TAKE THE
PURE FOOD CHALLENGE

BEECHER’S PURE FOOD KIDS FOUNDATION
2015-16 SCHOOL YEAR
The Pure Food Challenge is an opportunity for you and your students to continue putting your food detective skills to work after participating in our workshop (or starting by participating in our workshop!) By taking the Pure Food Challenge we hope you can create a healthy classroom environment where your students are excited to learn more about food and encouraged to ask questions about what they eat. Additionally, many of our challenges comply with WA state requirements for 4th and 5th grade health and fitness learning standards.

Here's how it works: Choose five challenges you would like to take with your class from the list below. These can be done in any order and any timeline (we suggest completing challenges within two weeks.) One you have finished your challenges, visit purefoodkids.org/challenge and submit the activities your class participated in.

Once you submit, your class will be entered to win a PURE FOOD PARTY! If you are picked as a winner, our Pure Food staff will make a special trip to your classroom to cook up some new recipes with your class at the end of the school year. In addition, your students' work will be featured on our website and social media and YOU will be invited to a teacher appreciation reception that we will host in June.

All challenges must be completed and submitted by the end of May. Drawings and classroom parties will take place in June.
What Challenges Can You Choose From?
Challenge Menu

STEP 1: Participate in Pure Food Kids Workshop

STEP 2: Complete four of the following challenges (Pages 6-15)

1. **Taste Test**: Bring in a fresh fruit or veggie for students in your class to try and write a reflection.
2. **Fruit & Veggie Exploration**: As homework, students will research a fruit or veggie they have never tried before and answer questions about it on the worksheet.
3. **Design Truthful Packaging**: Students will create new packaging for a food/snack product that makes more accurate and honest claims about its ingredients and health benefits.
4. **Food Journal**: Students will record everything they eat and drink and how those foods made them feel over the course of one day.
5. **Healthy Snack Pledge**: You and your students will collaborate to draft your own healthy snack pledge that you will commit to for one week.
6. **My Favorite Foods**: Students will draw a plate of their favorite foods and learn about what ingredients make up each food item in order to determine whether it's a healthy source of energy.
7. **Train a Food Detective**: Students will put their food detective skills to work at home while they teach a friend/family member what they learned in our food detective workshop.
8. **Healthy Label Hunt**: Students will cut out food labels at home, bring them to class, and sort and evaluate foods based on nutrition labels, ingredient lists, and product packaging.

**BONUS Activities: Optional ways to further engage your class or school** (Page 16)

**Classroom Bonus Activities**
- Farmrasier
- Extended Healthy Snack Policy
- Food Matters Foundation

**Student Bonus Activities**
- Cook Chili at home
- Extended Food Journal
- Healthy Snack Policy (afterschool, at home, sports teams, etc.)
- Food Matters Foundation

**Extensions: Worksheets and additional activity information** (Extension i-vi)

- Taste Test Worksheet: Extension i
- Fruit & Veggie Exploration Worksheet: Extension ii
- My Favorite Foods Worksheet: Extension iii
- Food Detective Challenge Worksheet: Extension iv
- Farmraiser Flier: Extension v
- Food Matters Flier: Extension vi
Dear Parent(s),

Your student recently participated in our Pure Food Kids Workshop in their classroom, a 2.5 hour nutrition education and cooking lesson that teaches kids about reading nutrition labels, marketing tactics, and more. Maybe your student mentioned making chili in class? So far, we’ve reached more than 75,000 kids in schools around the Puget Sound and in New York City. Now in our tenth year, we are excited to announce the launch of the Pure Food Challenge.

The Pure Food Challenge offers a variety of learning standards aligned activities that you and your students can participate in at home and in the classroom. These activities will reinforce the nutrition and label reading information learned during our workshop, and inspire continued development of healthy eating habits. Your child’s class is participating in this year’s Pure Food Challenge, and at the end of the school year will be entered to win a classroom party, hosted by us!

Please visit purefoodkids.org/challenge to learn more about the challenge and check your student’s take home papers for details about the Pure Food Challenge in the coming days.

Thanks for your support!

