

Potato Frog Protection Society:
The Truth Behind the Organization

Rochelle Fontaine

The reason for this project is to create awareness about how easily people can be fooled into believing something without doing back research to prove it's actual.

During the 2008 Presidential elections and previous elections, scammers created false web sites that not only looked official with the candidates photographs, videos, and views. The exception is, the candidates never approved these sites. The scammers get you to these sites by having a web address that is similar or one letter different from the real web site. Once you are on one of these sites they can send more scam to your computer or when you go to donate to the candidate, they take your money and your credit card information. During the last Presidential elections, thousands of dollars that were donated were never recovered because they went to scammers who knew how to make a web site look real enough that you or someone you knew would trust.

I first looked into non-profit organizations and the cause they support. I realized, for people to want to help me I had to create a cause that people would remember and that people would care about. I came up with the Potato Frog. I linked the Potato Frog to healthy potato crops around the world. Now, with the cause I needed to create an organization that would spread the word and educate people about protecting the Potato Frog. To create the organization I came up with a background and history for it. Then I branded it giving the organization a touch of realism that would fool the public.

To create the idea that the Potato Frog is a real creature I researched frogs and potatoes.

Potatoes:

First noted on the pottery of the Chimú periods

("At the end of the fourteenth century, the Inca imperial forces attacked and subdued the coastal area around Truxillo, the under the sway of a chief called Chimú - hence the name given to the cultures which developed in that district. "The History and Social Influence of the Potato")

Showing the potato as a cultivated plant appeared in the Proto-Chimú period during the second century AD (200 AD) in Peru.

Chimú period started around 800 AD and ended around the fourteenth century (1300 AD) when they were taken over by the Incas.

"The first groups of potato pots, of which some thirty-five photographs are known to me, all belong to Tello's second and third epochs, i.e. the late Chimú, the pre-Inca, and the Inca periods, viz. to a epoch extending from about A.D. 800 to 1550." "The History and Social Influence of the Potato"

Made such art work to show everyday life and what they had and to also show the gods what they wanted to ensure a good crop.

All figures depicted with the potato are male in South America.

In North America women were associated with the potato. They would go out and collect them giving to the term "women-potatoes"

"Cieza de Leon gives a remarkable account of a scene observed by a priest in May 1547, and attested by him in Cieza's presence. It relates how a great gathering of Indians took place at the call of the drum in Lampa in the Collao and how, after the chiefs-who wore their best clothes-had seated themselves on richly embroidered mantles, there entered a procession of gorgeously dressed young boys, each carrying a weapon in one hand and a bag of coca in the other; these were accompanied by a similar group of young girls in grand robes with long trains held up by older attendants. The girls carried bags of rich clothing and gold and silver. Then followed native labourers with plough on shoulder succeeded by six pages, each with a bag of potatoes. After a ceremonial parade, and the labourers, holding the bags of potatoes high above their heads, had danced to the beating drums, there was brought in a one-year-old llama, 'all of one colour', and this was taken to the chief and then killed and its bowels withdrawn and given to the sorcerers. Then the certain Indians collected all the blood they could from the llama and poured it on the potatoes in the bags." "The History and Social Influence of the Potato"

Divine being who causes growth for the potato is called Axo-mama (potato-mother)

Ceremonies take place before and after a cropping.

"Here, the primitive idea of compelling the 'spirits' to do their share in the work is manifested.

(a) That the object of all these ceremonies was to fortify the innate spirit of the plant in order that it should exert its utmost activity-a fertility rite in the fullest sense.

(b) That the nature of the spirit was sometimes regarded as that of a sexually mature female.
(c) That departures from the normal, such as an over-large maize cob or a twin tuber, were regarded as being endowed with an extra gift of the spirit because they emphasized the type of reproductive activity desired." "The History and Social Influence of the Potato"
First record to mention the potato in print in Europe was in the Catalog by John Gerard published in 1596. He was wrong about most of the information.

Potatoes were distilled into whiskey in Ireland making it part of their daily life not only with food but with drink as well.

Helped cure a chronic scorbutic condition that much of Great Britain had during the sixteenth century.

Was regarded as a luxury food in Great Britain until 1680 where it was written that it was a familiar plant in most gardens.

In 1770 a case of potatoes was sent to Naples to relieve a famine, but the people refused to touch them.

It is second only to maize in terms of the number of producer countries and fourth after wheat, maize, and rice in global tonnage." "The Potato in the Human Diet"

Potatoes are a good source of iron and a rich source of energy with protein, vitamins, and minerals.

A slice of raw potato will clean wood and silver.

Today Potatoes are grown in 44 countries around the world including:

Egypt
Algeria
South Africa
Malawi
Morocco
Rwanda
Nigeria
Kenya
China
India
Islamic Republic of Iran
Turkey
Bangladesh
Japan
Kazakhstan
Democratic People's Republic of Korea
Nepal
Pakistan
Australia
Russian Federation
Ukraine
Germany

Poland
Belarus
Netherlands
France
United Kingdom
Romania
Belgium
Spain
Italy
Denmark
Ireland
Peru
Brazil
Argentina
Columbia
Mexico
Chile
Bolivia
Bolivian Republic of Venezuela
Ecuador
United States of America
Canada

With all the facts about potatoes I was able to create information about the Potato Frog. All the facts about the size and the enemies are true about frogs and toads. The facts about the insects that hurt the potato are true as well.

Inhabits 44 countries around the world
Eats insects such as the Colorado Potato Beetle, Potato Tuber Moth, Leafminer Fly, Cyst Nematodes and other insects that threaten the potato
Averages 1-2 inches in length depending on the region it lives in
Medium to dark brown in colour, usually having light brown colouring on the underside while the dark brown camouflages the upper side
Enemies include pesticides, pollution, climate change, birds, snakes, and small mammals
Average Population world wide

1980: 350 million
1985: 300 million
1990: 245 million
1995: 175 million
2000: 110 million
2005: 94 million

Scientific name is Solanum Tuberosum Bufonidae

Life span 4 years
While the name suggests it is a frog, it is actually a species of toad. The mix-up took place during the 1500s when it was first discovered by an uneducated farmer. Since then, the name "Potato Frog" has become its official name. It wasn't until the 1930s when it gained its scientific name which classifies it as a toad.

In some countries it is considered "good luck" or a "good omen" to spot a Potato Frog in your crop. It represents health, prosperity, and a bountiful season to come.

I researched non-profit organizations and looked at what was similar between them relating to colour and theme.

Sites and the Colours Used:

cancer.org - blue
habitat.org - blue/green
jimmyfund.org - orange/pink
joinred.org - red
redcross.org - blue/red
thebreastcancersite.com

Hunger - orange
Breast Cancer - pink
Child Health - blue
Literacy - red
Rainforest - green
Animal Rescue - purple
uwint.org - blue
wcs.org - green/orange
wish.org - blue
wwf.org - orange/blue

Most commonly colours used:

Orange - energy, health, activity, sociability
Blue - knowledge, peace, justice, intelligence
Green - nature, growth, fertility, healing

Common Occurrences in all sites:

Manifesto/mission statement
Asks for donations, call to action
Shows babies, children, animals, items to purchase
Gives the background of the organization
Has branding
Asks for membership or volunteer work
Uses technical terms or names
Are backed by other organizations that support similar causes

Similarities in each Manifesto/Mission:

Organizations name
Talk about preserving
Use the word "we"
Use the phrase "scientific knowledge"
Human & Wildlife harmony
To sustain life on Earth
Life and death
Local to global scale

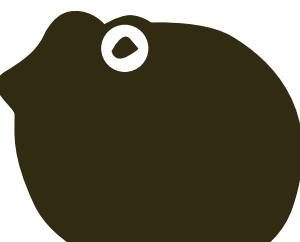
Each organization had branding. My first steps to branding my organization was to come up with a name.

PFPF - Potato Frog Preservation Fund
PFPS - Potato Frog Preservation Society
PPFS - Preservation of the Potato Frog Society
PFPS - Potato Frog Protection Society
WPPF - World Preservation of the Potato Frog
PFWPS - Potato Frog World Preservation Society

The second step was to create a mission statement.

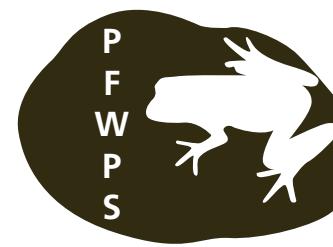
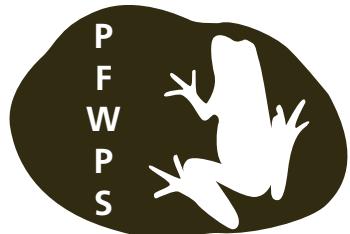
PFPS's mission is the preservation of the Potato Frog. Through safe and globally accepted science and international education, we work to preserve the only frog species that contributes to the health and continuous growth of one of the world's main staples of food. Together, we can make a difference on a local and global scale to preserve the symbiotic nature of the Potato Frog and the potato; the potato and our way of life on Earth.

Third, was to create a logo and a colour palette.

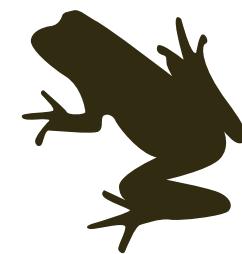


Potato Frog
World Preservation Society





Potato Frog
World Preservation Society



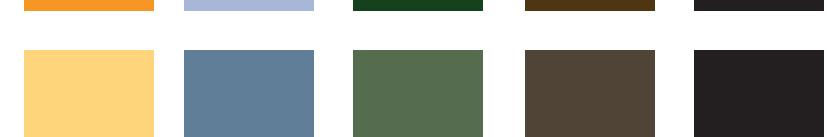
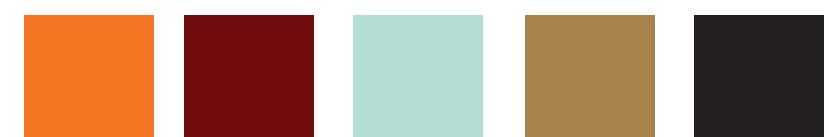
Potato Frog
World Preservation Society



This is the logo I chose.
A frog and a potato combined with the initials of the Potato
Frog Protection Society.



I experimented with many colour choices and narrowed it down until I found the colour pallet that works the best.



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This is the colour pallet I chose.



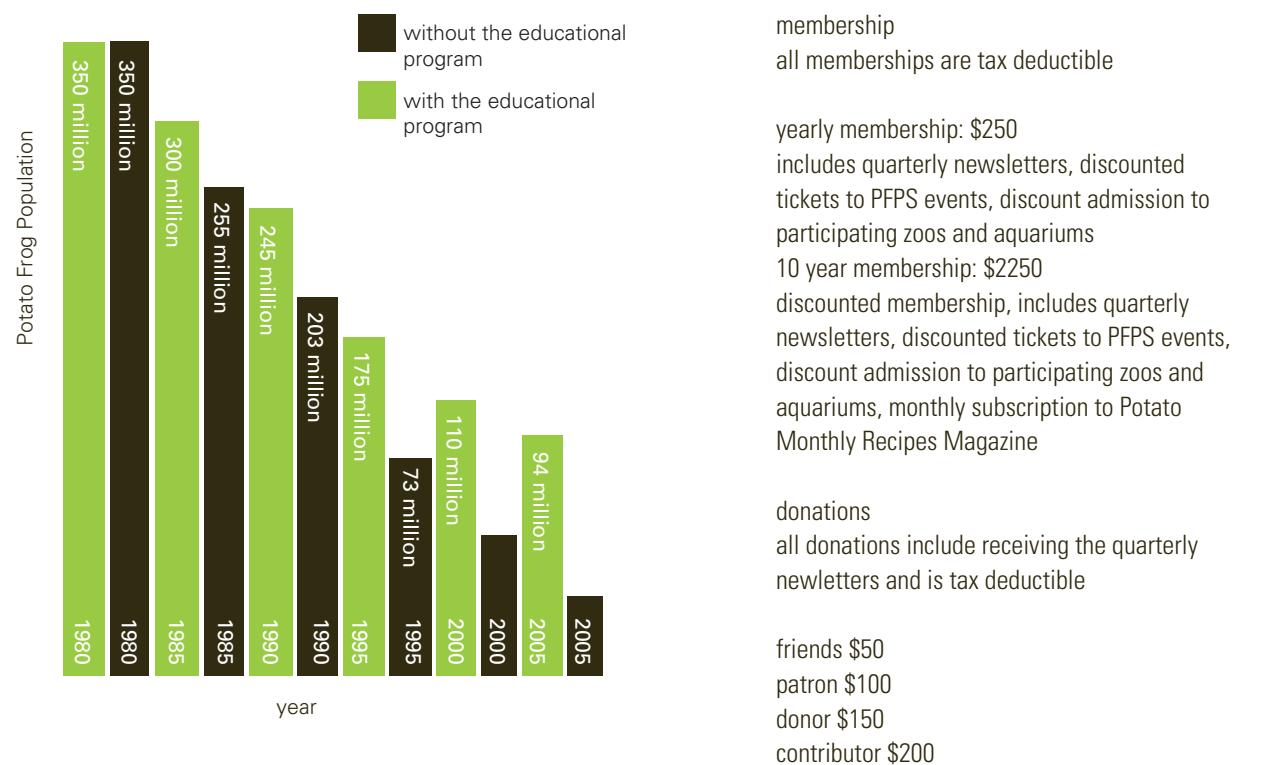
Once I created the branding I created a background for the Potato Frog Protection Society and a mission statement for the organization.

