



Eating the Rainbow

At the Farmers' Market

Format: This is a **Family-Centered Education (FCE)** lesson plan. FCE helps children and parents interact with each other. It promotes the parent as the first teacher of the child and helps get children ready for school- all while learning about nutrition!

Who this class is for

Families with children of preschool age. This will not work as well with younger children.

Why WIC is offering this class

Farmers' Markets are important to WIC. They can:

- be a good resource for families to obtain healthy foods
- encourage families to eat at least 5 servings of fruits and vegetables a day
- be a good way to introduce new fruits and vegetables to families
- be a wonderful family outing and give children an opportunity to learn more about their community

WIC parents have asked for information about going to Farmer's Markets. They also want to know about ways to encourage their children to eat fruits and vegetables.

Objectives

By the end of this session, participants will have:

- Named reasons why they might want to go to a Farmers' Market
 - Identified what "color" a fruit or vegetable is, using the Color Way rainbow
 - Named one or two fruits or vegetables they might buy at the Farmers' Market
-

Time

30-50 minutes

Time depends upon size of group, amount of children, ages, how much of the book you read, and how much of a discussion you have in the different activities.

Set-Up and Getting Ready

Chairs set up in a semicircle

Educator supply area. Area for keeping the books, music and other materials used during the class

CD or tape player for music, **music** cued on selection

Book(s) for book sharing (review ahead of time)

Prepared flip charts and stands, if using (can also post on wall)

Rainbow chart posted on wall (see directions in next section)

Pictures of fruits and vegetables, organized by color of the "rainbow"

Masking tape or way to attach pictures to chart

Quiet box for children

Handouts on table, ready for distribution or for parents to take

Children's handouts, if offering

Eat Your Color and Farmer's Market posters on the wall or other displays, if using.

Materials

Tape or CD player

Tape or CD: Choose one-

- “Everyday is a Rainbow of Colors” or “Let’s Go Shopping” by Greg and Steve, Volume 5
- “Roots, Leaves, Stems and Seeds” by Banana Slug String Band; also available in Spanish “La Tierra y El Mar”
- “Apples and Bananas” (“Platanos Y Mansanas”) by Jose Luis Orozco on *Esta Es Mi Tierra – This Land Is My Land*

Book: Choose one-

- *Market Day* (Dia de Mercado) by Lois Ehlert – *recommended*
- *Farmer’s Market* by Carmen Parks
- *Growing Colors* by Bruce McMillan (for younger children)
- *Lunch* by Denise Fleming

Other Materials:

1. **Rainbow materials** with pictures and masking tape (see suggestions in Rainbow material section)
2. **Prepared flip charts**, if using (see examples in lesson plan)
3. **Flip chart easel or stand** or masking tape to post
4. **Blank flip chart paper and markers**, to write down group ideas (optional)
5. **Display materials**, if using (see suggestions under Optional Materials)
6. **Quiet box for children** with coloring sheets, board books, puzzles, soft bean bag animals (recommended but optional)
7. **Coloring sheets or stickers** to give as handouts to children (optional-see suggestions under Optional Materials)

Handouts for Parents (in English or Spanish):

1. “Tips for Parents”- Eating the Rainbow
2. List of local Farmer’s Markets in the Community-recommended

Rainbow Materials

Supplies for Rainbow Activity:

You will need a **rainbow chart** and **pictures of fruits and vegetables** arranged by color. You will also need a way to **attach the pictures** to the rainbow.

1. **Rainbow Charts** for each family to sort produce by color –Make one from felt or cut up poster from Produce for Better Health at www.5aday.com. A sample is attached that can be expanded at a local printing company. Some WIC agencies also post a large paper for each of the colors (blue/purple, white, green, yellow/orange, and red) on different parts of the wall.
2. **Fruits and Vegetables Cards** –Use Produce for Better Health *Fruit and Vegetable Cards*, (which are pre-sorted into the colors) or California Department of Education *Fresh Fruit and Vegetable Photo Cards*, *Big Photo Flash Cards-Fruits and Vegetables* from Nasco or Teacher's Discovery, or laminated pictures of produce
3. **Attaching Pictures**- You can glue velcro on the back of the pictures, using masking tape, or decide to have the parents hold up the pictures instead of attaching them.

Optional Materials

Handouts for Children: Select a few.

