

OLERICULTURE
Horticulture 320 – (UI PISc 451/551)
GROUP PROJECT INSTRUCTIONS

Fall 2014

Introduction

Understanding how to identify issues relating to a vegetable production enterprise is important. Whether you are managing vast acreage or growing a small vegetable garden, understanding potential issues regarding your crop can mean the difference between success and failure. And while the potential impact of failure on both ends of the spectrum differs vastly, the underlying principle is the same.

As such, this assignment will give you an opportunity to explore a current issue facing a major vegetable crop in Washington State. Your group will be assigned a major vegetable crop and will need to identify one production or marketing issue of statewide importance.

Content

To guide your research and the preparation of your group project, you will be assigned a major crop for Washington State. Your assignment is to identify a MAJOR issue facing that crop now – meaning 2014. This issue can be production related, for instance a new crop disease called black leg has arisen as a threat to brassica production this year. While this may not be the biggest issue in the production of brassica crops, it is a major issue. The issue you identify may also be marketing related. The bottom line is that it must be a major issue, having a significant impact on grower operations or financial stability.

Your job will be to present the issue to the class both in written form and through an oral presentation. The point of the written portion is to document the hard facts – the who, what, when, where, how, and why of the issue. On the written portion, be very concise and matter of fact. Tell us:

- What the issue is (disease, weather, water, market access, etc.)
- How it affects the crop (physiologically, harvestability, processability, salability, etc.)
- Why it is a problem (crop failure, crop marketability, pricing, flavor, etc.)
- Who it affects (grower, processor, consumer, etc.)
- Where it is an issue (west side, basin, Palouse, etc.)
- When it is/was a problem (stage of crop development, time of year, etc.)
- And finally, what is/are potential solution(s) to the issue.

The oral portion is your opportunity to be creative. While it is important that you convey all of the information, you have much more latitude in your presentation.

Written Report Format

Your written term paper should be three (3) pages. Text is to be in a common, readable font (Times New Roman, Arial, etc.; and not a monospaced font like Courier), 12 pt. size. You must include references and may include up to four (4) figures at the end of your report; references and

figures are not included in your page count. Please follow the APA Citation Style (see References) for in-line citations and your reference list. Figures should be referenced in the text and presented after the references at the end of the report.

As college students, you should be able to write at an advanced reading level. As such, I would like for you to analyze your written term paper for readability. Microsoft Word has this functionality built-in, but it must be activated (see References). I expect that an excellent paper will have fewer than 20% passive sentences, a Flesch Reading Ease score above 50, and a Flesch-Kincaid Grade level above 10. Keep in mind that these scores do not assure that your paper is good, but a good paper will have scores along these lines. I would like for you to submit those three scores with your written report.

Oral Presentation

Your oral presentation should reflect all of the key points contained in your written report. While a slide show presentation is probably the easiest and most common format I expect to see, you may deliver your presentation in any format you choose, as long as it is narrated. That means you can do a slide show, a video, a play, an interpretive dance, or anything else you can conceive that conveys the message and is narrated.

In 7 - 9 minutes you should be able to present the issue with at least one case for reference, present how the issue affects Washington vegetable producers, and offer potential solutions for the issue.

Your presentation must be accompanied by a title slide (or frames, poster, etc.) that must state your names, the name of your group, and the major crop you are presenting. You may embellish as you see fit as long as those elements are included.

The remainder of your presentation has no hard and fast rules except that it should support the material you are presenting orally (the narration) without being a distraction. The only rule that will be enforced is that all images, figures, or other media that you did not generate yourself must be attributed to the proper source.

Submission/Deadlines

There are only two (2) deadlines associated with this assignment.

Monday 10/13, at the start of class:

You will report the members of your group (4-5 classmates) and the name your group will be known by.

Monday 11/10, by 12:00 pm (noon):

You will email to jeremy.cowan@wsu.edu an M.S. Word (preferably) or PDF version of your group report. This is the only submittal required. If you have a problem emailing your report, please let me know in advance of the deadline.

Late written reports **will be penalized** one (1) point (that is a class point) for each calendar day after the deadline. Presentations that are not delivered on November 10 will receive zero (0) credit, unless there is an extreme mitigating circumstance that is communicated to the instructor in advance.

Grading

Group self-assessment: Because I cannot possibly separate the work of one group member from another, you will rate the contributions of your group members. If one person contributed more than another, that should be reflected in your rating. At the end of your oral presentation, you will be given a rating sheet and asked the percent contribution of each team member. Those ratings will be used to distribute points among group members. I will use the average rating for each member to do this. If all members contribute equally, each will receive 25% (if in a group of 4), and all group members will receive 100% of the points assigned for your report and presentation.

Written Term Paper: Points for your final written group report will be assigned as follows.

Category	Points
Overall format (page count, font, spacing, attention to instructions, etc.)	1
Spelling, grammar, and punctuation	2
Content (completeness, accuracy, presentation)	6
References (completeness, accuracy, formatting)	1
TOTAL	10

Oral presentation: Points for your final group oral presentation will be assigned as follows.

Category	Points
Title slide (contains necessary elements)	1
Content (completeness, accuracy, presentation)	10
Creativity	4
TOTAL	15

Academic Integrity

The Washington Administrative Code defines plagiarism as:

“Presenting the information, ideas, or phrasing of another person as the student's own work without proper acknowledgment of the source. This includes submitting a commercially prepared paper or research project or submitting for academic credit any work done by someone else. The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment.”

WSU expects all students to behave in a manner consistent with its high standards of scholarship and conduct. University instructors have the authority to intervene in all situations where students

are suspected of academic dishonesty. In such instances, responsible instructors retain the authority to assign grades to students considering, from an academic standpoint, the nature of the student action. More information regarding responding to academic integrity violations can be found at <http://academicintegrity.wsu.edu/>. Feel free to contact the Office of Student Standards and Accountability (509-335-4532) if you would like more specific information about the process. Writing Programs (509-335-7959) can assist with proactive assignment design that minimizes intentional or unintentional academic dishonesty.

If you are unsure about whether your presentation of material in either your written or oral reports might constitute plagiarism, please come talk to me. It is a serious matter, so please do not blow it off.

Resources

<http://www.capitalpress.com>

<https://www.library.cornell.edu/research/citation/apa>

<http://office.microsoft.com/en-us/word-help/test-your-document-s-readability-HP010148506.aspx>

<https://www.udemy.com/blog/best-powerpoint-presentations/>