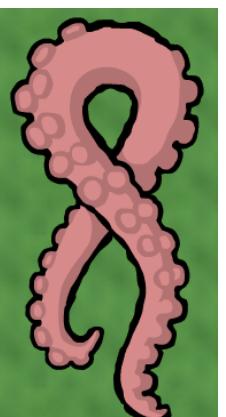
Since 1985, we have been dedicated to saving the Potato Frog (*solanum tuberosum bufonidae*). The rapid decline of this precious amphibian has lead to higher rates of insecticide resistant insect infestations to potato crops around the world. The rapid decline of the Potato Frog over the years has lead to larger declines in potato crop productions. By saving and understanding the importance of the Potato Frog we look forward to future years of healthy potatoes.

PFPS's mission is the protection of the Potato Frog through education. Through safe and globally accepted science and international education, we work to preserve the only frog species that contributes to the health and continuous growth of one of the world's main staples of food. Together, we can make a difference on a local and global scale to preserve the symbiotic nature of the Potato Frog and the potato; the potato and our way of life on Earth.

From here I created bar graphs and donation cards for people to read and become persuaded to donate or join the PFPS as a member.

With the donations we receive, all proceeds go directly to our educational programs that are used around the world. Our goal is to educate as many people globally as possible in order to give awareness to the Potato Frog, and how it can help when modern chemical insecticides fail to work. We started educating farmers in 1985. It was a slow process, but as the years have gone by, the rate at which the Potato Frog population is decreasing is not as dramatic as if we had never started our educational program. We predict, that by the year 2010, the population will stop declining and will be on the rise. We atone this to raised awareness and the global acceptance of nature.





Our Mission | Around the Globe | WCS in New York | High-Tech Tools | Education | Search

SAVING WILDLIFE

WILDLIFE CONSERVATION SOCIETY

The Wildlife Conservation Society saves wildlife and wild lands through careful science, international conservation, education, and the management of the world's largest system of urban wildlife parks. These activities change attitudes toward nature and help people imagine wildlife and humans living in sustainable interaction on both a local and a global scale. WCS is committed to this work because we believe it essential to the integrity of life on Earth.

VISIT OUR PARKS >> BRONX ZOO NEW YORK AQUARIUM CENTRAL PARK ZOO QUEENS ZOO PROSPECT PARK ZOO



[Join WWF](#) | [Member Login](#) | [Take Action](#) | [Donate Now](#)

EVENTS GIFTS VOLUNTEER CORPORATE GIVING BEATING CANCER ABOUT THE JIMMY FUND

With the research I had done, these were the images I was looking at to form my organization to keep it looking as real as possible.



for a living planet®

Australia
Austria
Belgium
Bhutan
Bolivia
Brazil
Bulgaria
Canada
Central America
Chile
China
Colombia
Denmark
Finland
France
Germany
Greece
Hong Kong
Hungary
India
Indochina
Indonesia
Italy
Japan
Malaysia
Mexico
Mongolia
Nepal
Netherlands
New Zealand
Norway
Pakistan
Paraguay
Philippines
Poland
Romania
Russia
Singapore
South Africa
South Pacific
Spain
Sweden
Switzerland
Thailand
Turkey
United Kingdom
United States
WWF International



WWF's ultimate goal is to build a future
where people live in harmony with nature.

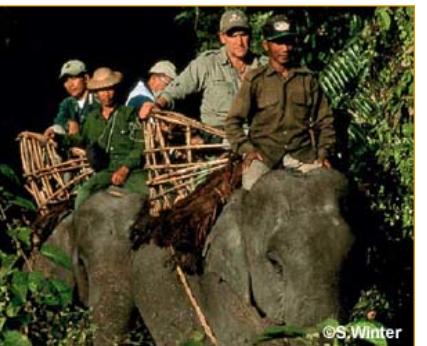
Our Mission

"Humans are yearning to connect to wildlife, and the Wildlife Conservation Society provides that connection in a meaningful way." – David Schiff

ON ALL FRONTS

Our Mission

The Wildlife Conservation Society saves wildlife and wild lands. We do so through careful science, international conservation, education, and the management of the world's largest system of urban wildlife parks, led by the flagship Bronx Zoo. Together, these activities change individual attitudes toward nature and help people imagine wildlife and humans living in sustainable interaction on both a local and a global scale. WCS is committed to this work because we believe it essential to the integrity of life on Earth.



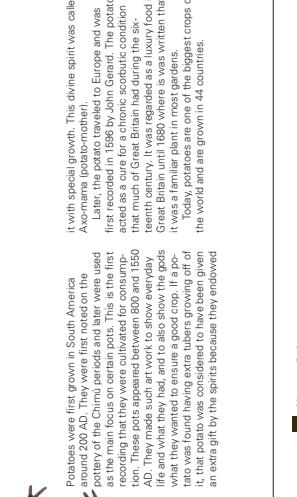
Now that the organization was established, I created components that would support my cause. The first was a mailer that would hypothetically be sent to homes through the mail. It includes the history of the organization and the mission statement, a brief history of the potato, a graph displaying the population of the Potato Frog, and a piece you can cut off to send for a membership or to give a donation. The second piece is a informational folder. Inside the folder is information on membership, donations, the potato and the Potato Frog, and a letter from the President of the PFPS.

The mailer is three fold, front and back. It includes brief information for people to make a decision on whether or not to join or donate. This is first attempt for the mailer. The top is the first piece of information you would see. The bottom is the second piece of information that you would see.

Since 1985, we have been dedicated to saving the Potato Frog (*Eleutherodactylus bimaculatus*). The rapid decline of this precious amphibian has led to higher rates of insecticide resistant insect infestations to potato crops around the world. The rapid decline of the Potato Frog over the years has lead to larger declines in potato crop productions. By saving and understanding the importance of the Potato Frog we look forward to future years of healthy potatoes.



Potatoes were first grown in South America around 200 AD. They were first noted on the pottery of the Chimu period and later were used as the main focus on certain pots. This is the first record in 158 by John Gerard. The potato was recorded as a cure for a chronic scurvy condition occurring in ships returning to Europe from South America. It was cultivated 500 years ago. They made such a mark to show everyday life and what they had, and to also show the goods what a familiar plant it was. Today potatoes are one of the biggest crops of the world and are grown in 44 countries.



The Potato Frog population is still in decline. Since the PFPS has started global awareness about the benefits and positive effects of the Potato Frog, we will not only be saving down frommatics, and it is predicted that the year 2010 its numbers will start to increase. It will only increase with continued support from people who care about the potato and the Potato Frog.

Together with patients, love, and support we can save a world icon. By living harmoniously with the Potato Frog we will not only be saving one of natures children, we will also be saving a main staple of food for humanity.

Please send all memberships and donations to:

PFPS
PO Box 457
Garden City, Idaho 83714

all memberships are tax deductible
yearly membership \$250
includes quarterly newsletters, discounted tickets to PFWPS events, discounted admission to participating zoos and aquariums
10 year membership \$2250
includes quarterly newsletters, discounted admission to participating zoos and aquariums, annual event account, access to Potato Monthly Recipe Magazine

donations:
to help our organization receiving the quality services and

no cash by mail
please write all checks out to:

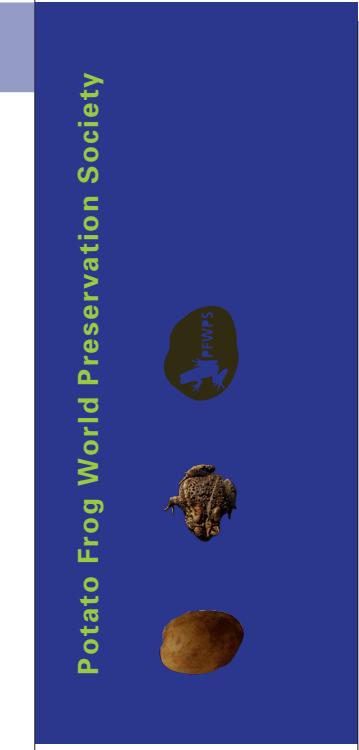
PFPS

If you wish to donate anonymously please check here

If you wish to donate as a gift for someone please write their name(s) here

first name	last name
address	
state	zip code
phone number	
check only one box	
yearly membership (\$250)	
10 year membership (\$2250)	
friend (\$50)	
patron (\$100)	
donor (\$150)	
contributor (\$200)	
no cash by mail	
please write all checks out to:	
PFPS	
If you wish to donate anonymously please check here	
If you wish to donate as a gift for someone please write their name(s) here	

PFPS's mission is the preservation of the Potato Frog. Through safe and globally accepted science and international education, we work to preserve the only frog species that contributes to the health and continuous growth of one of the world's main staples of food. Together, we can make a difference on a local and global scale to preserve the symbiotic nature of the Potato Frog and the potato, the potato and our way of life on Earth.



This is the fourth attempt for the mailer. The top is the first piece of information you would see. The bottom is the second piece of information that you would see. There were a few other drafts made before this one, but this has the next biggest changes that were made.



folds here

folds here

folds here

Potatoes were first noted on the pottery of the Chimu periods and later were used as the main focus on certain pots. This is the first recording that they were cultivated for consumption. These pots appeared between 800 and 1550 AD. They made such a work to show everyday life and what they had, and to also show their gods that they wanted to ensure a good crop. If a potato was found having extra tubers growing off of it, the potato was considered to have been given an extra gift by the spirits because they endowed it with special growth. This divine spirit was called Axomama (potato-mother).

The Potato Frog population is still in decline. Since the PFWPS has started global awareness about the benefits and positive effects of the Potato Frog, its decline has slowed down dramatically, and it is predicted by the year 2010 its numbers will start to increase. It will only increase with continued support from people who care about the potato and the Potato Frog.

