

## GN-000-30, CCNE: Shop Local, Eat Fresh

Client-centered nutrition education uses methods like group discussions and hands-on activities to engage participants in learning. This outline starts with a **Snapshot of the Session**, and then includes two parts:

**Part 1: Planning the Nutrition Education Session** - The first section prompts the nutrition educator to think about the learning objectives, materials, and preparation necessary to carry out the session.

**Part 2: Session Outline** - The second section outlines the key parts of the session. The nutrition educator uses this outline to lead the session.

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### Snapshot of Group Session:

**CCNE Lesson title:** Shop Local, Eat Fresh

**Developed by:** State Agency

**Date Developed:** August/2014

**Approved by:** State Agency

**NE Code:** GN-000-30

**Class Description:** This class uses discussion and an interactive jeopardy game to discuss the benefits of eating locally grown fruits and vegetables while shopping at the Farmers' Market. Additionally, this class is designed to increase participants' confidence in shopping for Texas seasonal produce.

**Target Audience:** Parents, caregivers of children

**Type of Learning Activities:** Facilitated Discussion, Interactive Game

## Part 1: Planning the Nutrition Education Session

Lesson: Shop Local, Eat Fresh GN-000-30

Item	Notes for Planning the Session
<p><b>Learning Objective(s)</b> – What will the clients gain from the class?</p>	<p>By the end of the session, participants will:</p> <ul style="list-style-type: none"> <li>• Name two benefits of eating locally grown fruits and vegetables.</li> <li>• Have increased confidence shopping for Texas seasonal produce.</li> </ul>
<p><b>Key Content Points</b> – What key information do the learners need to know to achieve the learning objective(s)? Aim for three main points.</p>	<ol style="list-style-type: none"> <li>1. Fruits and vegetables grown and sold locally are healthier, tastier, better for the environment, and help support farmers in the community.</li> <li>2. Make the most out of shopping at the farmers' market by planning ahead, packing a bag, and talking with the farmers.</li> <li>3. Fruits and vegetables taste best and cost less when bought in season.</li> </ol>
<p><b>Materials</b> – List what you will need for the session (i.e. visual aids, handouts, supplies). Attach supplemental materials.</p>	<ul style="list-style-type: none"> <li>• <i>Buy Local, Eat Fresh</i> (Stock# 13-06-14458)</li> <li>• <i>Seasonal Recipe Cards</i>:             <ul style="list-style-type: none"> <li>○ (Stock# 13-06-14458-1)</li> <li>○ (Stock# 13-06-14458-2)</li> <li>○ (Stock# 13-06-14458-3)</li> <li>○ (Stock# 13-06-14458-4)</li> </ul> </li> <li>• <i>Jeopardy Poster</i> (Stock# 13-06-14560)</li> <li>• <i>Farmers' Market Jeopardy: Clues and Answers</i> (attached)</li> <li>• Flip chart or white board with marker/pens for keeping score and noting important points during discussion</li> <li>• Paper and pens for team/individual final jeopardy answer</li> <li>• A list of local farmers' markets (if applicable). This will need to be created by the agency or clinic.</li> </ul>

<p><b>Resources</b> – Review current WIC resources or other reliable resources like WIC Works</p>	<p>Texas Produce Availability Chart:  <a href="http://www.gotexan.org/Portals/1/doc/pdf/publications/produce_avail_050310.pdf">http://www.gotexan.org/Portals/1/doc/pdf/publications/produce_avail_050310.pdf</a></p> <p>Texas Certified Farmers' Market Locations:  <a href="http://www.texascertifiedfarmersmarkets.com/">http://www.texascertifiedfarmersmarkets.com/</a></p>
<p><b>Class Flow &amp; Set Up</b> – Consider the flow of the session &amp; room set-up. Note any extra preparation that may be needed.</p>	<p>Arrange chairs in groups –so they are sitting in teams. (Two or three groups/teams are best.)</p> <p>Leave room for baby carriers and strollers. Set up whiteboard or flip-chart for use with group activities. Use this to record key information as well as points earned during game.</p>

