## Present and Future Trends in the Animal Science Industry

**Lesson Plan and Assignment with usage of FriendFeed**

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### Procedure

- Show students PowerPoint “Present and Future Trends in the Animal Science Industry”
- Ask students to research a current issue or new trend in the livestock or animal world
  - May include animal welfare and rights issues as well.
  - Students must write a summary of the issue they researched, turn in a hard copy
  - Students must post at least five of their findings on FriendFeed
  - Also must post at least two links to two articles or websites that they used to gain information
  - Students must also comment or reply to at least two of their peers’ posts.
- Assessment is based on quality of the summary and participation on FriendFeed

### Materials

1. The “Present and Future Trends in the Animal Science Industry” PowerPoint
2. Discuss trends in animal production
3. Discuss trends in animal product consumption
4. Discuss trends in animal welfare and animal rights
5. An account on FriendFeed
6. A classroom group on FriendFeed
7. FriendFeed instruction and information website: [https://wiki.itap.purdue.edu/display/INSITE/FriendFeed](https://wiki.itap.purdue.edu/display/INSITE/FriendFeed)

### Objectives

- Students will learn about the current issues and trends in the animal industry
- Students will learn the importance of research and participation
- Students will also learn the importance of online applications, like FriendFeed, and how they can be used in a classroom setting.

### PowerPoint Information


**Lesson**

**Analyzing Present and Future Trends in the Animal Science Industry**

**Interest Approach**

- Describe the current popular music.
  - Is it the same kind that was popular 10 years ago?
20 years ago? 30 years ago? Why has music changed?

- Why does someone in the music industry have to pay attention to the different trends in popular music styles?

Student Learning Objectives
- Discuss trends in animal production
- Discuss trends in animal product consumption
- Discuss trends in animal welfare and animal rights

Terms
- Animal liberation
- Animal rights
- Animal welfare
- Factory farm
- Soring

Trends in Animal Production
- Factory farm- large-scale operation that efficiently produces animals in carefully controlled environments
- Emphasis on disease prevention vs. treatment

Trends in Animal Consumption
- Concern over cholesterol levels in food products
- Consumption of red meat and eggs has decreased

Trends in Animal Welfare and Animal Rights
- Animal welfare emphasizes the humane treatment of animals, both in research and production agriculture
- Animal rights supporters believe that animals have the same rights as humans in society
- Animal production practices and animal uses that animal rights activists object to:
  - Use of hormones, antibiotics and additives in animal feeding
  - Caging laying hens
  - Production of veal calves in crates
  - Raising swine in confinements and using farrowing crates for sows
  - Management practices such as castration, docking, debeaking, and dehorning
  - Having animals as household pets
  - Using animals in medical and scientific research
Consuming animal products for food
Using animal skin
Making animals the target of hunting and trapping
Featuring animals in entertainment such as dog and horse racing
Using animals as entertainment and sport such as dog and cock fighting
Using animals as assistants such as seeing eye dogs and therapy dogs

The first federal law dealing with the humane treatment of animals was passed in 1873
This legislation mandated that feed and water be provided for farm animals being transported by barge or railroad


Animal Welfare Act of 1966 – addresses the sale, transportation, and handling of dogs and cats used in research institutions

Animal Welfare Act Amendments of 1970 – expand coverage of the animals in zoos and circuses, marine mammals in sea life shows and exhibits, and animals sold in the wholesale pet trade.

Animal Welfare Act Amendment of 1976 – extends the 1970 Act to include care and treatment while animals are being transported by common carriers and outlaws fighting exhibits unless specifically permitted by state law

Horse Protection Act of 1970 – prohibits the soring of horses; prohibits the transport of sored horses across state lines to compete in shows.

Animal Welfare Act Amendment of 1985 - provides the establishment of special committees at all research facilities to oversee animal use; also requires exercise for dogs and provides for the psychological well-being of nonhuman primates at such facilities.

Animal Enterprise Protection Act of 1992 - adds a section to the federal criminal code to deal with vandalism and theft at animal research facilities and treats to research workers

Animal Welfare Act amendment of 1933 - passed to help prevent the use of lost or stolen pets in research

Review/Summary

What are some of the trends in animal production?
What are some of the trends in animal consumption?
What are some of the trends in animal welfare and animal
| Use of FriendFeed |  
|-------------------|---
| • Give students the link to the FriendFeed information website and its website.  
| • Show students the classroom group  
| • Explain that they must research a trend or issue in the animal science industry and post at least...  
| 1. 5 major findings  
| 2. Two links to websites or articles that they used  
| 3. Comment or reply to 2 of their peers’ posts |
| Assessment |  
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| Grading and assessment are based on these three things:  
| 1. Summary quality  
| 2. Meeting the minimum requirements on FriendFeed  
| 3. Quality of their posts and participation on FriendFeed |