Together with patients, love, and support we can save a world icon. By living harmoniously with the Potato Frog we will not only be saving one of nature's children, we will also be saving a main staple of food for humanity.

membership

all memberships are tax deductible

yearly membership: \$250
includes quarterly newsletters, discounted tickets to PFWPS events, access to our annual 10 day conference, and more.
discounted membership: includes quarterly newsletters, discounted tickets to PFWPS events, discount to farms open to participating zoos and aquariums, monthly subscription to Potato Monthly Recipe Magazine

donations

to help continue running the quarterly newsletters and to further our education

friends \$50
patron \$100
donor \$150
contributor \$200

Potato Frog Population

PFPS

94 million 2005
2000
110 million 2000
73 million 1995
175 million 1995
203 million 1990
245 million 1985
255 million 1985
300 million 1985
350 million 1980
350 million 1980

Year

Please send all memberships and donations to:
PFWPS
PO Box 457
Garden City, Idaho 83714

first name _____
last name _____
address _____
state _____ zip code _____
phone number _____

check only one box
yearly membership (\$250)
10 year membership (\$2250)
friend (\$50)
patron (\$100)
donor (\$150)
contributor (\$200)

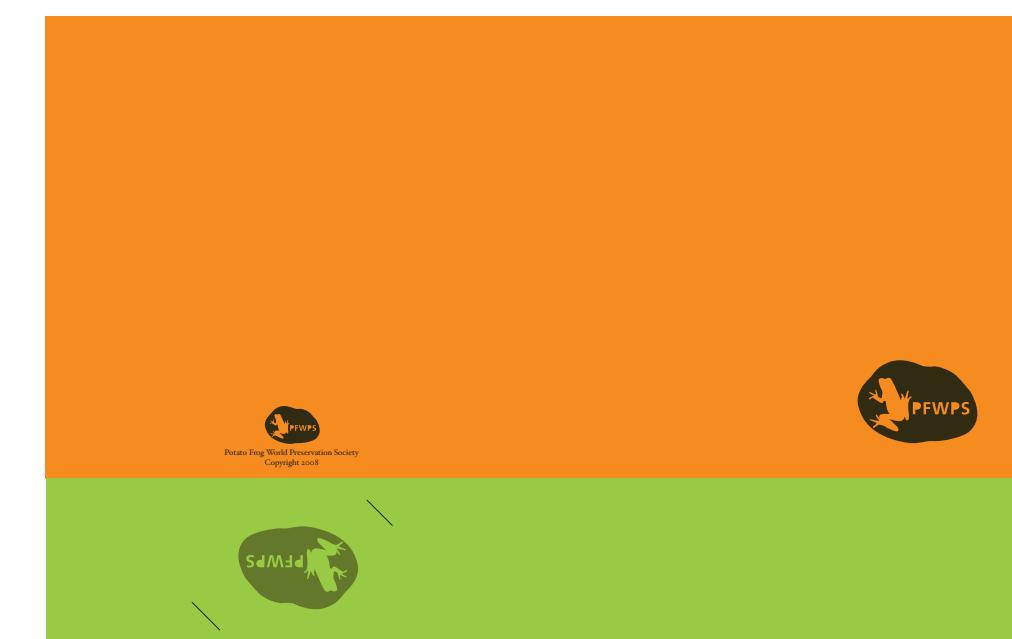
please write all checks out to:
PFWPS
no cash by mail
please send all checks to:
PFWPS
PO Box 457
Garden City, Idaho 83714

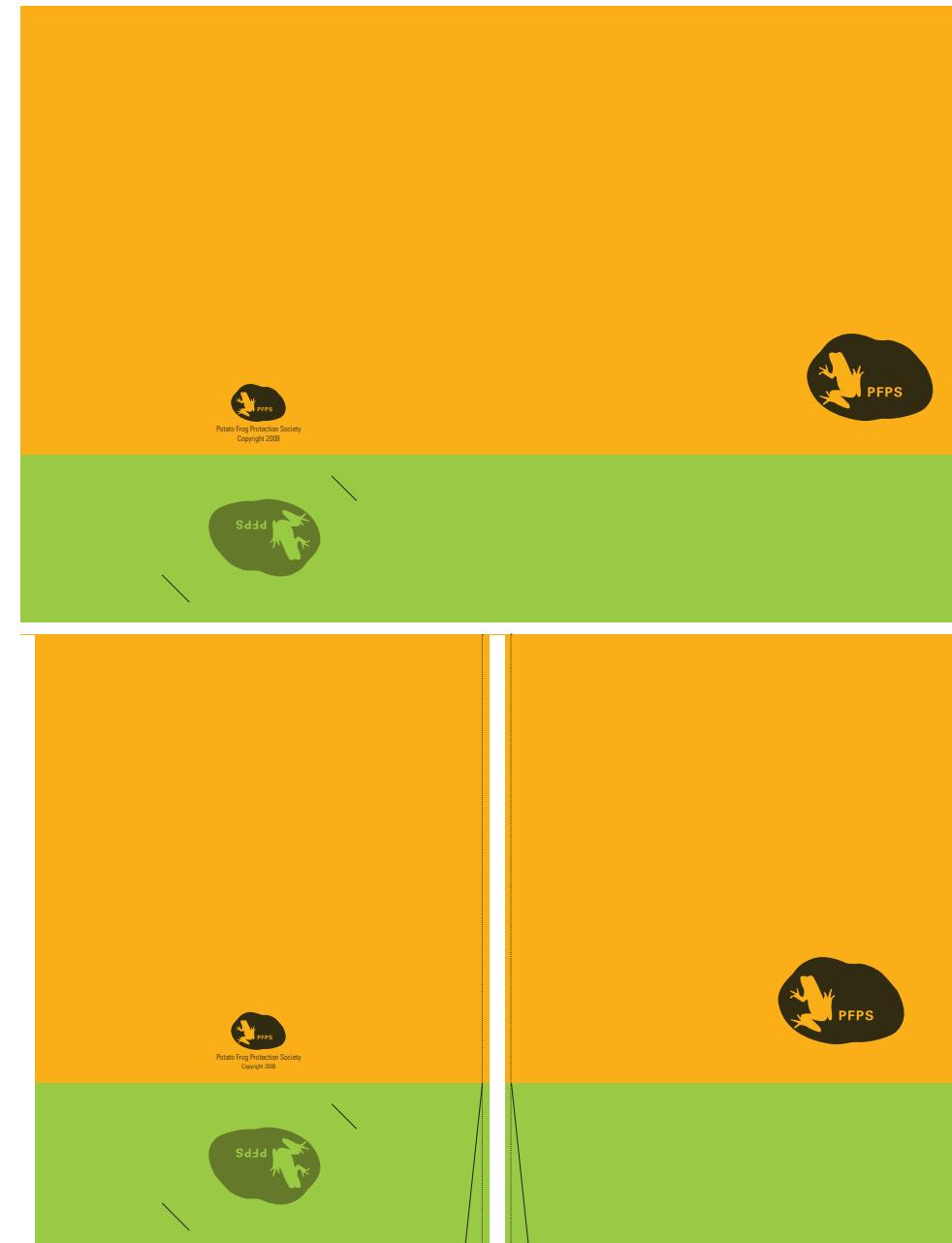
If you wish to donate anonymously
please check here

If you wish to donate as a gift for someone
please write their name(s) here

The informational folder consists of many parts. There is the folder, the notebook, an envelope, membership/donation form, President's letter, an informational booklet, and an informational paper.

The first shown is the folder. It went through stages which is represented here.





The second part of the folder is the envelope with the donation/membership information. It went through changes as the technical kinks were worked out and as the logo changed.

Potato Frog Protection Society
Copyright 2009

Potato Frog World Preservation Society
PO Box 457
Garden City, Idaho 83714

PFWPS

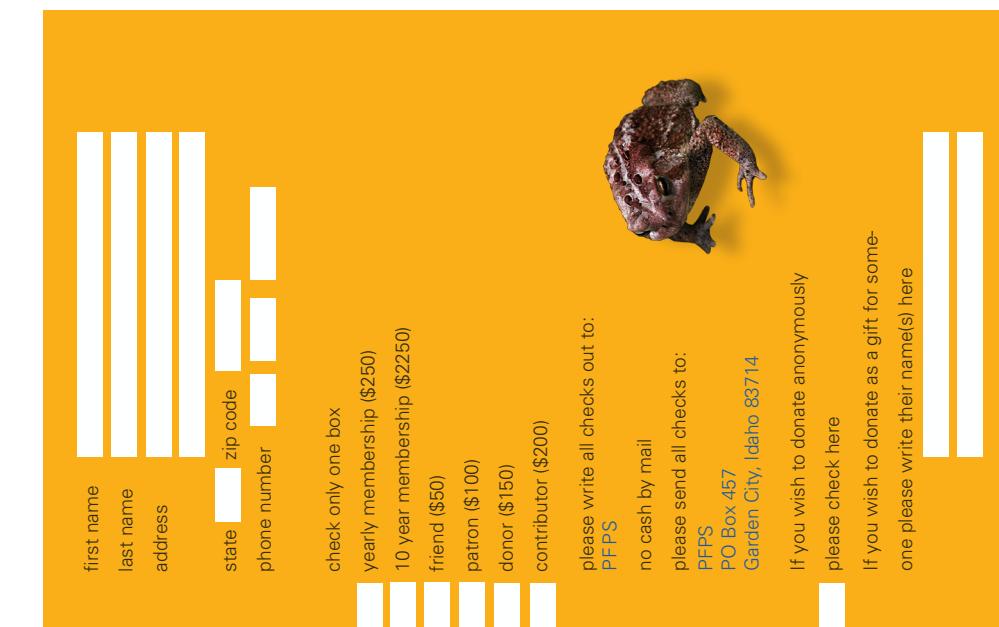
first name _____
last name _____
address _____
state _____ zip code _____
phone number _____

check only one box
yearly membership (\$250)
10 year membership (\$2250)
friend (\$50)
patron (\$100)
donor (\$150)
contributor (\$200)

no cash by mail
please write all checks out to:
PFWPS
PO Box 457
Garden City, Idaho 83714

If you wish to donate anonymously please
check here _____

If you wish to donate as a gift for someone
please write their name(s) here _____



The original booklet inside the informational folder folds three ways. The outside part shows a graph of the population of the Potato Frog, it also includes quick facts, the mission statement of the PFPS, its history and membership/donation information. When it opens up fully, it shows a world map of where potatoes are grown and gives a brief history of the potato.

The top image is the outside of the booklet, and the bottom image is the inside of the booklet.



