

## Active Learning

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The data suggest that STEM instructors may begin to question the continued use of traditional lecturing in everyday practice, especially in light of recent work indicating that active learning confers disproportionate benefits for STEM students from disadvantaged backgrounds and for female students in male-dominated fields.

*Freeman, S., Eddy, S. L., McDonough, M., Smith, M. K., Okoroafor, N., Jordt, H., & Wenderoth, M. P. (2014). Active learning increases student performance in science, engineering, and mathematics. Proceedings of the National Academy of Sciences, 111(23), 8410-8415., 8410-8415. doi:10.1073/pnas.1319030111 <http://www.pnas.org/content/111/23/8410.abstract>*

Adopting instructional practices that engage students in the learning process is the defining feature of active learning. The importance of student engagement is widely accepted and there is considerable evidence to support the effectiveness of student engagement on a broad range of learning outcomes.

*Prince, M. (2004). Does active learning work? A review of the research. Journal of Engineering Education, 93(3), 223-231. [Full text available through MIT Libraries](#)*

Analysis of the literature suggests that students must do more than just listen: they must read, write, discuss, or be engaged in solving problems. Most important, to be actively involved, students must engage in higher-order thinking tasks such as analysis, synthesis, and evaluation.

*Bonwell, C. & Eison, J. (1991). Active Learning: Creating Excitement in the Classroom, ERIC Clearinghouse on Higher Education, Washington, D.C. <http://ericae.net/db/edo/ED340272.htm>*

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Principles of Agricultural and Food Economics, AEC 251 – In-class exercise

Review the chart on the reverse side of this paper. Using that information, explain why price elasticity of demand differs by income strata.

Source of slide - [https://www.usda.gov/oce/forum/bios/Robert\\_Johansson.pdf](https://www.usda.gov/oce/forum/bios/Robert_Johansson.pdf) (downloaded March 2, 2017). Slide number 43 in a presentation by Robert Johansson, USDA Chief Economist, speaking at the 2017 USDA Agricultural Outlook Forum, Arlington, VA, February 23, 2017

## Apio relabels salad kits

By [Kate Walz](#) March 01, 2017, The Packer

Downloaded March 2, 2017 from [http://www.thepacker.com/news/apio-relabels-salad-kits?mkt\\_tok=eyJpIjoiTIRNM1I6VmtOVGd4TVdNdylsInQiOiJYXC9tWE9qZnp3ckJiUCtPQnFrcjZLbTg4TUhjNVFY3RLQUFTQnFTMDBZOHJCM3F5b0VHU2FGUIZ1OVpqSHluR0ZVQWZZVnVtRmkxR0NEUHFYXC9pa3c1ak1Db3ZZN0ZUTU9NZVYrQlpZT2ZGcVB0MHIPSUZHYIZCR09IT1wvN1MxSyJ9](http://www.thepacker.com/news/apio-relabels-salad-kits?mkt_tok=eyJpIjoiTIRNM1I6VmtOVGd4TVdNdylsInQiOiJYXC9tWE9qZnp3ckJiUCtPQnFrcjZLbTg4TUhjNVFY3RLQUFTQnFTMDBZOHJCM3F5b0VHU2FGUIZ1OVpqSHluR0ZVQWZZVnVtRmkxR0NEUHFYXC9pa3c1ak1Db3ZZN0ZUTU9NZVYrQlpZT2ZGcVB0MHIPSUZHYIZCR09IT1wvN1MxSyJ9)

Guadalupe, Calif.-based Apio Inc., a fresh-cut vegetable and salad producer that markets under the Eat Smart brand, is rebranding with 'clean' ingredients and labels on its salad kits and vegetable trays.

The Apio initiative will feature an on-pack label on select products identifying the product as 100% clean and will be the first conventional salad kit or vegetable tray to do so, according to a press release.

While most Apio products are already clean, the focus of the current push is to ensure outside suppliers of salad dressings, toppings and vegetable tray dips comply with Apio's clean food specifications.

"All Eat Smart products will be free from high fructose corn syrup, artificial preservatives, hydrogenated fats, as well as artificial colors, flavors and sweeteners by the end of next year," Molly Hemmeter, CEO of Landec/Apio, said in the release. "Clean labeling is an important part of this initiative. Our easy-to-understand labels will list recognizable ingredients that consumers can feel good about putting in their bodies and serving to their families."

The 100% Clean Label is designed to highlight a product that is obviously healthy to consumers, even though it is not organic, according to the release.

"Eat Smart is committed to innovating delicious and convenient ways to eat healthy, and Apio's 100% Clean Label initiative is the latest example of our commitment to consumers and to our retail partners," Hemmeter said in the release. "We intend to lead the industry and ensure that our products deliver maximum nutritional benefits. We're excited to be at the forefront of a trend that we believe will become a mainstream standard."

Eat Smart products are available in the U.S. and Canada at more than 100 club and retail chains.

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Q. The food industry's definition of "clean food" is consistent with how the phrase is being used in this label. Do you think some/all/no consumers define "clean food" in the same way? What are the marketing implications of your answer?