- The Beecher’s Pure Food Kids Foundation Team

As a class, your student will be participating in the following activities:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

KEEP AN EYE OUT FOR MATERIALS BEING SENT HOME WITH YOUR STUDENT

Beecher’s Pure Food Kids Foundation | purefoodkids.org
Participate in a Pure Food Kids Workshop

Description: If you haven’t already, schedule a workshop with one of our instructors. The workshop is a great way to kick off the Pure Food Challenge and provides a context and starting point for many of the challenges. If you have already participated in a Pure Food Kids Workshop, you only have four more challenges to complete to be entered into the drawing for a Pure Food Party and invited to our end of year teacher appreciation reception!

In-class time: 2.5 hours

Prep time: Sign-up at purefoodkids.org

Worksheets: None (all materials will be provided by us)

Submission: We would love to hear stories from the workshop, feedback from parents, and any changes that you noticed in your students after experiencing our workshop. Please email us at info@purefoodkids.org or go to purefoodkids.org/community.
Challenge 1: Taste Test

Description: Bring a fresh fruit or vegetable to class that many of your students may have not tried before. Cut up the item into small pieces and encourage each student to sample (this could be during snack time or any free minutes you have built into the school day) Give students time to try the food and have them fill out the Taste Test Worksheet (Extension i.) Encourage students to stand up and share what they thought about the fruit or veggie with the rest of the class.

In-class time: 20 minutes

Prep time: 20-60 minutes (depending on your grocery store trip)

Worksheets: Taste Test Worksheet

Submission: Send photos of reflection worksheets to challenge@purefoodkids.org
**Challenge 2: Fruit & Veggie Exploration**

**Description:** Assign your students the Fruit & Veggie Exploration Worksheet to take home (see worksheet below.) The goal of this assignment is for students to choose a fruit or vegetable they have never tried before and find out more about it. This is a good opportunity for students to ask questions about a certain food, find out where it comes from, how it is grown, and what some of its health benefits may be.

*This challenge can be a good alternative to challenge option 1 (bring a fruit or veggie to class) if there are restrictions to what you are allowed to bring into the classroom or if your school already provides snacks for students each day.

**In-class time:**  < 5 minutes, this is homework! The only time needed is to talk to student about the assignment.

**Prep time:**  < 5 minutes

**Worksheets:**  Fruit & Veggie Exploration Worksheet

**Submission:**  Choose a few volunteers to present the fruit or veggie they researched the next day in class. Send photos of worksheets to challenge@purefoodkids.org
Challenge 3: Honest Marketing - Design Truthful Packaging

Description: This challenge is an opportunity for students to use and expand on the things they learned about food marketing and nutrition claims in our workshop. Choose a snack that many students are familiar with or have students bring a snack from home. Project a picture of the snack in the front of the classroom, or pass around a package so that students can clearly identify the marketing techniques on the front of the package and the nutrient facts on the back of the package. Break students into groups and have each group work together to draw what they think might be more accurate/honest packaging for the snack.

To get started: Have students evaluate health claims that may be on the package, what nutrients might be very high or very low (i.e. salt, sugar, fat) or how many ingredients there are.

Ask them what things they would want to know about a food before buying it.

When students are finished, encourage several students to share their new packaging in front of the class and explain their reasoning for including certain things on their new product package.

This challenge can be focused around an unhealthy snack (like Cheetos or PopTarts) or a healthy snack (like the Veggie Chili they made in our workshop!)

*Complies with state standards about reading food labels!

In-class time: 20 minutes

Prep time: < 15 minutes

Worksheets: None (students can use notebooks or blank sheets of paper)

Submission: Send before and after photos to challenge@purefoodkids.org
Challenge 4: Food Journal

Description: Have students record everything they eat and drink over a single day in their notebooks. Make sure your students include:

- What they ate
- When they ate it
- How much they ate (how many servings)
- How it made them feel afterwards

Show an example to get them started (see next page.)

Students should bring their completed food journals to class with them. Information about their meals from the previous day should be completely filled out. Have students look at their meals from the day before and label key nutrients and food groups like protein, starch, vegetables, fruits, and dairy. Also have them locate sweets and junk food and look for major food groups or nutrients that may be missing from their food journal. Ask students to tally the total servings of fruits and vegetables they ate that day and record it in their journal. At the end of the activity, ask students to share with the class what they learned from doing this exercise. Ex: “I didn’t realize how much milk I drank,” “It was cool to see how what I ate affected my mood.”

See Page 10 for an example.

*Complies with state standards for assessing food journal and highlighting food groups/missing nutrients.

