GREAT CARROT CRUNCH

NEW MEXICO

TOOLKIT & ACTIVITY GUIDE

A project of the American Friends Service Committee, New Mexico Program
www.afsc.org/newmexico  505.842.7343
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
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
Food Detectives

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.

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.

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)

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

Adapted from UNM CHILE Plus Curriculum
Farmer Fidel’s Carrots

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
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!)
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.
<table>
<thead>
<tr>
<th>Statement</th>
<th>True</th>
<th>False</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrots float in water</td>
<td>☐</td>
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<tr>
<td>Carrots help you see in the dark</td>
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<tr>
<td>Carrots grow underground</td>
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<td>☐</td>
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<tr>
<td>Carrots grow on trees</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Carrots can be purple</td>
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<td>☐</td>
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<tr>
<td>The part we eat of the carrot is the root</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Eating carrots can help to fight catching a cold</td>
<td>☐</td>
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</tr>
</tbody>
</table>
The Great Carrot Crunch: New Mexico

**TRUE**  **FALSE**

- Carrots float in water
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- Carrots grow underground
- Carrots grow on trees
- Carrots can be purple
- The part we eat of the carrot is the root
- Eating carrots can help to fight catching a cold
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!
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!

SUPER CARROT

I HAVE X-RAY VISION!

What is a carrot’s favorite martial art?

CARROTEE!!

GREAT CARROT CRUNCH

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Art by Elyce Moran
Adapted from GROW Windham