Gueraesto commy nim adigna amcomm-
od eu blidiand, venim veliquam per
sim eugiat, quat. Ut ad dolorob ad tisit lan-
vula core minicidu ismolor amet, quat nit
diamconses ex esecem nim ipsunsum eu
feusssi eumsandigna feugait nos ad dolor
velestio commy nulputpat. Amconsekte
velit wisomstd tem vullamet wis dolent
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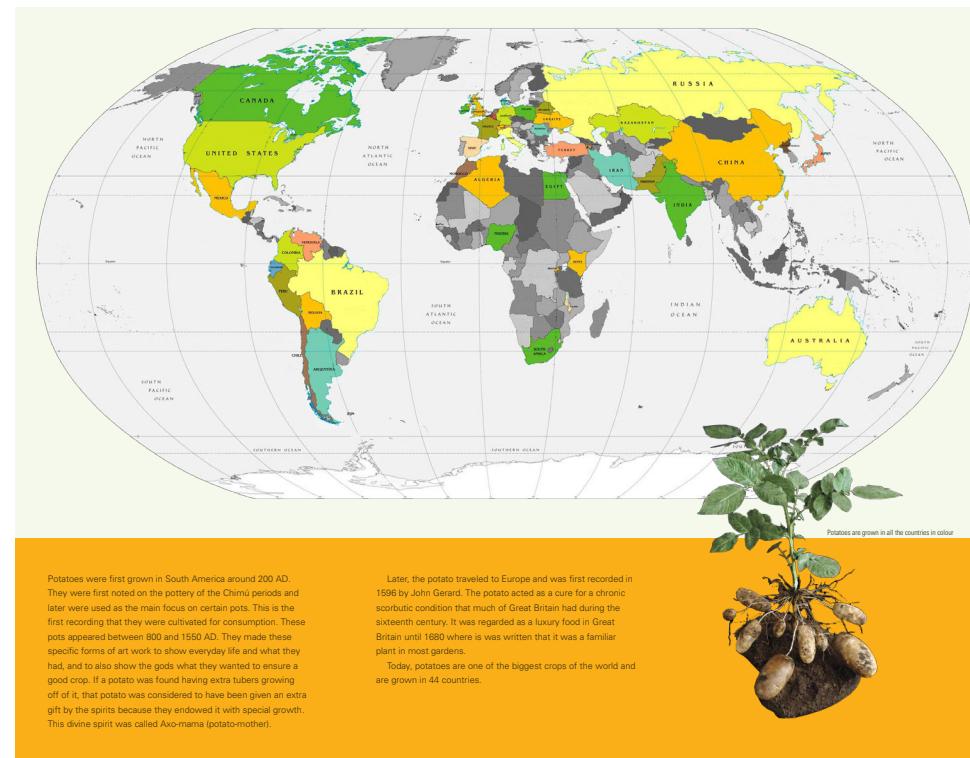
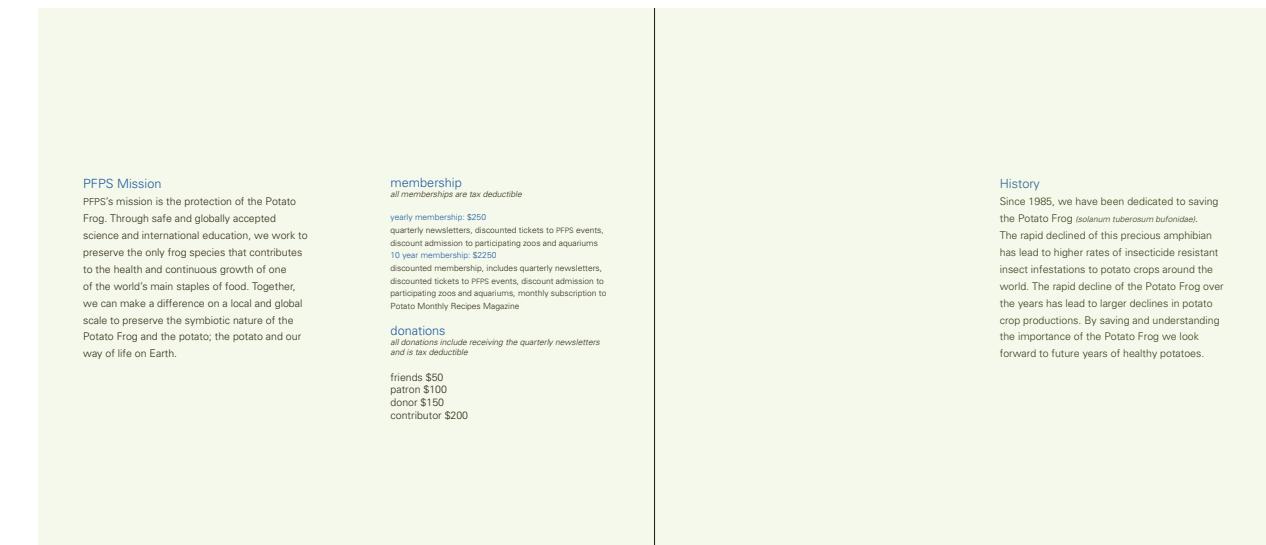
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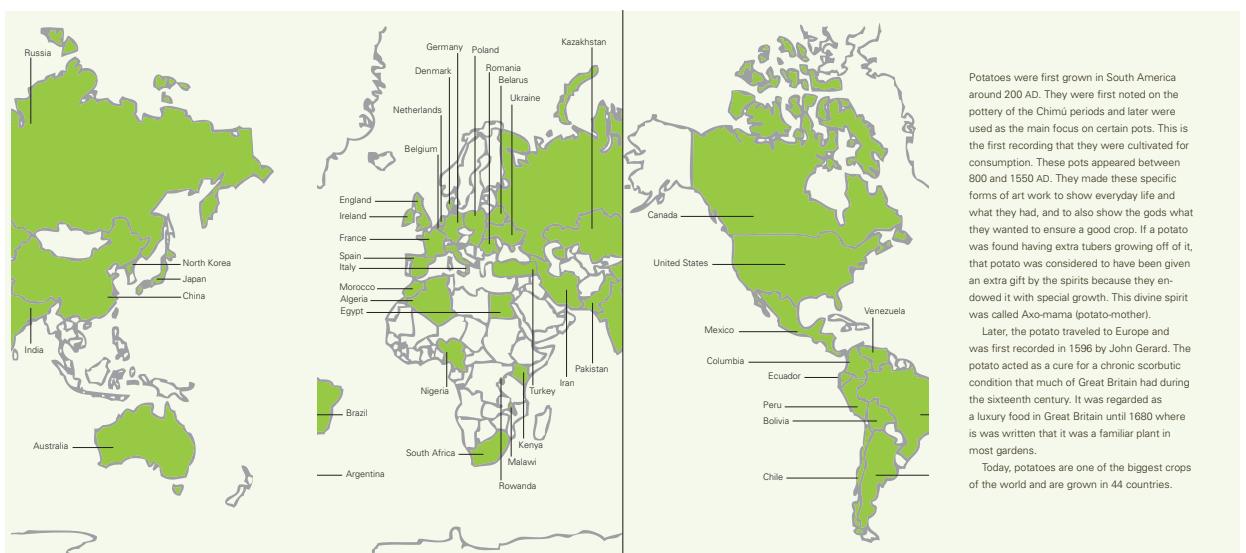
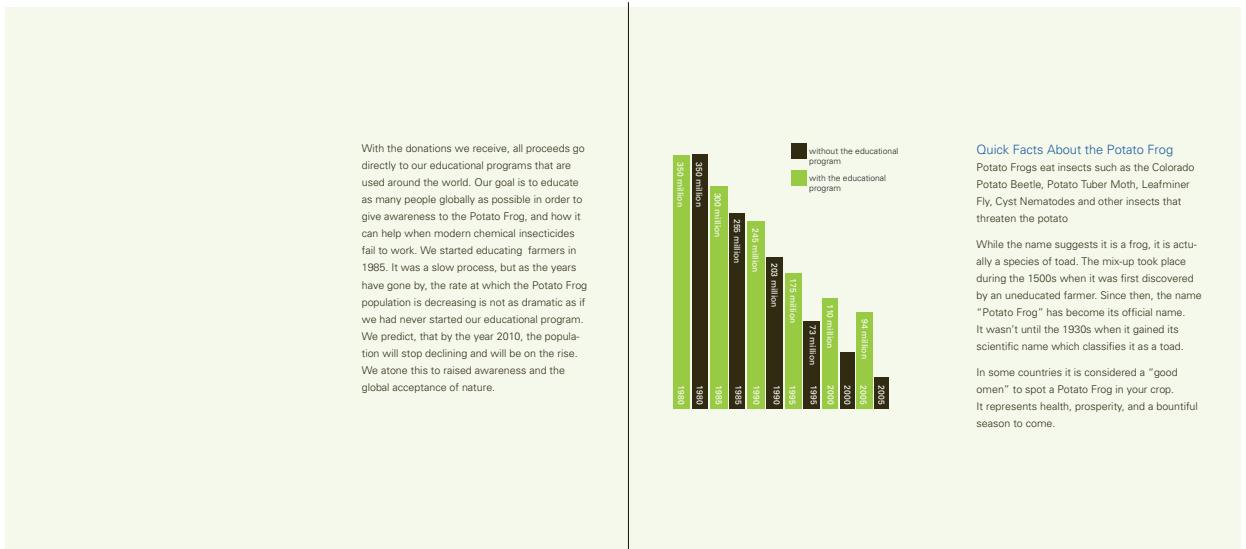
The image is a collage of various photographs and graphics. At the top left, there's a header for 'Potato Frog World Preservation Society'. Below it is a paragraph about the society's mission to preserve the potato frog. To the right is a membership information section with categories like 'membership', 'yearly membership', '10 year membership', 'donations', 'friends', 'patron', 'donor', and 'contributor', each with its respective cost. A small graphic of a frog is next to the membership text. The middle section features a bar chart titled 'Potato Frog Population Trends' with a y-axis for 'Year' from 1980 to 2005 and an x-axis for 'Population' in millions. The bars show a steady decline from approximately 360 million in 1980 to 98 million in 2005. A legend indicates that dark blue represents 'With deforestation' and light blue represents 'Without deforestation'. To the right of the chart is a large world map where countries are color-coded according to their potato production: yellow for major producers like China, India, and the United States; orange for others like Russia and Brazil; green for smaller producers; and grey for non-producers. At the bottom right is a close-up photograph of a potato plant with several tubers growing from its roots. A caption below the plant reads 'Potatoes are grown in all the countries in colour'.

This design was found to be too awkward to unfold and unfold again so it was made into a single signature book form.

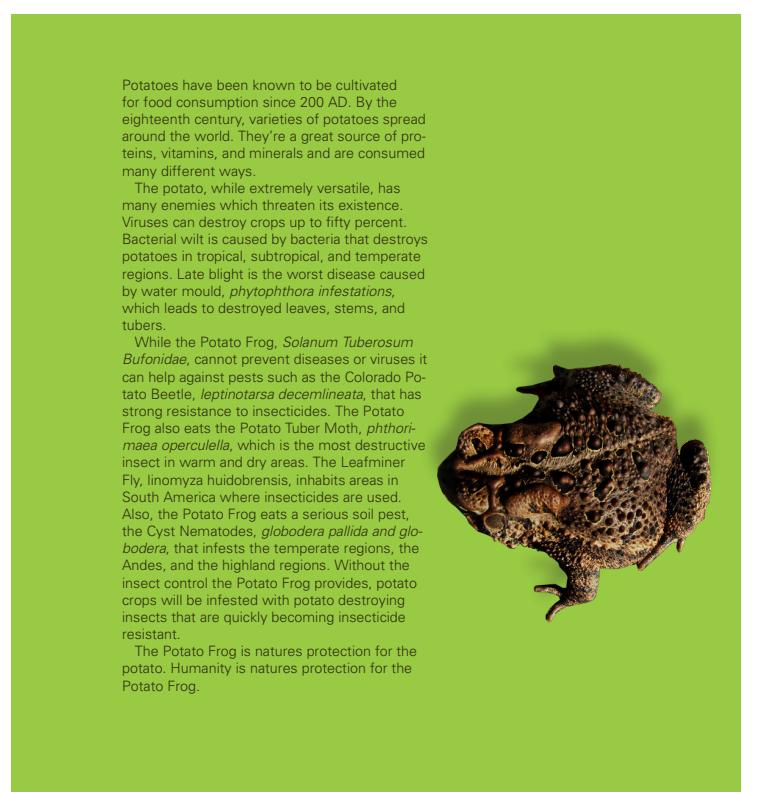
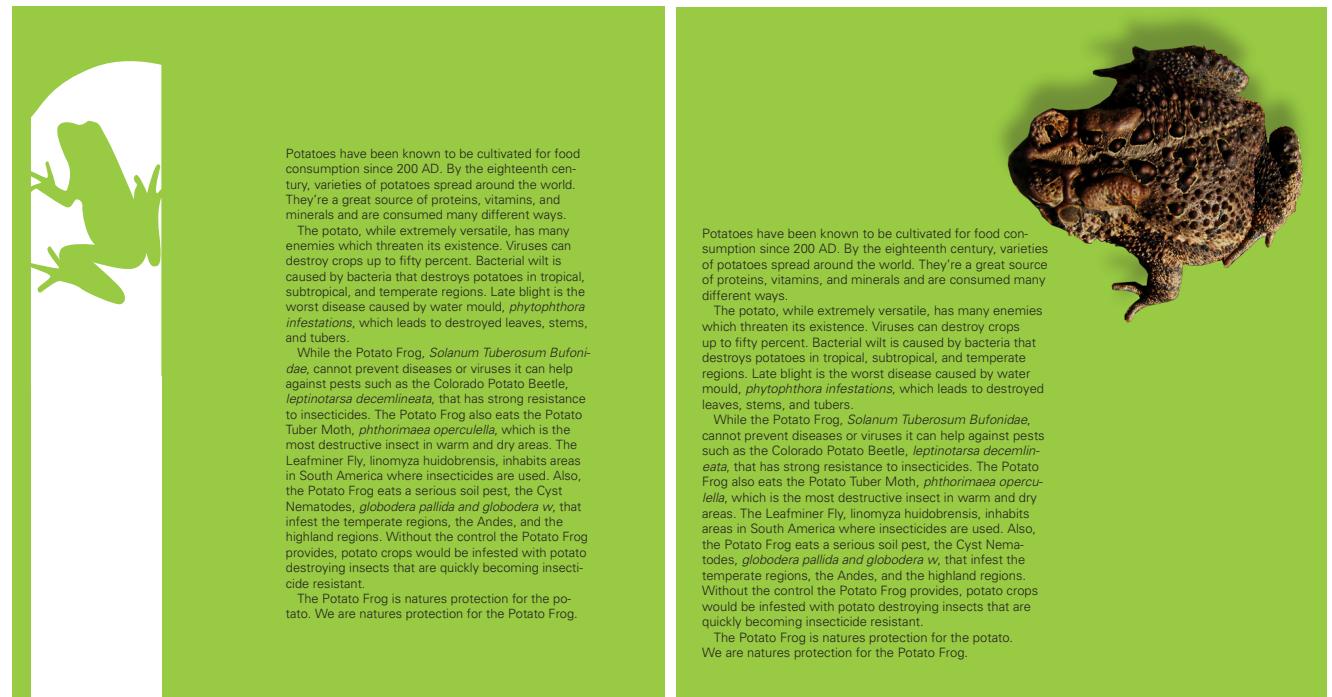


