



## Tennessee Specific Industry Certification Animal Science Content Area Resource

This Tennessee Specific Industry Certification (TSIC) resource provides additional guidance as you prepare your veterinary and animal science instructional materials. The general knowledge and skills are provided as a guide for developing lessons and lab activities that lead to deeper understanding of content. The list of sample terms are just that, a list of sample terms that will be helpful to build each student's knowledge base for this content area.

### ***General knowledge and skills for Communications***

- Create phrases to appeal to consumers about beef, lamb, or pork producers in their area.
- Demonstrate the ability to write articles, blogs, post, free of spelling or grammatical errors.
- Describe and demonstrate the key points to be an effective public speaker.
- Describe the impact of non-verbal communication skills.
- Evaluate and develop news releases about an unfortunate animal accident to reassure the public's trust.
- Evaluate and write a response to an editorial about a consumers concern toward food safety.
- Explain the impact of grassroots communications and the impact on both producers and consumers.
- Identify and demonstrate the most effective way to communicate or market a thought or message given different scenarios.
- Identify and recommend an effective method to market to specific generations.
- Identify and recommend methods to increase foot traffic.
- Identify top producing state for each species in the U.S.
- Incorporate industry-specific terminology into communication and marketing documents.
- Interpret a set of livestock reason given by a judge at a local show.
- Provide justification for the use of animal agriculture management practices to concerned consumers.
- Recommend the best method to reach specific agricultural audiences.

### **Sample terms associated with content area**

- Advocates
- Advocate
- Alternative farming practices
- Antibiotics
- Audience
- Baby boomers
- Biotech
- Blog
- Breed characteristics
- Confined Animal Feeding Operation (CAFO)
- Constructive criticism
- Consumer concerns
- Customer base
- Demonstration
- Early maturing
- Editorial
- E-mails



## Tennessee Specific Industry Certification Resource Topics and Terms

- Facebook
- Facebook.
- Factory farm
- Fans and misters
- Folds their arms and leans back
- Food safety
- Foot-traffic
- Genetics
- Genetically Modified Organisms (GMO's)
- Grassroots communication
- Harassment
- Herd health program
- Indirect marketing
- Maintains eye contact and leans forward
- Management practice
- Modern day agriculture
- Muscle tone
- Negative criticism
- Pounds per day
- Printed materials
- Proactive marketing
- Progressive marketing
- Reactive marketing
- Resistant viruses
- Retail store
- Shearing wool
- Smiling and nodding with approval
- Social media
- Source for the food
- Target audience
- Tweet
- Twitter
- USDA organic
- Vaccination program
- Vaccines
- Veterinary Feed Directive (VFD)