In-class time: < 30 minutes

Prep time: < 5 minutes

Worksheets: None (students will use their notebooks for this challenge)

Submission: Students must bring in completed food journal for the discussion the next day in class. Send photos of food journals to challenge@purefoodkids.org
Food Journal Example
Sally’s Food Journal
January 15, 2016

Breakfast (8:30am):
- One bowl of oatmeal with 2% milk, 1 banana and 2 spoonfuls of brown sugar
- One small glass of orange juice
- After breakfast I felt full and more awake. I like eating breakfast right when I wake up. It helps me get going in the morning and I don’t get distracted while I am getting ready for school.

Snack (11:00):
- One small granny smith apple
- I felt better after I ate my apple. I was getting a little hungry so it was kind of hard for me to focus in class. Even though lunch is at 12:30 I sometimes need a snack before that because I get hungry in class.

Lunch (12:30):
- 4 chicken nuggets, green beans, tater tots, carrot sticks, chocolate milk
- I am so full after lunch. I ate almost everything on my tray. The chocolate milk is my favorite part. I was excited to play outside after I ate and I had a lot of energy right after lunch. But towards the end of recess I was tired already.

After-school snack (3:30):
- 8 orange slices, water
- One of the team moms brought orange slices to soccer practice for a snack today. I ate a few of those and drank about half my water bottle. I felt good during practice. I ran a lot and was tired by the end of practice at 5:00.

Dinner (6:30):
- Spaghetti and 2 meatballs, 3 pieces of broccoli, one slice of garlic bread, glass of milk
- Dinner was yummy tonight. Spaghetti is my favorite. I felt full afterwards, I was very hungry before dinner because of all the running I did in soccer practice today. I got a lot of homework done after dinner tonight because I had lots of energy from dinner.
Challenge 5: Healthy Snack Pledge

Description: As part of your classroom’s Pure Food Challenge experience, you can choose to make a week-long healthy snack pledge. For this challenge, choose a week and collaborate with your students to create a healthy snack pledge for the classroom that everyone will do their best to follow. Once your class has decided what they want to include in the pledge, have students make a poster displaying your pledges to put up in the classroom.

This challenge is very open-ended because we want you and your class to be creative! Make pledges that are important to your students. Feel free to draw upon or use concepts from our workshop curriculum or our examples below. You can also find resources about what other classrooms have done on our website.

Examples of what might be included in a snack policy:
- Snacks must have ZERO trans fats.
- Snacks must include one fruit or vegetable.
- Processed snacks must include items with recognizable ingredients.
- Water is the only beverage students may have inside the classroom.
- Snacks must not contain artificial colors.

Once your class has decided on what pledges it would like to take for the week of the Pure Food Challenge, brainstorm a list of healthy, easy and accessible snack ideas that follow the guidelines for your pledge. This will help students and parents follow the pledge.

Our healthy snack ideas:
Apple slices, baby carrot pouches, original triscuits, cheese, veggie tray with yogurt dip, hummus, Satsuma oranges, plain yogurt with fresh fruit, brown rice cakes, bananas.

In-class time: 30 minutes

Prep time: < 5

Worksheets: None (See page 12 for an example)

Submission: Hang up your pledge poster and encourage students to follow your new pledges for the next week. Send photos of your poster or healthy snacks to challenge@purefoodkids.org
Mrs. P’s Class
Health Snack Pledge!

In our classroom, snack will follow these rules:

1. To only drink water or milk in our classroom, no sugar sweetened beverages!

2. All snacks must be good fuels for our bodies. This means they will not include:
   · Trans fats
   · Added sugar
   · Artificial food additives

3. At least one fruit or vegetable will be a part of every snack.

Class Signatures:
Challenge 6: My Favorite Foods

Description: In this challenge, students can start use their food detective skills, searching for clues in some of their favorite foods. Students will start by drawing a plate of their favorite foods. They must carefully read food labels to determine if they can recognize all of the ingredients. Have students complete the following steps:

1. Label the food item.
2. Do you recognize all of the ingredients?
3. Is this going to be good energy for your body?

When students have completed their plates have them share with the rest of the class.

In-class time: 20 minutes
Prep time: < 5 minutes
Worksheets: Use the “My Favorite Foods” Template (Extension ii)
Submission: Send photos of “My Favorite Foods” to challenge@purefoodkids.org
Challenge 7: Train a Food Detective

Description: Assign the Food Detective Challenge Worksheet (included in this packet) as homework. The worksheet enables students to bring home what they have learned in our workshop and “train” a family member or friend on how to be a food detective. The goal of this worksheet is to give students practice in evaluating the food they eat as well as to foster discussion about marketing, nutrition facts, and ingredients between students and their families.