This new design fit better with the whole of the informational folder and was easier to read. The pages are arranged according to how they are printed in order to be assembled. This booklet, when printed, has rounded corners.





Along with the booklet and donation form and envelope there is also the page that gives information about the Potato Frog and how it helps protect potatoes. The third image is the final. This page, when printed, has rounded corners.



The last piece of the informational folder was the presidents letter. This was created to bring a more personal aspect to the folder. When printed, the corners are rounded. The lighter one was chosen because of legibility.

Dear Friends,

I became a member of the Potato Frog Protection Society in 1990. Becoming a member opened my horizon and allowed me to help my local farmers and farmers globally to protect their crops and protect a child of nature.

After being a member for several years, I joined in the help to personally educate people about the Potato Frog. Now I have been a member for 18 years and have been President of the Potato Frog Protection Society for the last 5 of the 18 years. We have grown as an non-profit organization, and have educated thousands of farmers globally about the importance of the Potato Frog.

I have personally compiled this folder with all the information you need to inform yourself about the Potato Frog. Included is information about the PFPS organization, information on potatoes and the Potato Frog, plus information on where to donate and how to become a Potato Frog Protection Society member.

I look forward to our partnership.

Potato Frog Protection Society
President

Roxanne Tinnoppolis

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I became a member of the Potato Frog Protection Society in 1990. Becoming a member opened my horizon and allowed me to help my local farmers and farmers globally to protect their crops and protect a child of nature.

After being a member for several years, I joined in the help to personally educate people about the Potato Frog. Now I have been a member for 18 years and have been President of the Potato Frog Protection Society for the last 5 of the 18 years. We have grown as an non-profit organization, and have educated thousands of farmers globally about the importance of the Potato Frog.

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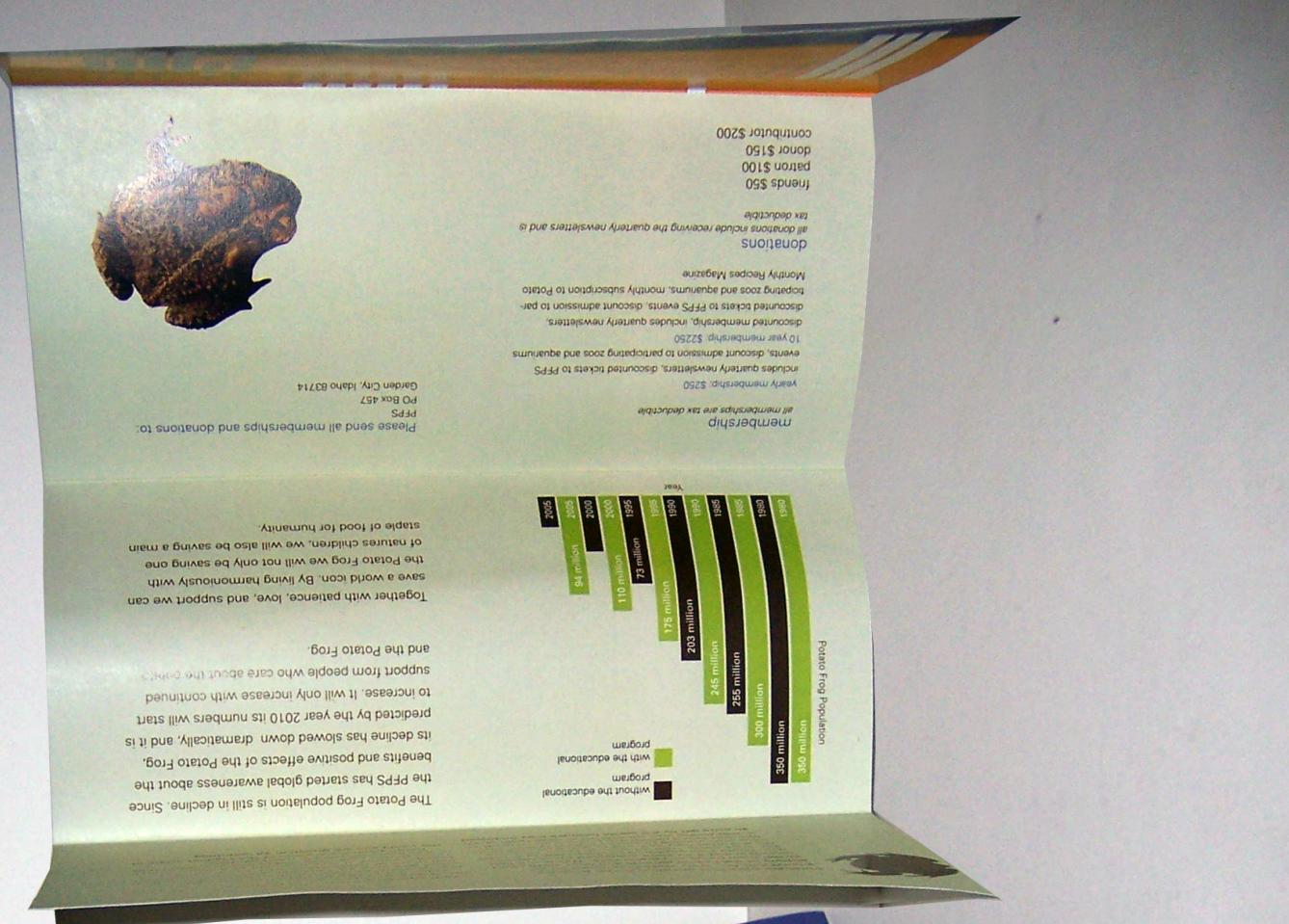
I look forward to our partnership.

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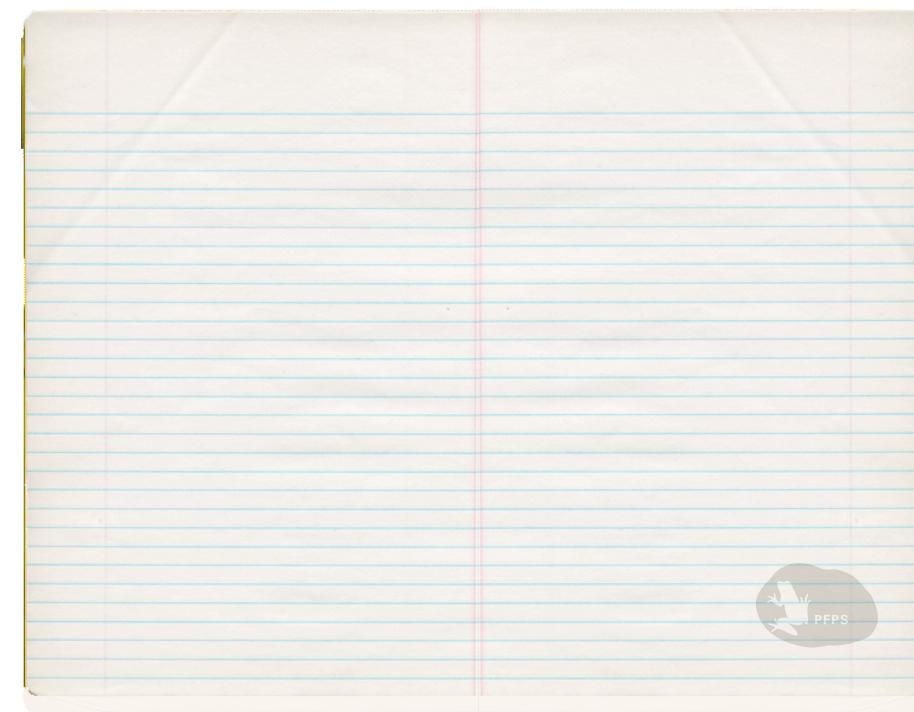
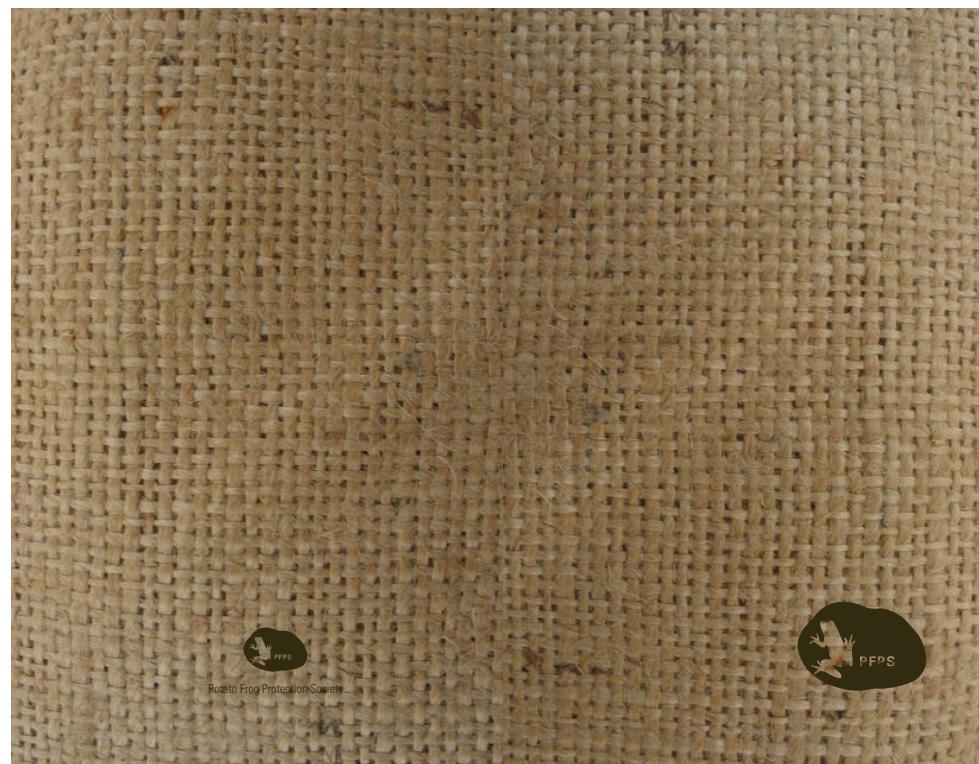
The notebook did not go through as many changes as the other parts of the informational folder.



