

Field Trip: Sierra Forest Products

Media Type: iCEV segment

Duration: 5 min.

Goal: To tour Sierra Forest Products and view the processes involved with logging.

Description: This field trip takes you to Sierra Forest Products in Terra Bella, California. Watch as logs are transported to the log yard, scaled, debarked, scanned, cut, dried and graded for various wood applications.

Objectives:

1. To describe the process of logging.
2. To detail a closer look at a business in the manufacturing industry.



College & Career Readiness Anchor Standards for Writing

Writing Standards							
Text Types & Purposes	Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.						
	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.						
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Production & Distribution of Writing	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.						
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Research to Build & Present Knowledge	Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.						
	Draw evidence from literary or informational texts to support analysis, reflection, and research.						
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Lesson Plan

Class 1: Begin the class by distributing the *Field Trip: Sierra Forest Products Worksheet* for students to use as reference material. Handout the *KWL Activity* and allow time for students to fill in the 'what I know' and 'what I want to know' sections. Show *Field Trip: Sierra Forest Products*. Have students complete the *KWL Activity*. Administer the *Field Trip: Sierra Forest Products Assessment*. Have students begin the *Background Information Activity* and assign the *Marketing Piece Project* for homework.



Video
6 min.

Class 2: Students should finish and present the *Marketing Piece Project* to the class.



Lab Activity

Background Information

Directions:

Students will list five key components of Sierra Forest Products which will be included in the *Marketing Piece Project*. Examples of information include: the location, the owner, facts about the process, etc.



Project

Marketing Piece

Directions:

Students will develop a marketing piece for Sierra Forest Products to use to attract new customers. Students may select one of the following: flier, brochure, postcard, commercial or magazine advertisement. The piece should include the information included in the *Background Information Activity*.



Lesson Links

Sierra Forest Products

- <http://www.sierrafp.com/>



Career & Technical Student Organizations

Family, Career & Community Leaders of America

- Logging
- Natural Resources



Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50696, Kent Duysen, President, Sierra Forest Products
- iCEV50912, Dale Bosworth, Chief of U.S. Forest Service, USDA