



PROMOTING OREGON STRAWBERRIES

Promote Oregon strawberries in your cafeteria. Encourage students to try local strawberries. Use the resources on this poster to help you “sell” local strawberries to parents, teachers, and students. Promoting local strawberries helps ensure your hard work won’t go to waste.

Easy Marketing with Oregon Harvest for Schools

Motivate students and teachers to learn more about Oregon Harvest for Schools and encourage them to eat more fruits and vegetables. Put strawberry posters in the cafeteria or hallways. Put your menu for this month on the strawberry menu template. Use the strawberry newsletter to communicate with parents about the upcoming local strawberries on your menu. Or use the information in the newsletter to build your own articles. Give teachers an announcement to read to their class about local strawberries being served in the cafeteria. See the samples below. Teachers may like a poster or menu to put up in their classroom. Invite teachers to check out the classroom enrichment activities found at the bottom of this poster. Use the resources available on the Oregon Harvest for Schools webpage:
www.ode.state.or.us/search/page/?id=3294

School Announcements

Below are some sample announcements to read over the P.A. system at your school to get kids and school staff excited about strawberries and Oregon Harvest for Schools. Ask your school principal to help promote Oregon strawberries by reading the announcement.

“Do you know what it means when a fruit or vegetable is ‘in season?’ It means that it’s ripe and ready to eat. What season is it now?
Spring!

Do you know what local fruits and vegetables are ripe this time of year on nearby farms?

Sweet, juicy strawberries! Look for Oregon strawberries in our cafeteria this week. You won’t want to miss them!”

“Do you know what it means when a food is ‘local?’ It means that it was grown on a farm near our town or in our state. Lunch tomorrow is going to feature local sweet, juicy strawberries! Local foods are good for the environment.

When we eat foods grown nearby, we use less energy and gas to transport them. Eating locally supports neighboring farmers who make a living growing food for our community. And local fruits and veggies taste better because they are picked on the farm and delivered to us within a short time. Be sure to try the local strawberries in your lunch tomorrow!”



Strawberries and Salad Greens Event

Celebrate the delicious spring bounty of Oregon by featuring locally-grown strawberries and salad greens. Host a one day event in your cafeteria. Find information, tools and resources to help your school celebrate the event at www.strawberriessalad.blogspot.com. These Washington D.C. materials can easily be adapted for Oregon schools.

Seasonal Salad Bar

An easy way to increase student consumption of local, in-season fruits and vegetables is to offer them on the salad bar. Consider offering two local, in-season fruits or vegetables on your salad bar. Strawberries and salad greens are in-season at the same time and they make a tasty combination. May and June are good months to feature strawberries and salad greens on your salad bar. Advertise the salad bar menu, so students and staff know the day's delight. Post the menu in a visible area in the cafeteria, in homeroom classes, and in the teachers' lounge.

Bring a Farmer to School

Pick one day to invite a strawberry farmer to your school cafeteria. Advertise the event ahead of time in your newsletter and on your menu. On the day the farmer visits, highlight their berries on your menu and your salad bar. Have the farmer tell how they got into farming, how they grow their food and the machines they use. Ask the farmer to bring in pictures of their farm. If possible, set up a tasting table and have the farmer stand at the table during lunch. If your farmer is not able to come to the school, ask ahead of time for the information listed above and put it on a display board next to your tasting table.

Oregon Strawberry Contest

Partner with a classroom to conduct a contest over several days in the cafeteria. Use questions based on information found on the front of this poster or in the family newsletter.

For example:

Why is it important to eat foods containing vitamin C? (Vitamin C acts as an antioxidant, meaning it helps reduce damage to cells caused by oxidation. Cellular damage can lead to certain diseases. Humans do not have the ability to produce vitamin C. We must obtain it through the foods we eat in our diet.)

What is the average number of seeds on a strawberry? (150 or more)

When did the first cultivated strawberry plants arrive in Oregon? (1850)

What is the Spanish word for strawberry? (fresa)

What is the botanical name for strawberry? (*Fragaria Virginiana*)

You can also create your own questions or have older students develop questions and then find the answers. Post questions on the cafeteria bulletin board at the beginning of the week. Then post the answers on Friday.

Draw names of the “winners” and have a Strawberry Smoothie Party.

For more ideas, reference: *Fruits and Vegetables Galore*, USDA, 2004.

Eat Smart – Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF | 1.29 MB)

USDA. Food and Nutrition Service.

Check out this handbook for school food service personnel focusing on procurement, types and examples of farm-to-school distribution models, how to find locally-grown food and farmers, menu planning considerations, and strategies for success.

OREGON HARVEST FOR SCHOOLS CLASSROOM ELEMENTS

ELEMENTARY SCHOOL

Predicting: The Little Mouse, the Red Ripe Strawberry, and the Big Hungry Bear

Use this book by Don and Audrey Wood and the related lesson plan on predicting a story’s plot.

The lesson involves fresh strawberries for the children to eat. Source:

www.extension.umn.edu/farm-to-school/fruits-vegs/strawberries.html.

More Picture Books

The Berry Book by Gail Gibbons

Oliver’s Fruit Salad by Vivian French

Exploring Oregon Strawberries: Taste Testing

What you will need per group of 6 students: 6 each of two different varieties of Oregon strawberries; paper and colored pencils

Activity:

Make two columns on a sheet of paper. Write the name of one variety at the top of each column.

Explore and taste the first strawberry variety and note in the first column the color, texture, size, smell, and flavor.

Repeat with the second variety, noting characteristics in the second column.

Compare and contrast the two varieties of strawberries.

Discuss what may affect the flavor and size (variety, sun, water, etc.).

Have students write down what they like best about strawberries and their favorite ways to eat them.

For more ideas, reference: *School Foodservice Guide – Successful Implementation Models for Increased Fruit and Vegetable Consumption*, Produce for Better Health Foundation, 2005, pp. 39-42.

MIDDLE SCHOOL

The Honey Files: A Bee's Life

Grades 4-6 (Video and Instructional Unit)

Strawberry plants need pollinators like bees to produce fruit. This 20-minute video and 96-page teacher's guide will have you and your students buzzing! Students will learn about honey bee anatomy, life stages, metamorphosis, pollination, and bee identification. Why do we need honey bees? Why and how do they sting? How do honey bees communicate? How do they build hives? Also learn about the history and uses of honey around the world. Tongue mapping helps students to learn where the sweet taste of honey is sensed. The teacher's guide features all black-line pages for easy copying of activities. Free-loan from Oregon Agriculture in the Classroom: www.aipc.oregonstate.edu.

Literature Links

The Reason for a Flower by Ruth Heller

Strawberry Girl by Lois Lenski

Sell What You Sow by Eric Gibson

For more ideas, visit: www.cfaitc.org/books.

Arrange A Field Trip To A Local Farm

Field trips help kids identify nutritious food and encourage them to begin connecting our local farms and farmers with good food. Check out this helpful PDF:

www.dcfarmtoschool.org/wp-content/uploads/2009/08/FieldTripFactSht-1.pdf

from Washington State University and this information from Scholastic:

www.scholastic.com/teachers/lesson-plan/going-farm.

HIGH SCHOOL

Social Studies Lesson Plan

Strawberry Schools: www.polk-fl.net/staff/teachers/tah/documents/floridaflavor/lessons/e-10.pdf

In-depth social studies project for junior high or older students about Florida's 'Strawberry Schools,' where children went to school in the summer so they could work in the strawberry fields during the winter.