Once people have heard of the PFPS, they can support the cause by not only donating and becoming a member, but they can purchase merchandise. The merchandise I've created include a notebook, burlap purse, t-shirt, and potato truffles. Along with the products, I created tags that could be attached to any of the items.



The inside of the notebook only changed with the logo. The page at the bottom shows the most recent change that corresponds with the cover on this page.



The burlap purse originally had two handles, but it changed to one handle because it was easier to handle and looked better. Burlap was chosen because it represented the potato. The inside is lined with a green fabric that matches the colour combination I chose for this project.



I went with a natural tone for the t-shirt to relate back to nature. These t-shirts were worn when I was in the school's campus center getting signatures from people walking by.



The potato truffles went through the most change out of all the products. The recipe, at first, was a European truffle. European truffles are very bitter and are not to the likings of American taste buds. More sugar was added and eventually the truffles became dipped in chocolate instead of rolled in a chocolate powder.

Perfect! How could I resist? Chocolate Potato Truffles!!!!

They might not be the best truffles you have ever tasted but they are certainly edible and they will definately be a talking point around the dinner table!



CHOCOLATE POTATO TRUFFLES

INGREDIENTS:

4 tbsp mashed potato
2 tbsp cocoa powder
2 tbsp caster sugar
vanilla or almond essence
cocoa powder or chocolate strands to decorate

METHOD:

Beat the cocoa powder and sugar into the mashed potato until evenly blended. Stir in a few drops of vanilla or almond essence. Roll into balls, about the size of a large marble, and roll in cocoa powder or chocolate strands. Leave in the fridge for about half an hour to firm up before serving.

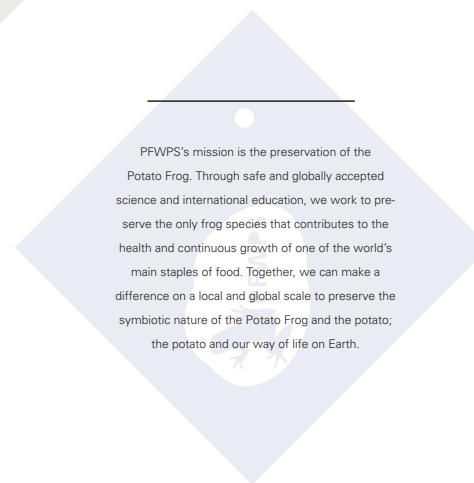
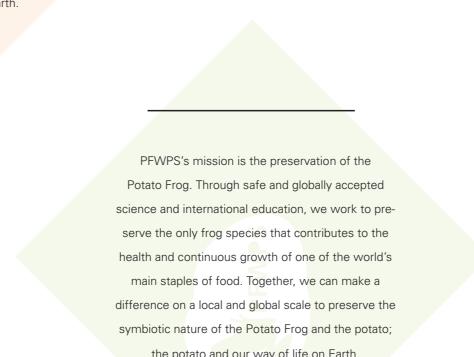
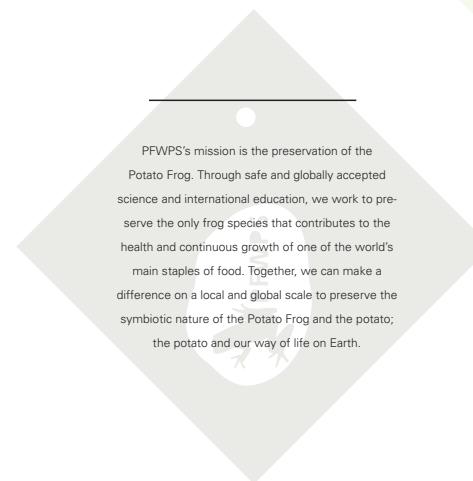
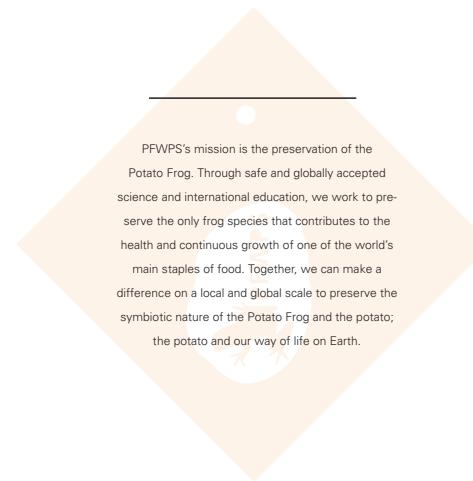
The potato truffle boxes went through changes as well. At first a Potato Frog was placed on the box, but it was said the frog scared people so they wouldn't go near it. After the frog was removed, the packaging became friendlier and more approachable.



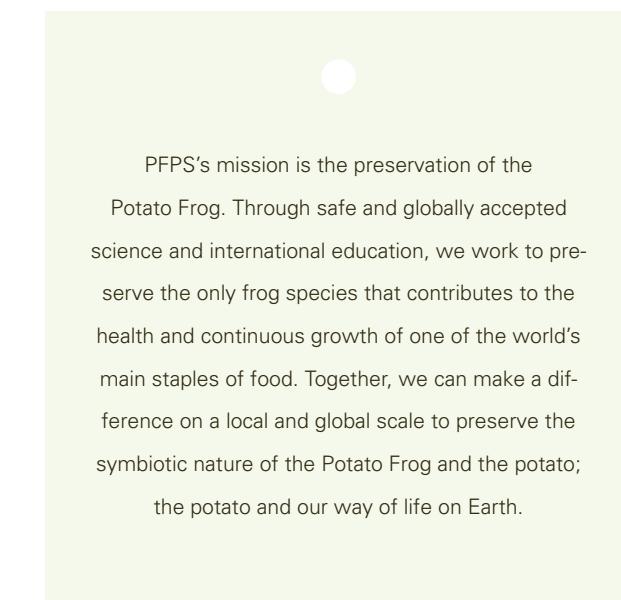
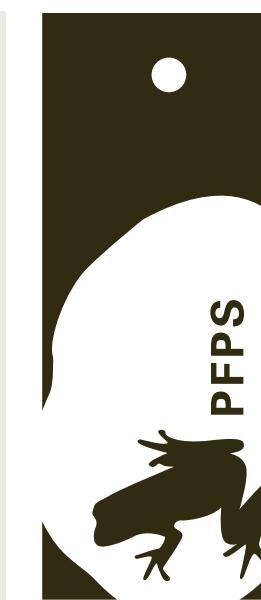
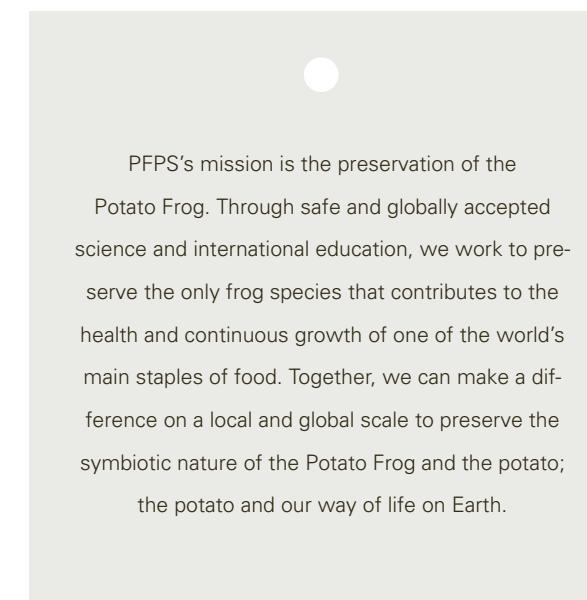
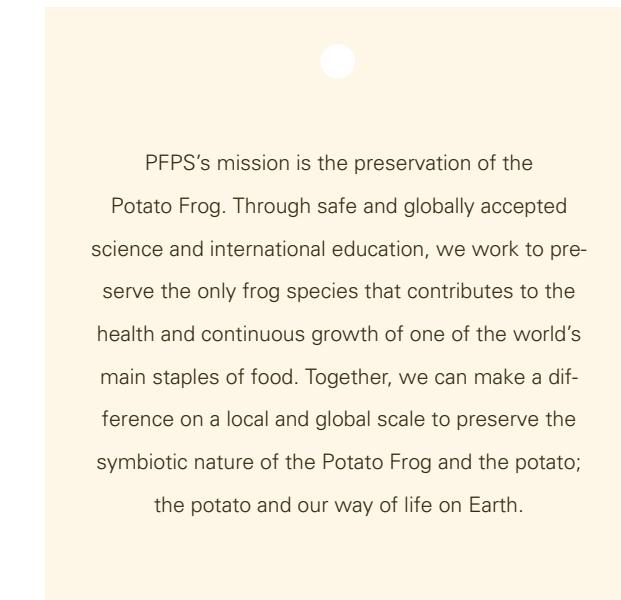
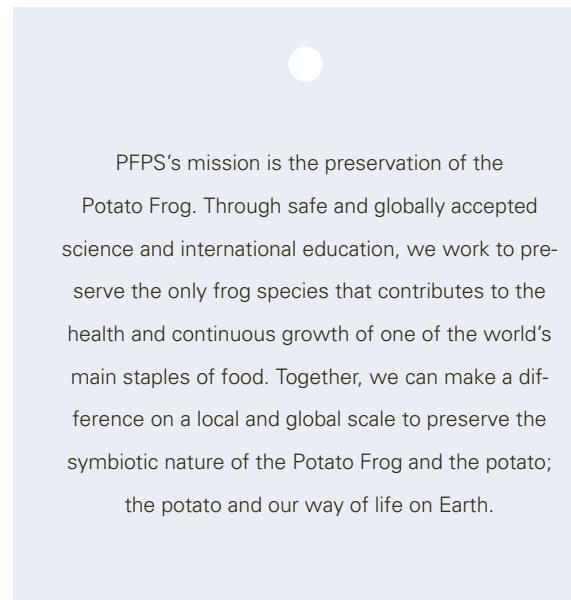


There are 4 colours for the product tags. Each tag consists of two parts. The first part has the organizations logo, and the back would have the price for the item. The second part has the organizations mission statement.

Below are the first tags.



These are the final tags.





With the background of the PFPS organization set up I was ready to test my design on my peers. I set up posters around the UMass Dartmouth campus and signed up for two hours in the University's campus center (a heavy traffic area) to get signatures for a petition to save the Potato Frog. Within 4 day, I got 112 people to sign my petition.

To let the campus community know about the PFPS and it's mission to save the Potato Frog I posted eight fliers in different areas of the campus. Along with the poster I posted a petition for people to sign. With this, I advised them to go to a Facebook group I created that told them how I fooled them and allowed them to leave any comments they wanted.

Potato products are in every grocery store nation wide and is the fourth main staple of food for the world, the first being rice. Potatoes are grown in 44 countries and all have one thing in common; the Potato Frog. Potato Frogs are being destroyed by the ten of thousands each year, and as they are being destroyed, potato crops have been on the decline.

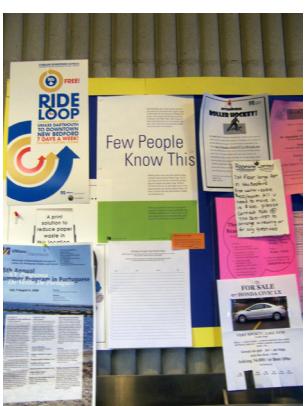
Few People Know This

Healthy potato crops have been directly linked to healthy and numerous Potato Frogs. The Potato Frogs eat the harmful insecticide resistant bugs that destroy the potato crops. Without the Potato Frog you can see higher prices in the potato products you eat from potato chips to all forms of french fries and hash browns to latkes and shepherds pie.

With every signature collected, our corporate sponsors will donate money to the Potato Frog Protection Society where it will be used to educate people around the world about the significance of the Potato Frog in the environment.



During these 4 days I spent two hours in the University's campus center getting signatures. From these two hours I got 76 signatures out of the 112 signatures I got in total.





After people signed I handed them a piece of paper that told them if they wanted to learn more about the Potato Frog to go to the Potato Frog Protection Society group on face book.