*Complies with state standards for reading/understanding food labels.

In-class time: < 5 minutes

Prep time: < 5 minutes

Worksheets: Food Detective Challenge

Submission: Assign a due date and have students share their experiences training their family to be food detectives with the class. We would love to hear these stories and you can send them to challenge@purefoodkids.org
Challenge 8: Healthy Label Hunt

Description: Ask your students to cut out labels from food packaging they find at home and bring them into class. You can designate a timeline and let them know when the final collection day is (we recommend doing this over one week.) Encourage students to continue to bring in labels until the last collection day. As food labels are brought in, sort them into different categories (ie: cereal, crackers, granola bars.)

On the final collection day split your class into groups and give each group a food category and all the labels that have been brought in for that category. Each group will assess each label in their category. They should be looking for clues to how healthy a choice the food is, such as:

- Number of ingredients,
- Presence of additives
- Amount of Sugar
- Presence of Trans fats
- Recognizable ingredients
- Good source of protein or fiber

They must give each product a Pure Food Ranking. Whichever food they rated #1 should be shared in front of the class and explained.

In-class time: 30 minutes

Prep time: < 10 minutes

Worksheets: None

Submission: Send photos of groups analyzing food labels to challenge@purefoodkids.org
BONUS STEPS:
Optional ways to further engage your class or school

Classroom Activities:

Farmraiser: Say goodbye to tubs of cookie dough and candy bars, and hello to fresh food and great local products. Farmraisers are a powerful and innovative way to raise money while helping to build a stronger, healthier community. Raise money for your school, promote healthy food, and support local farmers and businesses. (Extension v)

Healthy Snacks: Establish a permanent health snack pledge for your classroom.

Food Matters: The Food Matters Foundation offers an additional educational platform for your students to dig deeper into the world of health and wellness. Food Matters TV (FMTV) is a streaming video service offering inspirational documentaries, recipe videos, yoga & exercise programs and expert interviews. It's all about inspiring students to better health through access to lifesaving information. Create a free login, by going to http://foodmattersfoundation.org and mention you heard about it from the Beecher’s Pure Food Kids Foundation. (Extension vi)

Student/Family Bonus Activities:

Chili: Cook chili at home with a family member or friends. Take pictures, tag them @purefoodkids, #purefoodchallenge, or #purefoodkids.

Food Journal: Ask your students to keep food journals for a whole week and have them write a reflective report on what they learned.

Healthy Snacks: Create a healthy snack and drink policy for your sports team or extracurricular groups.

Food Matters: See above and Extension vi for more information. Parents can create a free login, by going to http://foodmattersfoundation.org and mentioning they heard about it from the Beecher’s Pure Food Kids Foundation. (Extension vi)
Taste Test Worksheet

Complete the following 5 steps:

1. Draw a picture of the fruit or vegetable you are trying in the box on the right.

2. How does the food smell?
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

3. How does the food taste? Choose at least 5 adjectives from the list below.

   Bitter      Crusty      Juicy      Rich      Sticky
   Bittersweet Dry       Light      Ripe      Stringy
   Bland       Flakey     Lemony     Salty     Strong
   Chewy       Flavorful Mashed     Savory    Sugary or sweet
   Citrusy     Fresh      Overripe   Slimy     Tasteless
   Crispy      Fruity     Plain      Spicy     Tough
   Crumbly     Grainy     Raw       Sour      Unflavored
   Crunchy     Icy        Refreshing Stale     Zesty

4. How could you include this fruit or vegetable in a dish you’ve had before?
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

5. Did you enjoy this new food?
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
Fruit & Veggie Exploration Worksheet

Complete the following 5 steps:

1. Name the fruit or vegetable that you are researching:

2. Draw a picture of your fruit or vegetable in the box to the right:

3. What nutrients and vitamins does your fruit or vegetable contain?

4. Have you tried this fruit or vegetable before? If yes, explain.

5. Look up a recipe that includes this fruit or vegetable. Explain what you find below:

6. Draw a picture of the plant that your fruit or vegetable is grown on (if applicable):
My Favorite Foods

Draw a plate that is made up of your favorite foods. For each food item, investigate the ingredients.

