



## High School Discussion Questions for The Scarecrow Film (film by Chipotle Mexican Grill)

website for film: [www.scarecrowgame.com](http://www.scarecrowgame.com)

### Questions for discussion during the video (or after watching it the first time):

1. What are scarecrows known for?
2. What are crows known for?
3. In the first 13 seconds of the video, what is ironic about the use of a farm picture on the outside of the factory wall?
4. Discuss how the factory looks on the outside versus on the inside.
5. What is the significance of the "100% BEEF-ISH" label?
6. How does the food made in the factory look?
7. At 1:21 you can see signs in the background that say "eat crow". (It is also seen at 2:45 in the background when the scarecrow is serving the food he just made.) What does it mean to "eat crow"?
8. What is the significance of the scarecrow riding on the train, looking at an ad for the factory that says "farm fresh" and then seeing the actual factory outside of the window?
9. Why does the factory use scarecrows on its billboards?
10. What is the significance that the first fresh vegetable that is seen in the video is a red pepper?

### Watch the video again and pay attention to how the crows and scarecrows interact.

11. What is the role of the crows in the factory?
12. Why is this significant?
13. How does the scarecrow change throughout the video?
14. Why?
15. Why is it significant that the crow keeps landing on things that are broken and the scarecrow keeps fixing them?
16. Are the crows or the scarecrows in charge at the factory?
17. What is the relationship between crows and scarecrows in a field or a garden?
18. When the scarecrow goes to serve the food that he has made, he shoos away a crow. Why is this significant?



**After watching the video:**

19. Chipotle states on their website ([www.chipotle.com](http://www.chipotle.com) & click on *Food With Integrity*) they they "...support and sustain family farmers who respect the land and the animals in their care... whenever possible we use meat from animals raised without the use of antibiotics or added hormones." With that in mind, why do you think they produced this video?
20. How is music used throughout the video?
21. Why do you think this song was chosen?
22. Why do you think the producers of this video chose to make it an animation?
23. Compare and contrast the 2 views of food production:
  - a. Crowfoods Factory and food preparation
  - b. The scarecrow's home garden and food preparation
24. Give one example of a similar situation to this video in real life. Explain the similarities.
25. After seeing this video, what do you think are some of the negative consequences of large scale food production?



### Ideas for extension:

- Watch the Chipotle video *Back to the Start* (go to [www.chipotle.com](http://www.chipotle.com), click on *Food With Integrity* and then click on *Videos*)
  - how does the farm change throughout the video?
  - how does the way animals are portrayed throughout the video change?
  - Why do you think this song was chosen?
  - Why do you think Chipotle made this video?
- **Art extension:** Watch the Chipotle video *Back to the Start: Making Of* (go to [www.chipotle.com](http://www.chipotle.com), click on *Food With Integrity* and then click on *Videos*). Learn the art behind the video and usage of a 3D printer.
- **Science extension:** Watch the Chipotle video *Tall Grass Prairie* (go to [www.chipotle.com](http://www.chipotle.com), click on *Food With Integrity* and then click on *Videos*). This video is great for biology, ecology, environmental science, and agriculture.
- **Agriculture extension:** Watch the Chipotle video *Paul Willis Story* (go to [www.chipotle.com](http://www.chipotle.com), click on *Food With Integrity* and then click on *Videos*). Learn about raising free-range, pasture raised pigs.
- Have students play The Scarecrow game on ipads or phones
- Look at farms in your area and assess if they are large scale “factory farms” or small farms.
- Chipotle states on their website ([www.chipotle.com](http://www.chipotle.com) & click on *Food With Integrity*) : “Food with Integrity is our commitment to finding the very best ingredients raised with respect for the animals, the environment and the farmers.” How does this impact people? animals? environment? (information is on the website)
- Research Chipotle’s business model
  - How was it founded?
  - How much did it cost to start it?  
(A brief history: McDonald’s was an investment partner starting in 1998. They became majority owner in 2001 which meant that Chipotle was a fully owned subsidiary of McDonald’s. In 2006 McDonald’s pulled out of investing in Chipotle.)
  - Watch *Nightline ABC News: Chipotle’s Fast Food Facelift* video
  - Research the cost for a restaurant to source their food locally versus nonlocally. “On average, lettuce will travel over 1500 miles to reach a US dinner table. When seasonally available, Chipotle sources local produce within 350 miles of each restaurant.”
- Research Chipotle’s restaurant architectural design