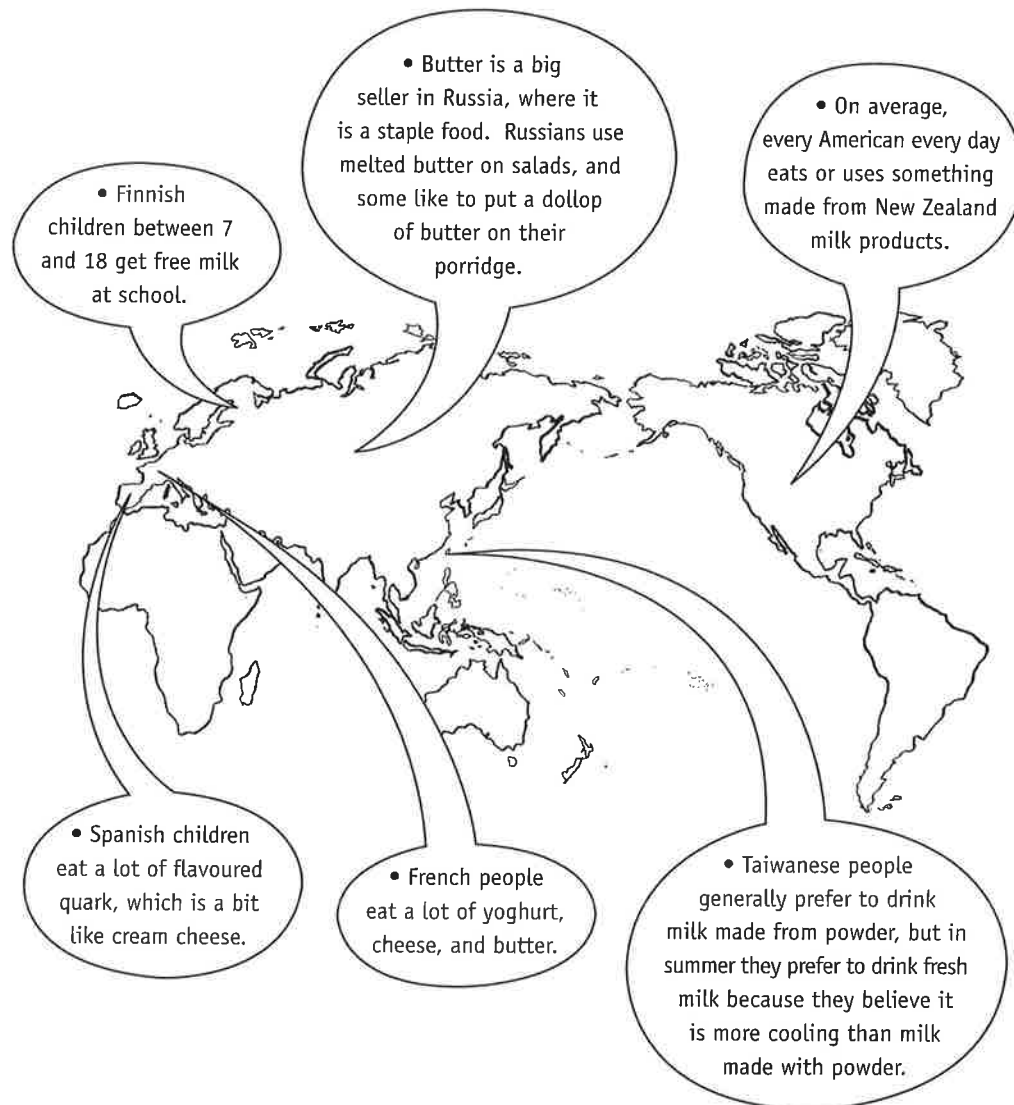




Milk on the Move

Overseas dairy product consumption



Visit the New Zealand Dairy Board website at <http://www.nzmilk.co.nz>

Find out where New Zealand dairy products are sent to around the world and how many countries the New Zealand Dairy Board exports to. Add the facts you discover to the map above.

Name:

Room Number:



The Weird and Wonderful

Here is a chance for you to put into practice the things you have learned about packaging and labelling.

Design a package

You have been asked by a dairy company to design a package, including a logo and graphics, for a new dairy product (your choice). They have asked you to find some weird and wonderful dairy fact and to use this as the basis for marketing the new product. The place to find these facts is in the mooseum, in the memory banks of your spaceship on the CD-ROM.

Your design must include the labelling and nutritional information that are required by law.

Because you will actually need to make the packaging, you may find it helpful to use another package to help you decide your plan. For example, you could cut up a used milk carton to see what materials are used and how it is put together.

As an extension activity, you could write an advertising jingle to advertise your product on the radio or write a storyboard for a TV commercial for your product.