1) Label the food item.
2) Do you recognize all of the ingredients?
3) Is this going to be good energy for your body?

1) Label the food item.

_____________________

2) Do you recognize all of the ingredients?
   □ YES   □ NO

3) Is this going to be good energy for your body?
   □ YES   □ NO

1) Label the food item.

_____________________

2) Do you recognize all of the ingredients?
   □ YES   □ NO

3) Is this going to be good energy for your body?
   □ YES   □ NO

1) Label the food item.

_____________________

2) Do you recognize all of the ingredients?
   □ YES   □ NO

3) Is this going to be good energy for your body?
   □ YES   □ NO

Beecher’s Pure Food Kids Foundation | purefoodkids.org | Extension iii
Food Detective Challenge

TRAIN A FRIEND OR FAMILY MEMBER

MISSION: Investigate a package of food (bag, box, bottle, can) and analyze the following clues together.

Name of your product: ______________________ Who are you training? ______________________

CLUE #1
MARKETING
Investigate the front of the package. What kinds of marketing tactics (pictures, words, celebrities, health claims) can you find? How is the company persuading YOU to eat this product?

CLUE #2
NUTRITION LABEL
Investigate the nutrition statement and search for the following information:

Serving Size: _______________________
Servings Per Container: _______________________
Is the serving size REALISTIC? Do you eat the serving size or do you eat more?

☐ I eat the serving size
☐ I usually eat more

STOP & THINK
Shade in the amount of sugar in one serving:

Each sugar cube weights 4g.
IS THIS REALISTIC: How much would you eat in one sitting?

Shade in the amount of sugar you would consume in a REALISTIC serving:

CLUE #3
TRANS FAT
Search for hidden Trans fat, can you find the word partially-hydrogenated? ☐ YES ☐ NO

CLUE #4
INGREDIENT LIST
Investigate the ingredient list and search for the following information:

Is the ingredient list LONG (more than 5) or SHORT (less than 5)? ☐ LONG ☐ SHORT
Can you picture ALL of the ingredients in your head? ☐ YES ☐ NO
Does the flavor come from what you expected? ☐ YES ☐ NO
List how your product is COLORED (“Color+Number” means it’s artificial): _______________________
List how your product is PRESERVED: ________________________________________________

GREAT DETECTIVE WORK!
Review your answers.

BONUS: Is this food product a good way to fuel my body? ☐ Yes ☐ No
Why or why not? ________________________________________________________________

Food Detective Certified: ______________________

SIGNATURE OF NEW FOOD DETECTIVE

Beecher’s Pure Food Kids Foundation | purefoodkids.org | Extension iv
We want our kids to be healthy--their fundraisers should be, too!

FarmRai$ers are a powerful and innovative way to raise money while helping to build a stronger, healthier community. Raise money for your school, promote healthy food, and support local farms and businesses with a FarmRaiser. Say goodbye to tubs of cookie dough and candy bars, and hello to fresh food and great local products from businesses like Oxbow Farms, Macrina Bakery, Bow Hill Blueberries, and Loki Fish Company.

“People are a lot more interested in buying local healthy food—it’s easier to sell.”
- Lucy Voss, 14 year-old FarmRaiser Champion with $2,500 in sales

“With our commitment to high-profit fundraisers, the average school receives more than 50% of total sales.”

“As a parent, I just love what FarmRaiser’s done for my son and his school...he was so excited to help pack the blueberry preserves and to make sure we bought some for our family...”
- Parent, Seattle, Washington

GET $50 IN MATCHING FUNDS FOR YOUR FIRST FARMRAISER WHEN YOU SIGN UP BY MAY15, WITH COUPON CODE PFK

www.farmraiser.com to redeem and make the healthy fundraising choice

FARMRAISER
Reinventing School Fundraisers

Contact us to get involved:
info@FarmRaiser.com

www.FarmRaiser.com

Like us on Facebook
Follow us on Twitter
Food Matters Foundation

The Food Matters Foundation offers an additional educational platform for the students to dig deeper into the world of health and wellness. Students will receive a free membership to FMTV, a streaming video service offering inspirational documentaries, recipe videos, yoga & exercise programs and expert interviews. It’s all about inspiring students to better health through access to lifesaving information.

Parents can create a free login, by going to http://foodmattersfoundation.org and mention you heard about it from the Beecher’s Pure Food Kids Foundation.