



## TOOLKIT & ACTIVITY GUIDE

A project of the **American Friends Service Committee, New Mexico Program**

[www.afsc.org/newmexico](http://www.afsc.org/newmexico) 505.842.7343

# GREAT CARROT CRUNCH TIPS

## TIPS FOR A SUCCESSFUL CARROT CRUNCH

### **Capture your efforts**

Designate someone to take photos and videos on the day of to capture your event

### **Tell your story**

Share your event in your newsletter, on your website, in your local paper, with local politicians and on social media. Let people know why you support New Mexico agriculture!

### **Bring carrots into the classroom**

Incorporate carrots and nutrition education, or ask a carrot farmer to come to talk with students, staff, or other folks at your school.

## **PLANNING YOUR GREAT CARROT CRUNCH**

Once you determine your event, decide where to celebrate.

### **In the cafeteria**

Serve your carrots on the lunch line and take pictures of kids and staff enjoying carrots in the cafeteria.

### **In the classroom**

Coordinate your Carrot Crunch over a school intercom—have the principal or administrator count down over the loud speaker so everyone at the school crunches at once.

### **As a community**

Bring all students and staff together to crunch at the same time in the same place. Organize your crunch with your regular fire drill so that everyone is in the same place. Have participants form the shape of a carrot on the playground.

### **Great ideas from the Great Carrot Crunch:**

- Set a time to coordinate throughout your school.
- Take a creative picture with everyone in matching colored shirts.
- Have students color in pictures of carrots to post all over the school.
- Build in activities from different classes around carrots—have students write carrot-themed poems, do carrot-themed word problems.

Whether you are working with a local farmer or through your regular purchasing channels, you can get some help finding out where to find and buy New Mexico carrots from:

**American Friends Service Committee** (505) 842-7343



**American Friends  
Service Committee**

# GREAT CARROT CRUNCH TIPS

---

## PROMOTE YOUR EVENT:

There are many ways you can engage your community in celebrating carrots along with you!

- Invite local politicians and community leaders (see page 9 for a sample letter)
- Add a mention in your school newsletter
- Announce at school board meeting
- Invite parent participation
- Create flyers
- Send a press release to local media outlets (see template)
- Social media posts (see below for sample posts)

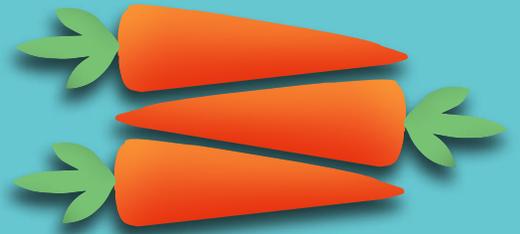
## SOCIAL MEDIA POSTS

Copy and paste and adapt these social media posts to promote your Carrot Crunch. Pair them with photos of your staff using carrots or the graphics we provide (*see next page*)

## FACEBOOK AND/OR TWITTER

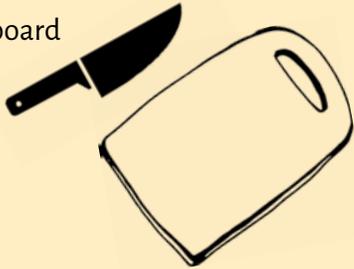
- Join us for the #Great Carrot Crunch on (*insert your school's date here*) to celebrate New Mexico carrots and farm to school!
- It's a GREAT CARROT CRUNCH at [SCHOOL NAME] on (*insert your school's date here*)—celebrate the #Great Carrot Crunch
- #Great Carrot Crunch—We're crunching carrots for the #Great Carrot Crunch on (*insert your school's date here*)!
- Logos: see next page
- Visit [www.afsc.org/story/great-carrot-crunch](http://www.afsc.org/story/great-carrot-crunch)

# FOOD DETECTIVES



## Equipment Required

knife  
cutting board



## Materials/Supplies

- ✧ 1 whole carrot (any color)
- ✧ magnifying glasses
- ✧ taste-testing samples of carrot (select only one color since you will use many colors for the Taste Testers lesson)
- ✧ taste-testing cups (optional)



## Purpose

The purpose of this lesson is to introduce a new food to the children in your classroom. The more times children are exposed to new foods, the more likely they are to eat and enjoy these foods in the future.

