

***If you only have 15 minutes ...***

Explore how oud is produced and evaluate why it is both culturally significant and economically valuable.

**Observe (3 minutes)**

- Review the insert “What is Oud?” in the article.
- List the five topics presented in the insert.<sup>1</sup>
- Examine the illustration showing the steps of oud production.

**Discuss (10 minutes)**

Support your answers with evidence from the insert.

- What makes oud an attractive product?<sup>2</sup>
- Why does its production make the finished product expensive?<sup>3</sup>
- Can you name other products produced in a way like oud?<sup>4</sup>

**Reflect (2 minutes)**

- In a few sentences, convince a potential customer why oud would enhance their life.

**Common Core Standard(s) Met:**

**CCRA.R.1** Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.

**CCRA.R.2** Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.

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1 The insert highlights five key topics: 1) Just 2%; 2) USD \$6 billion; 3) Scent; 4) Uses; 5) Possible benefits.

2 Oud accounts for only about 2% of global fragrance sources yet drives a market worth nearly USD \$6 billion. Its distinctive scent, versatile uses (perfumes, incense, rituals) and perceived benefits make it highly desirable.

3 Answers will vary, but strong responses should note that oud is rare, labor-intensive to produce and highly valued because of its religious, cultural and medicinal uses. Its scarcity and profitability for those who cultivate, process and sell it drive up costs.

4 Answers will vary. Possible examples include vanilla, cocoa/chocolate, cancer drugs derived from rare plants and rare earth minerals used in technology manufacturing, all of which require complex, resource-intensive extraction and processing.