**What the heck is *THAT*? An exotic Fruit or Vegetable Activity**

Your team has been assigned an exotic fruit or vegetable. You mission is to unravel the mystery behind this usual food and present its uniqueness to the class. You will create a full color, highly visual presentation on your assigned food to include all of the information below:

1. **Introduce the food**- Is it a fruit or vegetable? Describe its appearance. Where does it originate in the world (what country, what region, what climate), how does it grow (plant, tree, root, flower etc…).How long has it been around? Does it have a “nickname”?
2. **Describe its flavor/Uniqueness**- How do locals eat it and/or cook it? Popular recipes it’s used in? Is it related to an event, celebration, holiday or ceremony? Explain.
3. **What are its medicinal properties?** Is it used in medicine or healing? For example, can it reverse aging, help you lose weight or fight disease? Explain. If it has *zero* medicinal properties, find a very interesting unusual fact about it.
4. **You have been challenged to “sell”** **this product to Americans in the good ole U.S.A.** Create a marketing campaign to get consumers hooked on this new food. Your tactic must include:
   1. Slogan or catchy phrase, jingle or tag line (does your fruit/veg need a new name??)
   2. Advertising brochure, banner, poster, commercial –full color and exciting
   3. A convincing message to consumers of WHY this should be a staple in every American home. Make ‘em want it!

**Presentations will be in Monday 11th 2019**

**Exotic Choices:**

**\*Ackee \*\*Mangosteen Cupuaçu Monstera deliciosa Hala Tree Fruit**

**Rambutan Cherimoya Romanesco Miraclefruit**

**Jabuticaba Salsify Langsat Pepino**

**Durian Aguajefruit Manioc \*Mirabelle Plums**

**Physalis Jackfruit Dulse African horned cucumber**

*Items marked with an \* are banned in the US*