## Part 2: Session Outline

Lesson: Shop Local, Eat Fresh GN-000-30

Item	Notes for Conducting the Session
<p><b>Introduction:</b> Create a respectful and accepting learning environment by welcoming participants, introducing yourself, reviewing agenda, exploring ground rules, making announcements, etc.</p>	<p><i>Hi everyone. Thanks for being here today. My name is _____ and I've been working for WIC for ___years as a _____. I'm so excited to talk with you today about the benefits of eating fruits and vegetables that are grown locally, right in your community.</i></p> <p><i>Did you know that visiting farmers' markets has many benefits? For example, buying locally is better for the environment because these foods travel just a few miles versus some of the ones in the grocery stores that can travel thousands of miles. Who can tell me why all of this traveling isn't good for the environment?</i></p> <p><i>Not to mention, the foods at farmers' markets are fresh and just picked, which means they keep more of their nutrition and usually taste better than the produce that has traveled for days and days.[facilitator should define the term produce]</i></p> <p><i>You can also save money at the farmers' market. Because many of the produce don't have to travel far, they can be cheaper. Plus, if you go late in the day, the farmers could give you a discount so they don't have to take any of their remaining food home with them.</i></p> <p><i>We're going to be playing a jeopardy game based on Texas seasonal produce, the benefits of eating locally grown fruits and vegetables, and how to make the most out of your famers' market trip. If you don't know how to play Jeopardy, don't worry I will explain.</i></p>
<p><b>Icebreaker:</b> Anchor the topic to the participants' lives. Use a question or activity likely to bring out positive but brief comments; Can be done as a group or partners.</p>	<p>Have participants introduce themselves and choose from one of the following questions to answer:</p> <p>1. Ask participants "What comes to mind when you think of a Farmer's Market?"</p> <p>Or</p> <p>2. Ask participants "What are some common fruits or vegetables you use during this time of year (depending on the season the class is given)?"</p>
<p><b>Activities:</b> For each learning activity, list instructions and include three to five open-ended discussion questions.</p>	<p><b>Farmers' Market Jeopardy</b></p> <p><i>We're going to play a farmers' market jeopardy game today to see how much you know about seasonal fruits and vegetables, buying locally, and</i></p>

Item	Notes for Conducting the Session
<p><i>Keep in mind that activities should enable participants to meet the learning objectives.</i></p>	<p><i>shopping at the farmers' market.</i></p> <p>If enough participants, split into teams. If not, each participant can play individually, or the jeopardy questions can be directed to the group to answer.</p> <p><i>So you'll notice that you are sitting in groups, this group will be your team. Please take a minute to introduce yourself to your team members and decide on a team name.</i></p> <p>Once they have team names, write these down on the flip chart so that you can keep score under each. If you do not have enough for teams, write down their names on the flip chart.</p> <p>WIC staff will facilitate the game by reading clues, choosing who will answer, give correct answers, and take score. Game instructions can be read to the group below:</p> <p><i>To play the game, you see we have three categories to choose from. Each category has clues worth a set number of points. As the number of points increases, so does the difficulty of the clue.</i></p> <p><i>One team (or person) will randomly be chosen to go first and will select a category and point amount. I will read the clue. Any team may answer the clue by being the first to raise their hand, including the team or person who choose the category.</i></p> <p><i>Team members can talk with each other about what they think the answer is, but they only have about 7 seconds to answer once they have been called on.</i></p> <p><i>If the answer is correct, the team giving the correct response will get the points for that clue. If the answer is incorrect, no points will be given or taken away, but the other team(s) will be given the chance to answer (and get those points if answered correctly).</i></p> <p><i>If no correct answer is given by either team, I will read the correct answer and no points will be awarded. The team who originally chose the question gets to choose another category and amount.</i></p> <p><i>At the end of the game, we'll do what's called Final Jeopardy. I will read a clue and teams have 30 seconds to write down what the answer is and how many points they "bet."</i></p> <p><i>Teams can bet any point amount up to the amount they have already won. At the end of 30 seconds, I will re-read the clue and each team will show me what they have bet and what their answer is.</i></p>

