

Focus question: What do consumers need to know about overfishing and fish depletion when buying fish?

Task: Create an informative consumer guide to be placed in a grocery store, near the fish counter, to inform people about the issue of fish depletion due to overfishing and to guide them in how to buy fish caught using sustainable fishing methods. Your informative consumer guide needs to include relevant and compelling factual information and quotes carefully chosen from the sources provided in class.

[Rubric](#) link. It's also in your workbook p. 52-54.

[Model](#) link. It's also in your workbook p. 55.

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- Explain the problem: the issue of overfishing and how it causes fish depletion**
 - Sources from class:
 - *World Without Fish* by Mark Kurlansky
 - Lesson #2 SWB p.57-67
 - Video "[Ending Overfishing](#)"

- Provide a case study to highlight the impact of the problem. Include a specific fish species that has been severely depleted and the impact that it has had.**
 - Sources from class:
 - *World Without Fish* by Mark Kurlansky
 - Lesson #3 SWB p. 69-72

- Provide suggestions for how to buy fish caught using sustainable fishing methods.**
 - Sources from Class:
 - *World Without Fish* by Mark Kurlansky
 - Lesson #4 SWB p.74-81
 - Lesson #5 SWB p.83-85
 - Video "[How to Buy Fresh, Sustainable Seafood](#)"

- Be eye-catching to encourage consumers to pick it up & compelling to encourage them to read to the end**

Your informative consumer guide also needs to:

- Fit onto one piece of letter-sized 8.5 x 11" paper (one-sided) or one page google doc or one google slide.
- Include the features of a consumer guide: headline and subheadings.
- Be eye-catching to encourage consumers to pick it up.
- Be compelling to encourage them to read to the end.
- Include visuals like pictures and charts or graphs to make it eye-catching and to improve consumer understanding of the issue.
- Include a Works Cited list. [Use EasyBib. here's a tutorial how.](#)