## Overview

In this lesson, children will describe what a bell pepper looks like under a magnifying glass. Children will also share if they like how a bell pepper feels, smells and tastes.

## Words to Use

- ✧ feel
- ✧ carrot
- ✧ smell
- ✧ taste
- ✧ smooth seeds
- ✧ orange, yellow, purple

## Introduction

This activity will work well as a circle time activity and at tables, in small groups, for tasting.

## Before the Lesson

Select one whole carrot for children to closely examine with magnifying glasses. Prepare samples of carrot for the children to taste.

Today we are going to be detectives.

### Does anybody know what a detective does?

A detective gathers clues by using his or her eyes, hands, nose, and mouth. We are all going to be food detectives today. We are going to use a magnifying glass, something all good detectives carry, to look closely at a food that many of us have not tried before. After we all take a turn looking at the new food, we get to smell and taste the new food.

# Farmer Fidel's Carrots



Farmer  
Fidel



Carrots



Garden  
Fork



Up



Orange



Purple

Today I helped



dig up



. We loosened

the soil with a



. Then we pulled



on the leaves

and out came



and



!



and I were



to eat crunchy

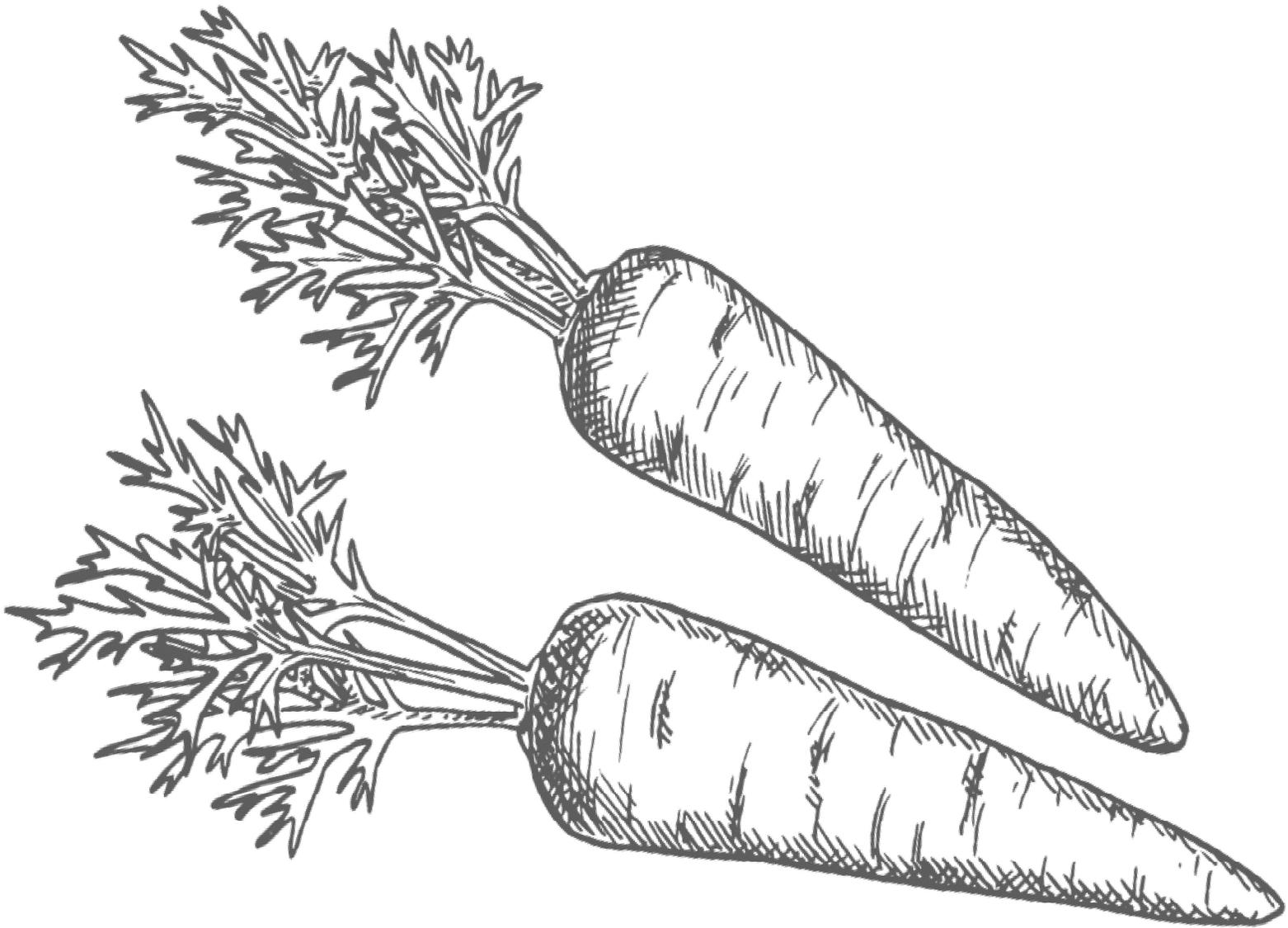


.

happy

*color the*

# *CARROTS*



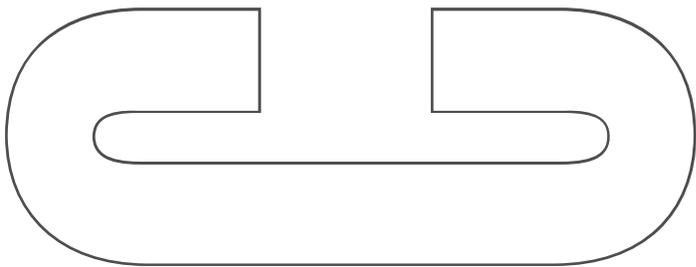
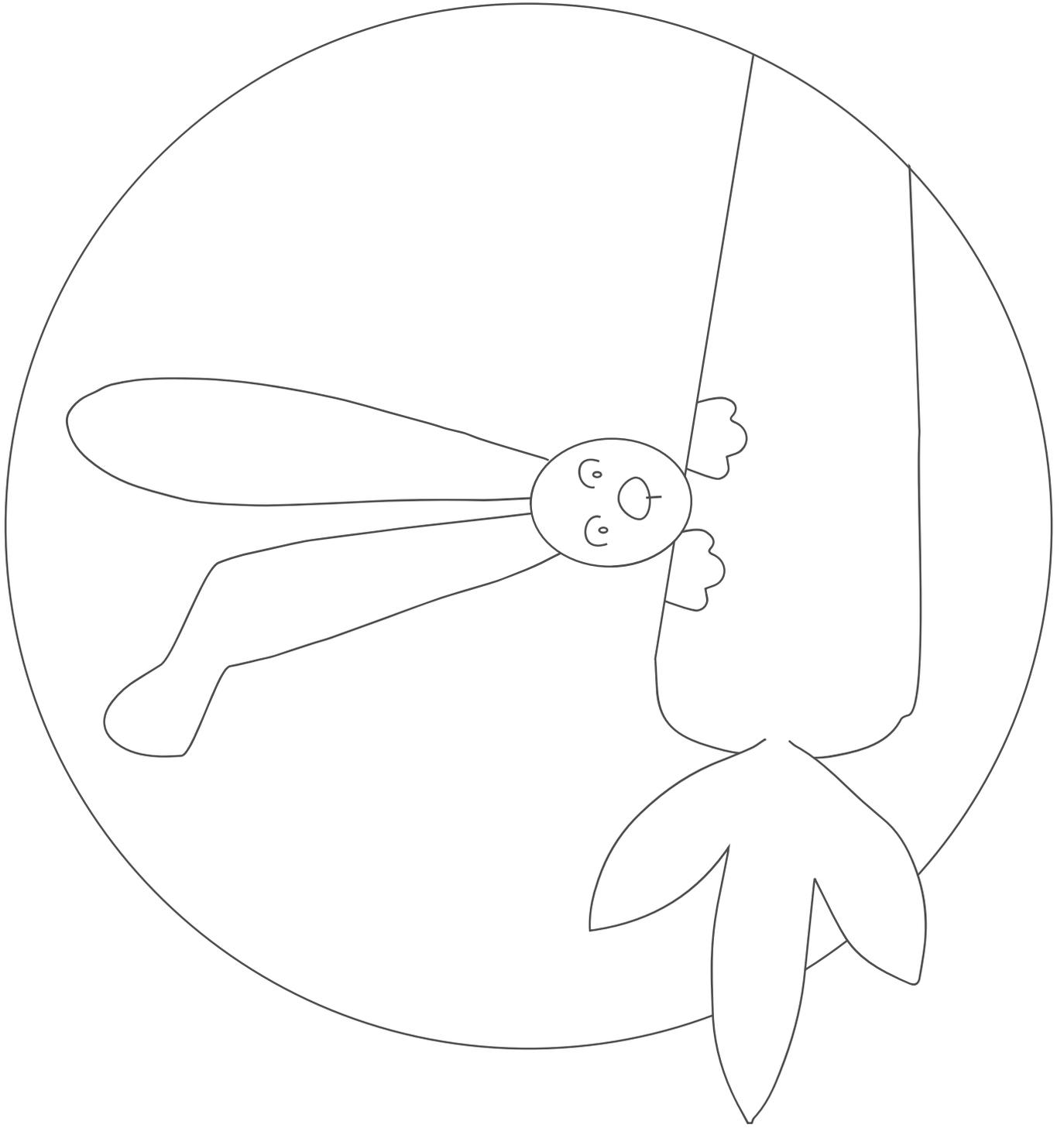
### Carrot Poem