Item	Notes for Conducting the Session
	<p>[Tip: The facilitator should make sure they have written down the amount they are betting before they answer the question.]</p> <p><i>If answered correctly, the points the team bet will be added to their total score. If a team answers incorrectly, the point amount they bet will be subtracted from their total points.</i></p> <p><i>Final scores will be calculated and the team with the highest score wins.</i></p> <p>Throughout the game, you can use the <i>Buy Local, Eat Fresh</i> handout to talk about seasonality of certain fruits and vegetables in Texas as well as tips for the shopping experience outlined in the handout. You may also give participants the option to take home a seasonal recipe card.</p>
<p><b>Review and Evaluations:</b>  <i>Invite participants to summarize the key points and share how they will use what they learned in the future. List a question/activity to prompt this. List any community or other resources for clients.</i></p>	<p><i>Now that we've completed the game, what's something you learned that surprised you?</i></p> <p><i>What's one thing you'd like to start doing?</i></p> <p><i>Here is our Farmer's Market handout – this has shopping tips and seasonal produce listed to help you get the most out of your farmers' market experience.</i></p> <p><i>We also have a list of our local farmers' markets for you to have.</i></p> <p><b>Client New Lesson Evaluation Surveys:</b></p> <ul style="list-style-type: none"> <li>• Please collect surveys only during the evaluation period.</li> <li>• Evaluation period: <b>[Jun - Nov 2015]</b></li> </ul> <p>During the evaluation period, please collect at least 30 new lesson evaluations from clients for your LA.</p>
<p><b>Personal Review of Session (afterward):</b> <i>Take a few moments to evaluate the class. What will you change?</i></p>	<p><b>What went well?</b></p> <p><b>What did not go as well?</b></p> <p><b>What will you do the same way the next time you give this class?</b></p> <p>After teaching this lesson a few times, please complete the <i>Staff Online Lesson Evaluation Survey</i> at <a href="http://www.surveymonkey.com/s/CSBZ28K">http://www.surveymonkey.com/s/CSBZ28K</a>.</p> <p>The staff evaluation survey for this lesson will be available for 6 months after the release of the lesson.</p>
<p><b>Supplemental Information –</b>  <i>Describe any attachments</i></p>	

<b>Item</b>	<b>Notes for Conducting the Session</b>
<i>and include any other needed information.</i>	

## Farmers' Market Jeopardy

### Clues and Answers

#### Name That Texas Produce

100 points- *"Find these bulbs fresh in the springtime. Their layers come in yellow, white, or purple and can sometimes bring you to tears."* (answer: onion)

200 points- *"They prefer hot weather, but can grow year round in Texas. From yellow to red to green to purple, in sizes big and small. These make a great addition to any salad or pasta dish and are usually the main ingredient in salsa."* (answer: tomato)

300 points- *"These are well known in the Rio Grande valley where their color is sometimes described as ruby red."* (answer: grapefruit)

400 points- *"While lots of these fruits are grown in Georgia, they also grow well in Texas."* (answer: peach)

500 points- *"This vegetable is also known as 'lady's fingers' and grow in pods. In the south, they are often fried, but a healthier option is to stew them in gumbo."* (answer: okra)

#### Shopping Tips

100 points- *"The trip is easier when you take this along. You help save the environment by not using the disposable plastic kind."* (answer: reusable shopping bag)

200 points- *"The best choice of produce is often found at this time of the day at the farmers' market."* (answer: early)

300 points- *"By letting this family member pick out vegetables, they are more likely to eat them at home."* (answer: children/kids)

400 points- *"You can sometimes get this when you go to a farmer's market later in the day just before they close."* (answer: a deal/discount)

500 points- *"These types of fruits and vegetables are often cheaper."* (answer: seasonal)

(continued)

## Farmers' Market Jeopardy

### *Clues and Answers*

#### **Why Buy Local**

100 points- *"The farmer can often give me one of these if I don't know how to use a vegetable."* (answer: recipe)

200 points- *"As one of the most important people at the market, this person can answer questions about how something was grown or give tips on preparing foods. Getting to know this person helps us know where food comes from."* (answer: farmer)

300 points- *"Because they often include other fun activities (like music) local farmer's markets are a great trip for this group."* (answer: the whole family)

400 points- *"Fruits and vegetables are freshest when they do not have to travel far. Many farmers bring produce to the market straight from this place."* (answer: the farm/the field)

500 points- *"Buying fruits and vegetables from the local farmer's market supports this."* (answer: the local community or the environment)

#### **Final Jeopardy Clue**

*"This white to light green stalk is a relative of the onion, but has a milder flavor."*  
(answer: leek)