This is the Facebook page tat was created. It explains about my project and allows them to leave a comment if they wanted to. I received one comment saying "well you got me, I didn't even question it, I guess i should look into a petition more before i sign it!!"

Facebook | Potato Frog Protection Society

http://www.facebook.com/group.php?gid=11351427105

Profile edit Friends | ▾ Inbox | ▾

home account privacy logout

Potato Frog Protection Society

Information

Group Info

Name: Potato Frog Protection Society
Common Interest – Beliefs & Causes
Type: Did You Get Suckered?
Description:

First may I apologise. I am sorry to have fooled you but all this was a project experiment. The reason for this project was to create awareness about how easily people can be fooled into believing something without doing back research. For example, during the 2008 Presidential elections and previous elections, scammers created false web sites that looked official with the candidates photographs, videos, and views. The problem is, the candidates never approved these sites. The scammers get you to these sites by having a web address that is similar to or one letter different from the real web site. Once you are on one of these sites they can send more scam to your computer or when you go to donate to the candidate, they take your money and your credit card information. During the last Presidential elections, thousands of dollars that were donated were never recovered because they went to scammers who knew how to make a web site look real enough that you or someone you knew could trust. This does not only pertain to websites but people asking for your credit card information over the phone as well. Or in person, as I did. This time your signature was taken, what could be taken next time? So please protect yourself and your money and look into an organization before you make a decision.

Please post any comments you wish to leave concerning my project. I'd like to hear from you.

Posted Items

Post a link: http:// Post

Discussion Board

There are no discussions.
Start the first topic.

Members

This group has 1 member See All

Rochelle Fontaine (creator)

American Apparel®

10% Off

...any purchase.
Use promo code
SECRETFD10
at checkout.

Potato Frog Protection Society

PFPS

Message All Members
Edit Group
Edit Members
Edit Group Officers
Invite People to Join
Create Related Event
Leave Group

Share +

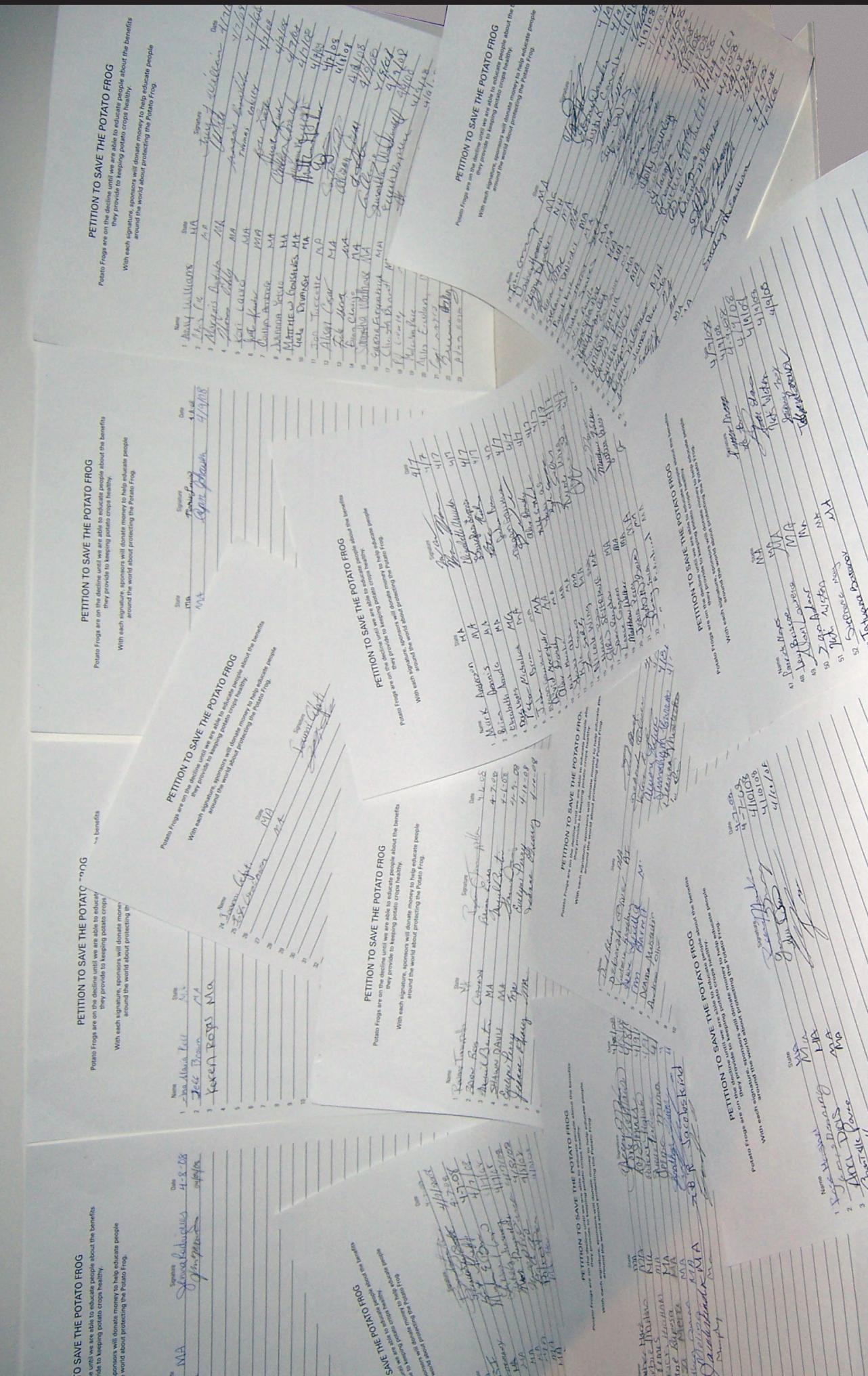
Group Type

This is an open group. Anyone can join and invite others to join.

Admins

Rochelle Fontaine (creator)





This is what I have learned from two hours of asking for signatures for a cause:

- some people never asked what the cause was
- most people only needed a small explanation of the cause
- only one person said "Potato Frog? Never heard of them." and walked away
- the hardest to convince was a farmer, he looked the most into it, and was the only person to take a handout about the Potato Frog
- some people just signed because they liked frogs
- one person signed because they liked potatoes

This is what I learned from having the posters up around campus for 4 days:

- started getting more signatures once at least one signature had been signed
- all eight posters had at least one signature on it meaning people actually stopped to look at them

After 4 days of having the "Few People Know This" posters up, I put up these posters. Once again with this I advised them to go to the PFPS Facebook group to find out more about my project and to leave a comment.

During the 2008 Presidential elections and previous elections, scammers created false web sites that looked official with the candidates photographs, videos, and views. The problem is, the candidates never approved these sites. The scammers get you to these sites by having a web address that is similar to or one letter different from the real web site. Once you are on one of these sites they can send more scam to your computer or when you go to donate to

Did You Get Suckered?

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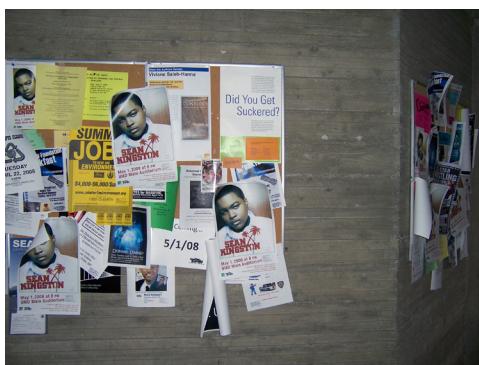
The reason for this project is to create awareness about how easily people can be fooled into believing something without doing back research. Protect yourself and your hard-earned money. Get the facts before you give everything you have.

Please take a sheet and test yourself to see if you can tell a fake web site from a real one.

See for yourself, check out these web sites and see if you can tell the difference.

fake web sites
www.floralsculptureclinic.nl
www.msfirefox.com
www.zapatopi.net/treeoctopus
www.genchoice.com
www.dhmo.org

real web sites
www.microsoft.com
www.wwf.org
www.dnaftb.org
www.jimmyfund.org
www.howstuffworks.com



From May 9 through May 13 this project was up at the Narrows Gallery for the Arts. The grand opening was May 9 from 6-10pm. During this show I received great feedback, and while I was away from my project I spied people trying to sign my petition. Someone who knew me said they over heard someone trying to sign my petition, but their family members kept trying to tell them it was fake. I also had someone tell me they knew two people to signed my petition while it was up around the school and found their signatures within the 36 that were signed around the school.



Few People Know This

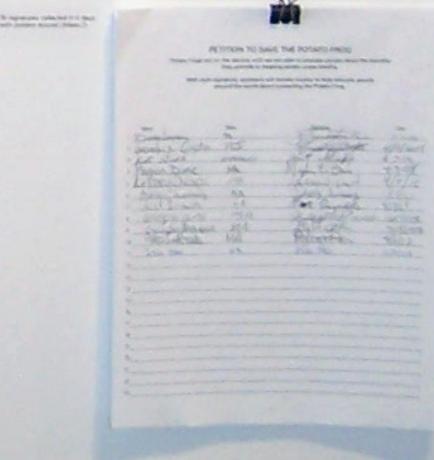
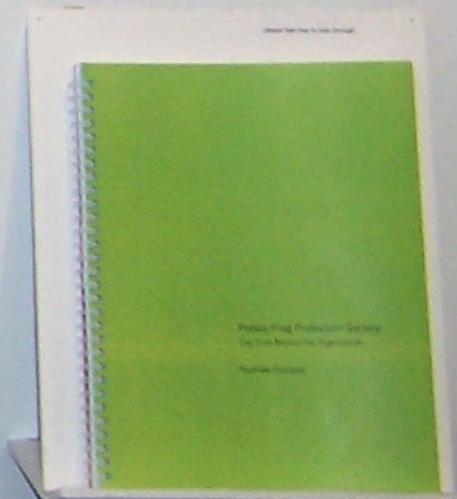
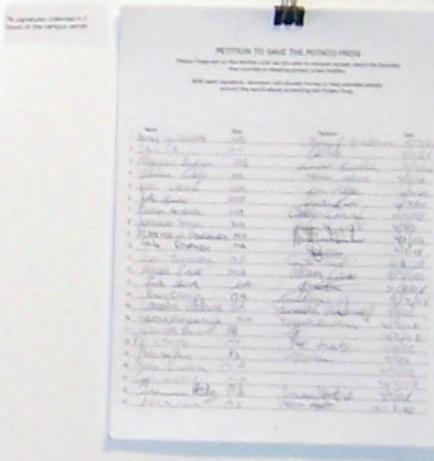
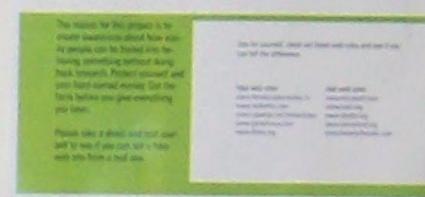
Potato products are in every grocery store we visit. Potato is the fourth most popular food for the world, the fifth being rice. Potatoes are grown in all continents and at least one crop is harvested by the ton of thousands each year and as they are being harvested, potato crops have been on the decline.

Did You Get Suckered?

During the 2008 Presidential elections and primaries, candidates sent tens of millions of emails, letters, and postcards with the same message: photographic, video and audio. The problem is, the candidates never explained these costs. The consumers got used to these costs by having a web address that is simple or a one letter difference than the one next door. Once you are aware of these, it is time to take action to prevent your candidate or whom ever goes to Dole's to

Healthy potato chips have been directly linked to healthy and nutritious potato chips. The Potato Chip Council has the healthiest potatoes available. The reason for this is because the Potato Chip Council has an entire division of the company that focuses on the healthiness of the Potato Chip. In the development and creation process,

The candidates, they take your money and your credit card information. During this last Presidential election, thousands of dollars that were donated were never received because they went to someone who knew how to make a web site look just enough that you'd think you knew about it.