**See the carrots in the ground** (*position hands and arms in a point to form a carrot, & point to the ground*)

**I pull them up without a sound** (*pull them out*)

**I wash and clean them up and down** (*scrub up and down with your palms of your hands*)

**I love to eat them all year round** (*Pretend to bring carrots to your mouth and eat!*)



# CARROT NUMBER MATCH

A carrot is an oblong shaped, orange vegetable that tastes sweet and is crunchy. Help your child count the carrots and draw a line between each carrot group to the correct matching number.

See if your child can tell you five facts about carrots.

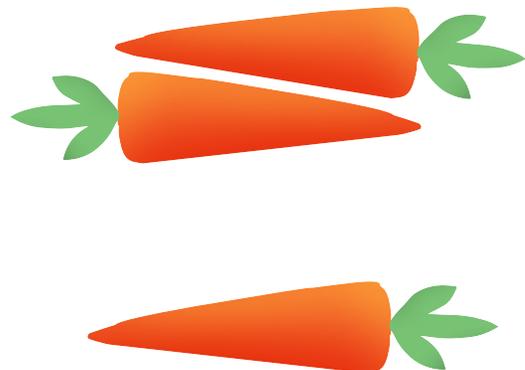
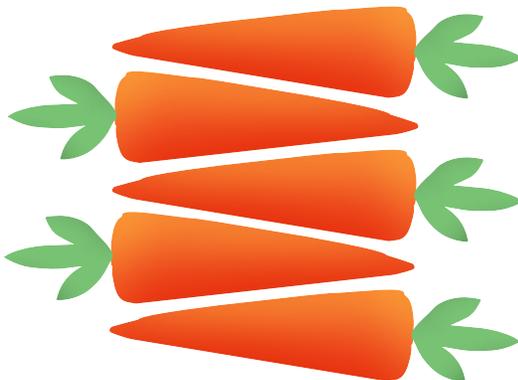
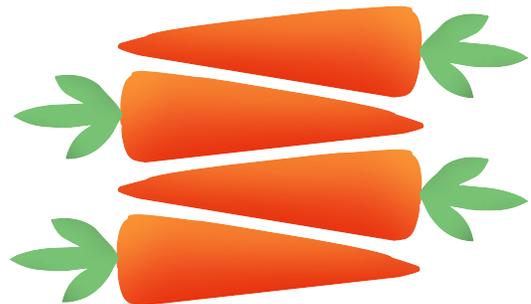
1

