**Ice Breaker – Participant Worksheet**

Brands: Look at the following 10 logos. Identify the company using each of the 10 logos.

|  |  |  |  |
| --- | --- | --- | --- |
| **Logo** | **Company Name** | **Logo** | **Company Name** |
| NBC logo 2011 |  | http://logok.org/wp-content/uploads/2014/06/Maserati-logo-Trident.png |  |
| http://www.logodesignlove.com/images/classic/time-warner-logo.jpg |  | http://blogs.discovermagazine.com/cosmicvariance/files/2010/10/Pepsi_Logo-300x225.jpg |  |
| http://www.car-brand-names.com/wp-content/uploads/2015/07/Buick-logo.png |  | http://blog.logomyway.com/wp-content/uploads/2011/12/Royal_Dutch_Shell.jpg |  |
| http://www.freelargeimages.com/wp-content/uploads/2014/11/Amazon_logo-8.png |  | http://images.vcpost.com/data/images/full/13797/archer-daniels-midland-adm.jpg |  |
| https://fbcdn-profile-a.akamaihd.net/hprofile-ak-ash2/v/t1.0-1/p160x160/1460174_685408634817236_1151296692_n.png?oh=6f57b0cf24ce2fbc94b8877cb36a1fc1&oe=5675F4E3&__gda__=1446463625_001f17937b23617bdc232416fd46876b |  | http://abullseyeview.s3.amazonaws.com/wp-content/uploads/2014/04/targetlogo-6.jpeg |  |

**Exercise A – Participant Worksheet**

Brands: What do they mean to you?

Look at the following 10 logos. List the first words or phrases you think of that describe the company using each logo.

|  |  |  |
| --- | --- | --- |
| **Logo** | **Company name** | **Word(s) or Phrase Description** |
| NBC logo 2011 | NBC |  |
| http://logok.org/wp-content/uploads/2014/06/Maserati-logo-Trident.png | Maserati |  |
| http://www.logodesignlove.com/images/classic/time-warner-logo.jpg | Time Warner Cable |  |
| http://blogs.discovermagazine.com/cosmicvariance/files/2010/10/Pepsi_Logo-300x225.jpg | Pepsi |  |
| http://www.car-brand-names.com/wp-content/uploads/2015/07/Buick-logo.png | Buick |  |
| http://blog.logomyway.com/wp-content/uploads/2011/12/Royal_Dutch_Shell.jpg | Shell |  |
| http://www.freelargeimages.com/wp-content/uploads/2014/11/Amazon_logo-8.png | Amazon |  |
| http://images.vcpost.com/data/images/full/13797/archer-daniels-midland-adm.jpg | Archer Daniels Midland |  |
| https://fbcdn-profile-a.akamaihd.net/hprofile-ak-ash2/v/t1.0-1/p160x160/1460174_685408634817236_1151296692_n.png?oh=6f57b0cf24ce2fbc94b8877cb36a1fc1&oe=5675F4E3&__gda__=1446463625_001f17937b23617bdc232416fd46876b | Applebee’s |  |
| http://abullseyeview.s3.amazonaws.com/wp-content/uploads/2014/04/targetlogo-6.jpeg | Target |  |

**Exercise B – Participant Worksheet**

Words convey various messages. Please review the list below. In the blank beside each word, record whether your impression of this term is generally positive or negative.

|  |  |
| --- | --- |
| Farmer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Locally grown \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Family-owned \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Agriculture \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Green industry \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Animal welfare \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Agribusiness \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Organic \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Food safety \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Farm worker \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Evaluation for Module 3**

|  |
| --- |
| For the following statements, please answer by circling a number where 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4= agree, and 5=strongly agree.  |
|  | Before Workshop | After Workshop |
| a. I understand the concept of branding.  | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| b. I understand the concept of framing. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| c. I can identify images consumers might view positively. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| d. I can identify words consumers might view positively. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| e. I know the steps to developing effective messages. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| f. I can use messages to promote my products. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
|  |  |  |
| What are the three most important things you feel you have learned in this module?What have you learned from this module that you plan to implement in the next year? |
| The amount of time spent on this module was: (Please circle one) | Too Short | Just Right | Too Long |
| The amount of material covered in this module was: (Please circle one) | Too Little | Just Right | Too Much |