I did not do this project to make you stop donating to organizations. I did this project because I want people to be aware of who they are donating to. I want people to find out what the organization really does, what their practices are, who they help or don't help, and where the entire amount of money goes to. Protect yourself and your money, and remember to find a cause you really care about and do the research so you know your time and money is going to an organization that really deserves it.

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The Literacy Site. 2008 <http://www.thebreastcancersite.com/clickToGive/home.faces?siteId=6&link=ctg_lit_home_from_ths_home_sitenav>.

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Designer and assembler: Rochelle Fontaine

The entire project was set in Univers Light, Unviers Light Condensed, Univers Light Condensed Oblique, Univers Roman, and Unviers Roman Oblique.

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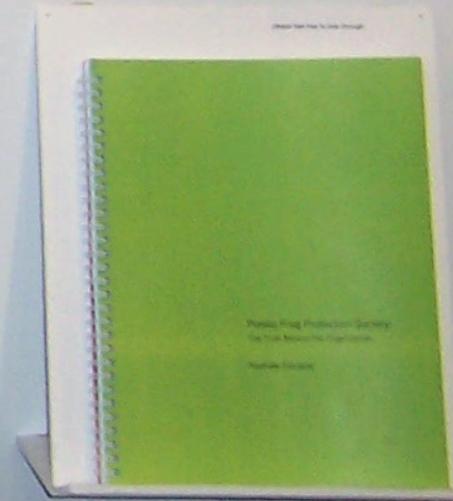
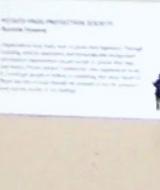
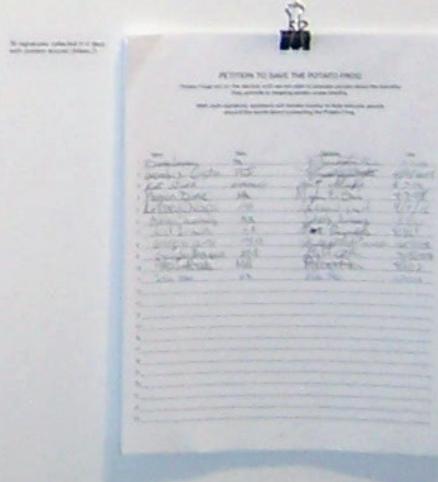
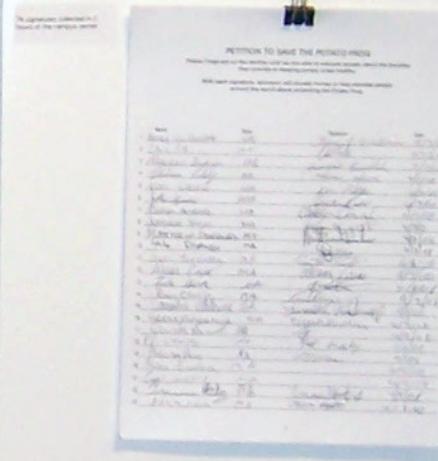
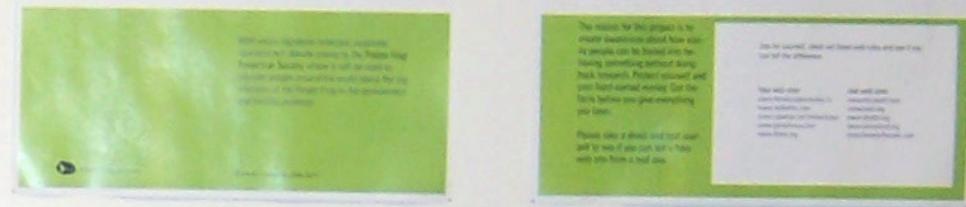


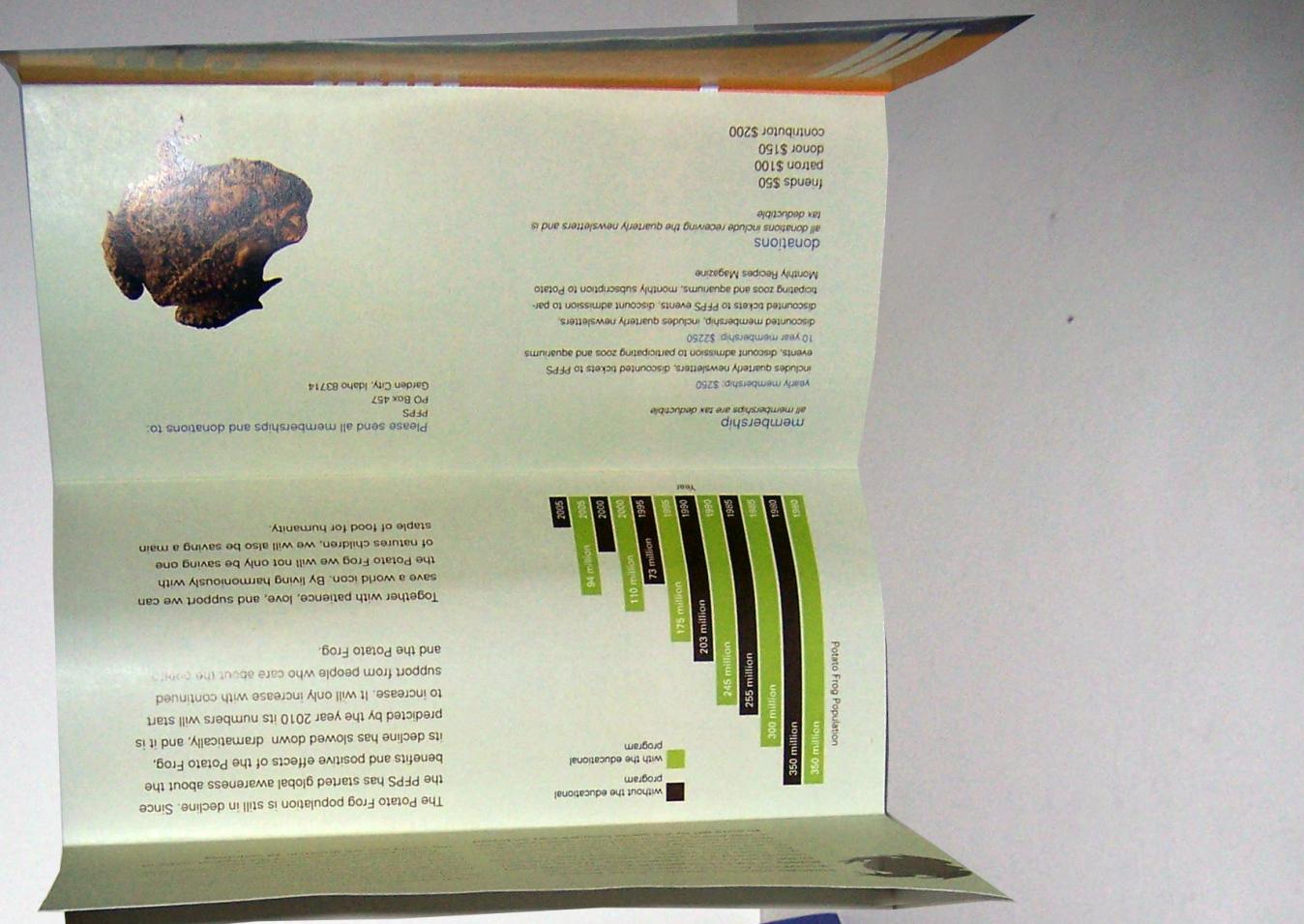
Few People Know This

Potato products are in every grocery store we visit. Potato chips are the favorite potato product for the world. The first being chips, Potato and chips in all countries and at least one thing is common, the Potato Chip. Potato Chips are being harvested by the ton of thousands each year and as they are being harvested, potato chips have been on the decline.

Did You Get Suckered?

During the 2008 Presidential elections and political candidates, supporters would hang web pages that looked official with the candidates' photographs, videos and slogans. The problem is, the candidates never approved these sites. The supporters get used to these sites by having a web address that is similar to or even better than the real site's web address. Once you are directed to these sites, you will never know if you are looking at the real candidate or a fake candidate or what you are going to. Google it.





(b) That the nature of the spirit was sometimes regarded as that of a sexually mature female.
(c) That departures from the normal, such as an over-large maize cob or a twin tuber, were regarded as being endowed with an extra gift of the spirit because they emphasized the type of reproductive activity desired." "The History and Social Influence of the Potato"
First record to mention the potato in print in Europe was in the Catalog by John Gerard published in 1596. He was wrong about most of the information.

Potatoes were distilled into whiskey in Ireland making it part of their daily life not only with food but with drink as well.

Helped cure a chronic scorbutic condition that much of Great Britain had during the sixteenth century.

Was regarded as a luxury food in Great Britain until 1680 where it was written that it was a familiar plant in most gardens.

In 1770 a case of potatoes was sent to Naples to relieve a famine, but the people refused to touch them.

It is second only to maize in terms of the number of producer countries and fourth after wheat, maize, and rice in global tonnage." "The Potato in the Human Diet"

Potatoes are a good source of iron and a rich source of energy with protein, vitamins, and minerals.

A slice of raw potato will clean wood and silver.

Today Potatoes are grown in 44 countries around the world including:

Egypt
Algeria
South Africa
Malawi
Morocco
Rwanda
Nigeria
Kenya
China
India
Islamic Republic of Iran
Turkey
Bangladesh
Japan
Kazakhstan
Democratic People's Republic of Korea
Nepal
Pakistan
Australia
Russian Federation
Ukraine
Germany

Poland
Belarus
Netherlands
France
United Kingdom
Romania
Belgium
Spain
Italy
Denmark
Ireland
Peru
Brazil
Argentina
Columbia
Mexico
Chile
Bolivia
Bolivian Republic of Venezuela
Ecuador
United States of America
Canada

With all the facts about potatoes I was able to create information about the Potato Frog. All the facts about the size and the enemies are true about frogs and toads. The facts about the insects that hurt the potato are true as well.

Inhabits 44 countries around the world
Eats insects such as the Colorado Potato Beetle, Potato Tuber Moth, Leafminer Fly, Cyst Nematodes and other insects that threaten the potato
Averages 1-2 inches in length depending on the region it lives in
Medium to dark brown in colour, usually having light brown colouring on the underside while the dark brown camouflages the upper side
Enemies include pesticides, pollution, climate change, birds, snakes, and small mammals
Average Population world wide

1980: 350 million
1985: 300 million
1990: 245 million
1995: 175 million
2000: 110 million
2005: 94 million

Scientific name is Solanum Tuberosum Bufonidae

Life span 4 years
While the name suggests it is a frog, it is actually a species of toad. The mix-up took place during the 1500s when it was first discovered by an uneducated farmer. Since then, the name "Potato Frog" has become its official name. It wasn't until the 1930s when it gained its scientific name which classifies it as a toad.

In some countries it is considered "good luck" or a "good omen" to spot a Potato Frog in your crop. It represents health, prosperity, and a bountiful season to come.

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The potato truffles went through the most change out of all the products. The recipe, at first, was a European truffle. European truffles are very bitter and are not to the likings of American taste buds. More sugar was added and eventually the truffles became dipped in chocolate instead of rolled in a chocolate powder.

Perfect! How could I resist? Chocolate Potato Truffles!!!!

They might not be the best truffles you have ever tasted but they are certainly edible and they will definately be a talking point around the dinner table!



CHOCOLATE POTATO TRUFFLES

INGREDIENTS:

- 4 tbsp mashed potato
- 2 tbsp cocoa powder
- 2 tbsp caster sugar
- vanilla or almond essence
- cocoa powder or chocolate strands to decorate

METHOD:

Beat the cocoa powder and sugar into the mashed potato until evenly blended. Stir in a few drops of vanilla or almond essence. Roll into balls, about the size of a large marble, and roll in cocoa powder or chocolate strands. Leave in the fridge for about half an hour to firm up before serving.