2

3

4

5



# CARROT TRUE OR FALSE

---



|  | TRUE                     | FALSE                    |
|--|--------------------------|--------------------------|
| Carrots float in water                           | <input type="checkbox"/> | <input type="checkbox"/> |
| Carrots help you see in the dark                 | <input type="checkbox"/> | <input type="checkbox"/> |
| Carrots grow underground                         | <input type="checkbox"/> | <input type="checkbox"/> |
| Carrots grow on trees                            | <input type="checkbox"/> | <input type="checkbox"/> |
| Carrots can be purple                            | <input type="checkbox"/> | <input type="checkbox"/> |
| The part we eat of the carrot is the root        | <input type="checkbox"/> | <input type="checkbox"/> |
| Eating carrots can help to fight catching a cold | <input type="checkbox"/> | <input type="checkbox"/> |

# CARROT TRUE OR FALSE



|  | TRUE                             | FALSE                            |
|--|----------------------------------|----------------------------------|
| Carrots float in water                           | <input type="radio"/>            | <input checked="" type="radio"/> |
| Carrots help you see in the dark                 | <input checked="" type="radio"/> | <input type="radio"/>            |
| Carrots grow underground                         | <input checked="" type="radio"/> | <input type="radio"/>            |
| Carrots grow on trees                            | <input type="radio"/>            | <input checked="" type="radio"/> |
| Carrots can be purple                            | <input checked="" type="radio"/> | <input type="radio"/>            |
| The part we eat of the carrot is the root        | <input checked="" type="radio"/> | <input type="radio"/>            |
| Eating carrots can help to fight catching a cold | <input checked="" type="radio"/> | <input type="radio"/>            |

# GREAT CARROT CRUNCH SUPERHEROES

---

**CARROT**

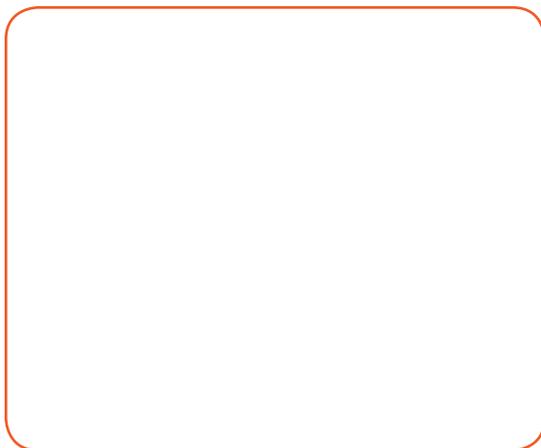
**SUPERHERO**

**QUESTIONS**

1. What part(s) of the body does your carrot strengthen or support?
2. What are some “superpowers” that you could have if that part of your body was extra strong?
3. What is your superhero’s name and why?

*See our sample on the next page.*

You can also try making other veggies into a superhero!



**SUPER  
CARROT**

I HAVE  
X-RAY VISION!

# ZANAHORIA MAN

What is a carrot's  
favorite martial art?  
**CARROTEE!!**

Art by  
Elyce Moran

GREAT  
CARROT  
CRUNCH  
NEW MEXICO

**DID YOU KNOW?**  
Carrots are one of the best  
sources of **Vitamin A**. Vitamin A  
is good for your bones,  
teeth, vision and your skin!

Adapted from GROW Windham