

# Saturday Market Rubric

LBJ Farmers Market · June 20, 2026

Level 3 · Medicine Maker · Part 1 Final



STUDENT: \_\_\_\_\_

PASS 70/100 · HONORS 85/100

1

of 5

20 PTS

### Product Knowledge

Can the student explain what their product is, what is in it, how it is made, and how to use it · without notes?

|                                                       |                                                |                                           |                             |
|-------------------------------------------------------|------------------------------------------------|-------------------------------------------|-----------------------------|
| 18 - 20                                               | 14 - 17                                        | 10 - 13                                   | 0 - 9                       |
| Smooth, confident · knows ingredients and ratios cold | Mostly smooth · occasional gaps, recovers well | Hesitant · needs to check labels or cards | Cannot explain without help |

SCORE: \_\_\_\_ / 20

2

of 5

20 PTS

### Customer Conversation

Engaged real customers in real exchanges · not just hello and goodbye, but actual conversation about their work.

|                                          |                          |                                            |                          |
|------------------------------------------|--------------------------|--------------------------------------------|--------------------------|
| 18 - 20                                  | 14 - 17                  | 10 - 13                                    | 0 - 9                    |
| 5+ real conversations · warm and natural | 3 - 4 real conversations | 1 - 2 conversations · mostly polite passes | Did not engage customers |

SCORE: \_\_\_\_ / 20

3

of 5

20 PTS

### Scope-of-Practice Language

Stayed in safe, legal language all day · 'traditionally supports,' 'many people use it for,' 'may help.' No promises of cures, diagnoses, or treatments.

|                                                        |                                                   |                |                                                 |
|--------------------------------------------------------|---------------------------------------------------|----------------|-------------------------------------------------|
| 18 - 20                                                | 14 - 17                                           | 10 - 13        | 0 - 9                                           |
| Perfect language · redirected medical questions safely | Mostly safe · one small slip caught and corrected | Multiple slips | HARD VIOLATION · automatic -10 from total score |

SCORE: \_\_\_\_ / 20

4

of 5

20 PTS

### Research Literacy

Had at least one peer-reviewed source visible at the booth · printed card, journal page, screenshot · and could speak to it when asked.

|                                                               |                                           |                                        |                             |
|---------------------------------------------------------------|-------------------------------------------|----------------------------------------|-----------------------------|
| 18 - 20                                                       | 14 - 17                                   | 10 - 13                                | 0 - 9                       |
| Visible 'Research Behind This' card · cited study confidently | Had source · hesitant when asked about it | Had a source but could not speak to it | No research backing visible |

SCORE: \_\_\_\_ / 20

5

of 5

20 PTS

### Digital Tool + Captures

Chosen digital tool (audit quiz, pantry translator, recipe vault, or seasonal calendar) was active at the booth and captured at least 3 sign-ups from real customers.

|                                                  |                |                             |                              |
|--------------------------------------------------|----------------|-----------------------------|------------------------------|
| 18 - 20                                          | 14 - 17        | 10 - 13                     | 0 - 9                        |
| 3+ captures · tool used live with real customers | 1 - 2 captures | Tool set up but barely used | Tool not used or not present |

SCORE: \_\_\_\_ / 20

TOTAL SCORE: \_\_\_\_\_ / 100

Hard scope-of-practice violation = automatic -10 from total. · Pass: 70 · Honors: 85

# Challenge Questions

Practice for Saturday Market · Pick a card, answer in role-play

Level 3 · Medicine Maker · Session 2 Drill



## WARM-UP BUYER QUESTIONS

4 questions

Basic · the first thing a curious customer asks

- What is this?
- What does it do?
- How do you use it?
- How much is it?

## STORY + CONNECTION QUESTIONS

3 questions

Why · the questions that test your voice and your why

- Did you make this yourself?
- Why did you start making medicine?
- What is the story behind this product?

## SCOPE-OF-PRACTICE TRAPS

5 questions

The questions that get you in legal trouble · drill these the hardest

- I have arthritis · will this fix it?
- My kid has asthma · can he take this?
- I am on blood pressure meds · is this safe with them?
- Does this actually work?
- Are you a doctor or some kind of healer?

## RESEARCH + KNOWLEDGE QUESTIONS

3 questions

Do you actually know what is in it

- Where did you learn how to make this?
- Is there any science behind this?
- What is the active ingredient and why does it matter?

## SALE-CLOSE QUESTIONS

4 questions

Objections · what to say when they hesitate

- I am not sure I need it.
- Do you have a smaller size?
- Can I get a discount?
- I will think about it and come back.

## HOW TO USE

Pick a card at random. Ask the student in front of the cohort. They answer in role-play.

Drill the Scope-of-Practice traps hardest · those are where graduation passes or fails on Saturday.