1. **“Eat a Rainbow” coloring book** under Games and Activities section: Spring Fruits and Vegetables: Print and Play of www.celebratehealthyeating.org/index.cfm
2. **“USDA Farmers Market” coloring book** with market scene at <http://www.ams.usda.gov/DIRECTMARKETING/farmersm.pdf>
3. **“Rainbow of Foods” coloring sheet** under Coloring: Collections of Coloring Sheets: Mostly Fruits and Veggies at <http://www.fsa.usda.gov/ca/fsacolor.htm>

Display Materials:

1. Eat Your Colors Every Day display at www.5aday.com
2. Farmers' Market poster or display
3. Where Do Vegetables Grow? poster from www.celebratehealthyeating.org/index.cfm

Lesson
Overview
(30-50
minutes)

1. **Welcome and Warm Up – “I Love Fresh Fruits and Vegetables” 3-5 minutes**

- **Opening music**
- **Introduction with favorite fresh fruit or vegetable** (can use pictures)
- **Purpose of session:** for families to learn together about fruits and vegetables and Farmer's Markets
- **Review class outline** (use “Eating the Rainbow” flip chart)

2. **Book Sharing: *Market Day* 5-10 minutes**

- **Introduce reading:** Gather children; read title, tell parents to notice what interests their child
- **Read slowly, show pictures**
- **Ask** what colors do you see, what fruits and vegetables are on the pages, what do you think it would taste like?
- **Encourage participation:** What happens at the market?
- **Reinforce the value of reading** together as a family

3. **Family Discussion-*To Market To Market* 7-10 minutes**

- **What are Farmers' Markets?**-and FM Nutrition program
- **Who Has Been?**-Sharing of Farmers' Market/produce shopping experiences

4. **Family Activity: *Eating the Rainbow* 10-20 minutes**

- **What Color Are You?** Families sort produce by colors of the rainbow
- **Discuss benefits** of each color
- **Share recipe ideas** (in pairs)
- **Families read benefits of Farmer's Markets** and share a reason to go (optional)

5. **Take Home Learning Activities and Closing 5 minutes**

- Summarize –Give out handouts
- Encourage going to the Farmers' Market
- **What will you try at home?**

1.

Welcome
Warm Up
"I Love Fresh Fruits
and Vegetables"

3-5 minutes

Post Flip Chart, if using. This flip chart is recommended.

#1-1 Eating the Rainbow

- Welcome and Warm Up: *I Love Fresh Fruits and Vegetables*
- Book Sharing: *(Market Day)*
- Family Discussion: *To Market, to Market*
- Family Activity: *Eating the Rainbow*
- Take Home The Learning

Welcome
It's Family Centered

Welcome everyone to the class. Mention that the music they just heard was about today's topic-Eating the Rainbow at the Farmer's Market.

Explain that the class is for parents and children together-it's family centered. Children and parents will join together to do some reading, and sharing ideas.

Warm-Up

Post this flip chart, if using. This flip chart is optional.

#1-2 I Love....Fresh Fruits and Vegetables

- What is your favorite fresh fruit or vegetable and why?
- Turn to a partner and introduce yourself and your child. Share your favorite fruit and vegetable and why you like it.

Introduce yourself. Share which fruit or vegetable you like and why.

In pairs, have parents and children introduce themselves and share what fresh fruit or vegetable they like to eat and why.

- For example, you might say, "Hi. My name is Belinda and I like to eat fresh oranges because they are so juicy. How about you? Turn to a partner and say your name and what FRESH fruit or vegetable you like."

OR you can hand out a basket of produce pictures and have them choose one they like. Then they can introduce themselves and say which one of the produce pictures they chose and why.

Hear from a few pairs or all, depending upon time. You can also have parents share with their children and then the family can introduce themselves.

1.

Welcome
Warm Up
(continued)Purpose and
Overview

Tell families the purpose of the class is to talk about Farmers' Markets and "How to Eat the Rainbow" -how to get the freshest fruits and vegetables by shopping at the Farmers' Market and how to find a "rainbow of colors" there.

Read through the overview of the class. Review briefly. Let families know they will talking and reading a story about the Farmer's Market and finding out what are the health benefits for the fruits and vegetables they like. Then they will have a chance to think about what fruits and vegetables they might like to buy at the Market and try at home.

You can have a quiet box for the children with some coloring sheets, crayons, a board book, puzzle and other quiet toys for the children during this time.

2.

Book Sharing
5-10 minutes

Post Flip chart, if using. This flip chart is optional.

#2-1 Book Sharing: (Name and title of Book)
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Parents-Notice which parts of the book interest your children

Introduce the book –*Market Day (Dia de Mercado)* or *Farmer's Market*— a story about a Farmers' Market.

