



Just Eat It!

Grade Level: all

Objectives: to develop an advertising campaign promoting fresh carrots and their nutritional value

Materials: carrot nutrition chart (see *Carrot Facts*), art supplies, examples of food ads from magazines

Time Allotment: 20 minutes for initial activity, additional art time for posters

Advance Preparation: collect art supplies; previous research of carrot varieties

Laying the Groundwork: The activity *Digging Deeper* is an excellent accompaniment to this activity as the students' own research would provide background for their posters. In advertising lingo, the products for sale in carrots are Carbohydrates, Vitamin A, B Vitamins.

Carbohydrates fuel body functions; Vitamin A affects the formation and maintenance of skin, mucous membranes, bones, teeth and vision. Dietary Vitamin A, in the form of beta carotene, is an antioxidant, which may help reduce the risk of developing certain cancers. B Vitamins help the body use food energy – these would be the selling features if we were only speaking of the nutrient value. However, we know that carrots have other great attributes that we can see, taste, hear and even feel as we enjoy them year round. Let your students use their imagination to develop an advertising campaign for their peers!

Explorations: Discuss the value of eating carrots, their nutritional content and what each nutrient does for our bodies. How do we let others in our school community know about the nutritional value of carrots? One method is an ad campaign.

Look at examples of popular advertisements in magazines. Use ads as quick flash cards, asking the children to let you know the first thing that caught their attention in each ad. (bright colours, pictures of toys, prizes, celebrities, health claims, etc.) What product is being promoted? What message is being conveyed along with the product? What is the connection between the product and the message? Review art principles such as balance, focal point, use of line, shape and colour and the importance of clear and effective titles and lettering, appropriate for your grade before they begin the project.

Divide the class into small groups, each with a different variety of carrot (or a carrot from a different source such as local, pre-packaged, packaged mini-carrots, etc.). Each group is to develop a poster promoting the health benefit of their assigned carrot. Each poster should include at least 3 reasons why

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the vegetable is good for you; a large picture of the carrot making it easy to identify; a description of the look, taste, smell, feel and sound of the carrot.

Making Connections: Discuss which poster was the most creative, the most descriptive, had the clearest message. Place the posters around the school. At the end of the Big Crunch Week, submit your digital photos to CHEP at thebigcrunch@chep.org. We'll put all the teachers' names in a draw for a prize.

Branching Out: Have students create their own video advertisements; write scripts, create sets and props, edit and add music to the video.

Invite another class to be your target audience for your ad campaign. Select techniques that you will use to convince your audience to eat more carrots – free samples, posters, slogans, skits, printed brochures are a few suggestions. Poll the target audience about their previous experience eating carrots – do they never, occasionally or frequently eat carrots? Conduct your advertising campaign for about a month, then poll the group again about their carrot eating habits. Did your campaign influence their eating habits?

Create an advertising campaign for a variety of vegetables, or for less known vegetables. For background information for all vegetables, go to the Canadian Produce Marketing Association website: www.cpma.ca/en_hear.asp. Nutrition information in a child-friendly format can be found at Cornell University <http://blogs.cornell.edu/garden> with activity cards for a game called Nutrition Super Heroes. Heirloom seed information can be found at: www.prseeds.ca, a Muenster operation. The University of Saskatchewan GardenLine website has two excellent articles on vegetables and carrot growing: www.gardenline.usask.ca/vegetables.

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