of heirloom and hybrid varieties of vegetable crops, as well as identifying ethnic, international, or culturally relevant crops that could be raised by VFB. He has discovered that some fruits and vegetables are more prone to insects, diseases and pests but could do well if harvested as new products that could be highlighted on *Food Exploration Night*.

After investigating the available production methods VFB has on-site and thinking about the potential to add more products to the business, Jordan speaks with the assistant manager. They discuss feasibility of expanding their production. They also talk about the expansion increasing the need for more inputs, such as labor, pest management, and disease management. Also, with increased production yielding more products, both the facility and marketing may need to expand.

Big Question: What are the pros and cons of expanding the VFB business?

Focused Questions:

- How could the increase in production affect food safety and food quality?
- How should VFB proceed with determining a plan of action?

Project-Based Assessment: Explore VFB's potential for expanding their production of fruits and vegetables. After determining production methods, debate the pros and cons the business would have for expansion.

Teacher Resources:

- [FoodSafety.gov](https://www.foodsafety.gov).

Instructional scenario submitted by Dr. Jessica M. Jones, Pittsylvania County Public Schools