



PROMOTING OREGON CHERRIES

Let everyone know you serve Oregon fruits and vegetables. Kids are more likely to try Oregon Cherries when you promote them. Read the marketing ideas below and choose one or more that works for your school.

Menus

Identify the sources of local foods on your menus. Instead of just listing cherries, or even local cherries, include the name of your local orchard on the menu. Use the Oregon Harvest for Schools menu template at www.ode.state.or.us/search/page/?id=3294. The template can also be folded in thirds and used as a table tent.

Feature Cherries on the Salad Bar

Fresh Oregon Cherries are available at their peak from mid-June to August. Dried Oregon Cherries make great salad toppings and mix well into trail mix and baked goods. Use frozen cherries when fresh are not in season. Freeze cherries with or without stems by rinsing and draining thoroughly, spreading them out in a single layer on a cookie sheet and placing in the freezer overnight.

Once the cherries are frozen, transfer them to a heavy plastic bag. The frozen fruit may be kept up to a year. Kids enjoy eating partially thawed clusters of cherries from the salad bar.

Salad Bar Signs in English and Spanish

Go to www.thelunchbox.org/sites/default/files/Salad%20Bar%20Signs.pdf for colorful salad bar signs reminding kids to use a spoon and fork or to eat what they take. The Lunch Box is an online toolkit with Healthy Tools For All Schools. Use any of these free tools to create healthy and delicious food for all children, at every school.

Oregon Cherry Contest

Host a poster or essay contest about local cherries. Partner with a teacher or a particular grade level. Ask classroom teachers or health teachers to get involved by assigning students an art or essay project with cherries as a theme. Display student posters in the cafeteria or another area of the school. Publish essays in the school newsletter or on the school website.

Back to Basics: How to Incorporate Scratch Cooking into Your School Kitchen

The Alliance for a Healthier Generation and the National Food Service Management Institute (NFSMI) have partnered to produce a 75-minute webinar on the benefits and challenges of cooking school meals from scratch. Also included is a 30-minute video demonstration of knife skills, sautéing and cooking grains. The webinar, which aired live on November 28, 2011, to 500 participants, is now available in recorded form at www.healthiergeneration.org/schoolmeals. Please note that a login is required. This process is fast, easy and free, so join up – and enjoy! This webinar is also available on the NFSMI website at www.nfsmi.org/ResourceOverview.aspx?ID=401.

You can find the video of the culinary demonstration segment on NFSMI's YouTube channel at www.youtube.com/user/NFSMIatOleMiss#g/u.

Local School Board or Parent Teacher Association

Report your work with local food growers to your school board. Present information about the use of Oregon fruits and vegetables to the PTA or PTO. Share the Oregon Harvest for Schools newsletter and poster at meetings. Invite a local farmer to talk about his farm.

OREGON HARVEST FOR SCHOOLS CLASSROOM ELEMENTS

ELEMENTARY SCHOOL

Read A Story

Harvest Year by Chris Peterson

A photographic essay of foods that are harvested across the United States.

Cherries and Cherry Pits by Vera B. Williams

This book is about a girl with a creative imagination. She tells great stories to her friends that involve cherries and how they bring people together.

Andy's Cherry Tree by Miranda Haxhia (author), Zaur Deisadze (illustrator)

Andy's family is moving to a new house. Andy's mother, father, and sister all pack up their favorite things. Andy's favorite thing is the cherry tree in the backyard. He picks some cherries to bring to the new house. When the family eats the cherries for their lunch, his mother has a wonderful idea!

Cherry Art Project

Show your students a cluster of Oregon Cherries or use the Oregon Harvest for Schools Cherry poster. Ask questions. Have you ever seen a cherry? What colors are they? What shape are they? How big are they? What do they feel like? Where in Oregon do they come from? Have you ever eaten a cherry? What do they taste like? Write down all of the words that your students use to describe cherries and then ask them to draw their own cherry.

MIDDLE SCHOOL

Know Your Farmer

In this activity, students research a fruit or vegetable farmer.

Materials

State map of Oregon, pins, know your farmer questionnaire, access to the internet, incentive for students.

Begin by asking questions. How many of you know an Oregon farmer? Ask if they know the local farmer that grows their cherries, tomatoes, and pumpkins. Have the students research a local farmer who grows their favorite fruit or vegetable. Ask students to find answers to the following questions while researching their local farmer.

Questions:

What is the name of the farm?

How many people work on this farm?

When was the farm established?

How many miles away from your school is the farm?

Do they grow anything else besides your favorite fruit or vegetable?

When is your favorite Oregon grown fruit or vegetable in season?

Does the farmer sell to a local store, restaurant or farmer's market?

Compile the students' information and pinpoint on a map where the students' favorite fruits and vegetables are grown in Oregon. Encourage students to visit their local farmer at their farm or at the local farmers' market. Recognize students who find answers to all the questions listed above.

HIGH SCHOOL

“Cherry On Top” Concept Map

Oregon State University's College of Agricultural Sciences developed this Food for Thought curriculum for high school students. This activity has students investigate the Oregon Cherry Industry and is linked to the state's educational benchmarks.

<http://oregonprogress.oregonstate.edu/fall-2009/food-thought-curriculum>