Explain Purpose of Reading to Parents. Talk briefly with the adults about sharing books and telling stories. Note that sharing stories is a great way to help kids build skills –and it's an enjoyable family activity. For example, it helps children learn about the world, allows them to try out ideas, and is a great time for snuggling.

Encourage parents to notice what interests their child during the reading.

Read several pages of the story, showing the pictures to the children and parents as you go.

Read the story – show the pictures to the children and parents as you go.

2.

Book Sharing
(continued)Tip for the
educator:

You don't always have to read the whole book. You can read part of a page... skip some pages... depending on the book and your time.

Ideas for Engaging Children:

Ask the children questions about what they notice. Ask them to compare this family to their own lives.

Say:

- *“What’s fruits and vegetables do you see. What colors do you notice?”*
- *“What is the family doing here? How are they like you or someone you know? How are they different?”*
- *“What is going on in this picture? What do you notice about the market? What is real? What seems pretend to you?”*

If there are no children present in your class, show the book. Say that even though no children are in the class, you are going to read a few pages and then they might get some ideas on how this could be a fun activity.

Reinforce the value of reading together as a family. Mention that even if adults are not comfortable reading aloud, looking at the book together can be a good experience. Parents can point to pictures and talk about them with their children.

3.

Family
Discussion
**To Market To
Market**

7-10 minutes

**What are Farmer’s
Markets?****Link the book you read to going to the Farmers’ Market.**

Explain that the Farmer’s Market in the book was about a Mexican Farmer’s Market. The Market in their neighborhood might be different.

Tell a little about Farmers’ Markets. If you know about a nearby Farmers’ Market give some details about this market, such as where it is, what days and times they are open and some of the activities, like music, that might take place regularly at that Market.

Show a picture of a Farmers’ Market, if you have one.

3.

Family Discussion (continued)

WIC Farmers' Market Nutrition Program

Who has been?

You can also say something about the WIC Farmers' Market Nutrition Program, if your program participates. Say how much the coupons are for and how they can use them.

Note to Educator: Allow more time if explaining coupon use.

Ask the families to share first in pairs, and then in the large group, about their experiences:

- ***“How many of you have been to a Farmers' Market? Which ones? When and where are the markets?”***
- ***“What was it like going there? What did you like about going there?”***
- ***“What fruits and vegetables have you tried there?”***

Ask the children:

“What do you think a Farmers' Market is? What is your favorite fruit or vegetable? Where do you think you could find it at a Farmers' Market?”

If no one has been to a Farmer's Market, ask:

- ***“For those of you who have not gone to a Farmers' Market yet, what have you heard about them?”***
- ***“Where could you go to get lots of fresh fruits and vegetables in your neighborhood?”***

4.

Family Activity- **Eating the Rainbow** **10-20 minutes**

Post Your Rainbow Chart and gather produce cards.

Introduce the family activity. Families will work together to make a rainbow of fruits & vegetables they can eat! This is a way to get “Five a Day, the Color Way” and get all the vitamins and minerals families need to stay healthy.

Explain the “Five A Day, the Color Way” recommendations: Green, White, Yellow/Orange and Red-every day to get a variety of vitamins and minerals.

4.

Family
Activity
(continued)

Directions

Give Directions for the activity. Let them know they will be making a rainbow. Say that each family group will get some fruit and vegetable cards. Together they will be deciding which color or vegetable it belongs to on the rainbow. When you call out the color, the children call hold it up or put it in the right place in the rainbow.

Give an example. Show a fruit or vegetable card and encourage the group to say what color it is.

- *“For example, suppose I have the card broccoli. What color is it? Where would it go on the rainbow?”*

Give everyone one or two produce cards. Hold out a sample. Have everyone call out the color of their card and encourage families to:

- **place their card(s) on the chart**
- **hold their card(s) up OR**
- **go and stand by the color of their card**

Encourage children to participate by having them post the card. Have children name the colors with you. Often the adults will participate more if they see their children are involved.

**Benefits of Each
Color**

Post flip chart, if using. This flip chart is optional. You can also give a handout.

#4-1 Benefits of Each Color

Which benefit interests you the most?

- **Blue and Purple** –helps with memory and preventing aging
- **Green** -helps prevent some cancers, helps with eye sight and helps to build strong bones and teeth
- **White** -helps the heart and prevents some other cancers
- **Yellow and Orange**-help the heart, eyesight, healing and helps to prevent some cancers
- **Red**- helps the heart, memory and helps to prevent some cancer

Explain the benefits of each food. Say that the nutrients found in plants help the body fight off disease and promote good health.

