



# COMMUNICATING AG ISSUES

## A Case Study Approach to Teaching & Learning

### Invasive Species & Citrus Greening

#### What is this case study about?

Citrus greening disease kills citrus trees with no known cure. The exotic disease has been found in every citrus producing county in Florida as well as parts of California and Texas.

Entomologists have called citrus greening the most dire situation the Florida citrus industry has ever faced. This case will further explore this devastating problem, what is being done to combat it, and how the issue is being communicated.

**Keywords:** agenda-setting theory, framing theory, GMO, invasive species

#### Who can benefit from using this curriculum?

This case study is designed to be used in issue-based courses to encourage students to critically think about some of the issues facing food, agriculture, natural resources, and human sciences (FANH). In understanding how this specific issue has developed and the communication elements that have helped or hindered its development, students can apply that knowledge to understanding and developing potential solutions for other issues facing FANH. This case can also be used in a communications class that includes a unit on crisis communication and/or brand reputation management. Students will be able to apply the concepts in the class to this specific case and gain insight from various stakeholders.

#### What will students learn?

By the end of this case study, learners should be able to:

- Describe what an invasive species is.
- Explain why invasive species are a concern for agricultural producers.
- Recognize how an invasive species has caused a severe issue in citrus crops.
- Describe Florida's cultural connection to citrus.
- Recognize the citrus industry's impact on the local and state economy.
- Discuss framing theory and its application to communication efforts.
- Recognize how various audience segments differ in terms of information needs.
- Discuss treatment options for citrus greening.
- Evaluate how genetic modification of citrus might be perceived.
- Analyze how articles about this topic are framed.

#### What materials are available?

- **Instructor comments** that you can use either as a script or to adapt with your own wording, as you see fit.



# COMMUNICATING AG ISSUES

## A Case Study Approach to Teaching & Learning

- **Readings/resources** that you can elect to use as background for yourself, in order to become more knowledgeable about the topic, or to provide to students either as required or optional readings.
- **Suggested teaching methods/activities** to use in class or as out-of-class activities.
- **Questions** that can be asked, as a way to encourage students to *think critically* about the issue as they continue through the material, as well as at the end of the case study, after students learn about all aspects of the issue.
- A **series of video interviews**, conducted with communications researchers and practitioners allows students to learn more about the concepts discussed in the case.