Ask which benefits interest them the most and why.

4.

Family Activity
(continued)**Recipe Ideas**

Discuss how families might prepare foods.

Ask what ideas people have for some ways to “eat the rainbow”.

- If they are standing by the rainbow, encourage them to discuss recipe ideas in small groups.
- If they are sitting down, have them turn to a partner or talk with their children about how they like to eat the food.

4.

Family Activity
Optional
(continued)**Why Go?**

Post the flip chart , if using. Can also be a handout.

#4-2 Reasons to Go to Farmers' Markets

- Getting fresher fruits and vegetables; more variety
- Trying new produce-often you can taste them before buying
- Children will enjoy the colors and textures
- Family outing, often music and other activities
- Supporting farmers

Depending upon the time, encourage families to share ideas about the benefits of a Farmers' Market.

- Post “Reasons to Go to Farmers' Markets” flip chart paper.
- Read the reasons and give adult family members stickers to put next to the reasons that appeal to them OR .
- Have them turn to a partner and talk about which reasons seem good to them.

4.

Family Activity

Optional
(continued)

Shopping Ideas

Ask families to brainstorm ways to get the most out of going to a Farmers' Market.

Shopping Ideas might include:

- Getting there early to get the best selection
- Walking around to compare prices and quality
- Trying some samples before buying
- Asking farmers for advice on how to use new produce or how to tell if produce is ripe or in good condition
- Picking a recipe ahead of time and having the kids help find the produce with them
- Staying late and buying last minute specials

5.

Take Home
Learning
Activities and
Closing
5 minutes

Summarize.

Encourage going to the Market. Ask which fruits and vegetables they might buy at the Farmer's Market?

Handout the take home learning activities. If possible, give out a handout of the community markets.

Give out coupons, if participating in program.

Review other handouts:

- *Tips for Parents-English (and Spanish)*
- *Tips for Shopping At Farmer's Markets*
- *Five a Day the Color Way*-to fill in when shopping

Thank everyone again for participating.

Expanding and Adapting this Lesson

You may wish to expand or adapt this lesson. Consider using the following:

1. Other Books

- ***Farmer's Market*** by Carmen Parks tells about a young girl in the Southwest whose family grows and sells fruits and vegetables at the Farmers' Market. It is only available in English. However, it does give a very clear story about markets and showcases a child with a physical handicap. Because the book is small, it would work best with a small group.
- ***Growing Colors*** by Bruce McMillan has very bold and colorful photographs of fruits and vegetables by color. It includes more colors than five but is simple and easy.
- ***Lunch*** by Denise Fleming is a wonderful story about a mouse that nibbles and crunches his way through a meal of brightly colored fruits and vegetables.
- ***To Market, To Market*** by Anne Miranda is a humorous way to share farmer's market experiences with children. It uses a familiar nursery rhyme to show how a trip to a Spanish Mercado ends in chaos with food and animals.
- ***Saturday Market*** by Patricia Grossman is an excellent book depicting the Mexican Market. The book is long for most WIC classes.
- ***Saturday Sancocho (Sancocho Del Sabado)*** by Leyla Torres depicts the Latino culture. Maria Lili spends Saturdays with her grandparents, making a wonderful chicken stew called *sancocho*. One Saturday, she puts eggs in a basket and goes with her grandmother to the market, where they go from stall to stall, bartering goods for the biggest chicken and vegetables. The book is long for most WIC classes.
- ***Taste of the Mexican Market-- El Gusto del Mercado Market*** by Nancy Maria Tabor explains in Spanish and English about the Mexican Market.
- ***Market Day*** by Eve Bunting shows a farmers' market in Ireland. It shows a bygone era when it took a whole day to spend a penny.

2. Felt Board for the “Eating the Rainbow” or to show how foods go from farm to table

- Purchase felt board kits OR
- Make your own props by printing pictures onto sturdy paper, laminating, and attaching hook/loop (for example, *Velcro*) fastener tape to the back of each picture.

3. Seasonal Vegetable or Fruit Theme

- Pick a vegetable or fruit such as pumpkins or apples.
- Encourage families to shop for this particular item.
- Offer food samples and recipes related to this item.
- Use a book on the theme such as:
 - 📖 *Too Many Pumpkins* by Linda White
 - 📖 *Picking Apples and Pumpkins* by Amy and Richard Hutchings
 - 📖 *I am an Apple- Soy Una Manzana* by Jean Marzolla
 - 📖 *Manzanas or Calabazas* by Ann L. Burkhardt
- Use a general book about fruits and vegetables such as:
 - 📖 *Eating the Alphabet* by Lois Ehlert
 - 📖 *Growing Colors* by Bruce McMillan (features simple, colorful photographs of fruits and vegetables)

4. Mystery Box Activity

- In a medium-sized gift bag filled with shredded paper, hide a fruit or vegetable and encourage everyone to guess what it is. Offer recipes for that item. OR
- Use an insulated lunch bag for this and talk about food safety a little.

5. Cooking Activity

- Make a “rainbow” fruit salad.
- Use some of the simple recipes from “Get Fresh”, the Farmer’s Market video from New York (available in English and Spanish). It shows children preparing simple recipes.
http://www.nal.usda.gov/wicworks/Sharing_Center/statedev_getfresh.html

6. Physical Activity

Have children play "Run for the Colors": Play music. Place the rainbow away from the group. Call out a color. Children run or walk with their fruit or vegetable to the color named. Or they could simply hold up the card and turn in a circle or do other active play each time.

7. A Focus on Farm to Table

- Expand on the "Farm to Table" concept to encourage discussion about where foods come from.
- Use some of the resources available at <http://www.agclassroom.org/teacher/lessons.htm>
- Use the **Farmer's Market video "Get Fresh"** from New York (available in English and Spanish) http://www.nal.usda.gov/wicworks/Sharing_Center/statedev_getfresh.html

8. Farmers' Markets from around the World

- Show pictures of Farmers' Markets in different countries. See <http://www.fao.org/>. Click on online photos. Search by fruits and vegetables.
- Read books about Farmers' Markets in different countries.

Background Information

WIC Farmers' Market Nutrition Program

The WIC Farmers' Market Nutrition Program began as a pilot in 1987. The success of these pilots led to it becoming a federal program in 1992. Over 30 states participate in the program, including California.

The Farmers' Market Nutrition Program improves fresh fruit and vegetable consumption. A survey by the National Association of Farmers' Market Nutrition Programs found that among the **WIC families** that got Farmers' Market coupons:

- 71% ate more fresh fruits and vegetables
- 40% bought a fresh fruit or vegetable they had never eaten before
- 89% felt that the quality of produce was better than at their grocery store
- 84% of the farmers reported that the program had increased their market sales.

WIC can help the Farmers' Market Program be a success. Due to limited funds, not every WIC participant can participate in the Farmers' Market Program. And not all WIC participants receiving coupons for the market redeem them. In fact, last year only about 40% of California WIC families used their farmers' market coupons.

WIC Farmers' Market Nutrition Programs are most successful when:

- WIC families receive education on how to use their market coupons and how to prepare fruits and vegetables
- WIC families have easy access to a Farmers' Market (some WIC programs have a market in their parking lot)
- The Farmers' Market offers good quality produce

Five a Day Program

Overview

The 5 A Day for Better Health Program encourages Americans to brighten their food choices by eating five to nine servings of fruits and vegetables each day. The message is simple: The more colors you see on your plate, the more health benefits you get.

"Eating the rainbow" provides a mix of phytochemicals, substances found only in plants that help the body fight off disease and promote good health. Research shows that phytochemicals from the different color groups are powerful disease-fighters that help protect against cancer, heart disease, cataracts, macular degeneration and other ailments.

"Five a Day the Color Way" Campaign

A new campaign "Five a Day the Color Way", sponsored by the Five A Day Program, encourages eating a colorful variety of fruits and vegetables every day. Each color of produce provides different nutrients. Eating a variety of colors helps people get the nutrients they need.

Established in 1991, the Five A Day Program is the largest public-private partnership for health and nutrition in the United States. The program is sponsored by a number of government agencies including the National Cancer Institute, American Cancer Society; the United States Department of Agriculture, the American Heart Association, and the American Dietetic Association.

Additional Information

You can also look at the following resources for more information and for materials:

- **Produce for Better Health** web site at www.5aday.com
- **Dole Nutrition Program** web site at www.dole5aday.com
- **Dannon Institute-Celebrate Healthy Eating** web site at www.celebratehealthyeating.org/index.cfm- This site has a lot of ideas, posters, flyers and downloadable coloring sheets.

Five a Day Program (continued)

The Colors and Specific Nutrient Information

The specific nutrient information given below may be more detailed than most of WIC families would need to know. It is included so that as an educator you will have a little more background on why a variety of colors of fruits and vegetables is recommended.

The colors are:

Blue/purple for anthocyanins and phenolics which are antioxidant , anti-aging benefits such as memory function and healthy aging.

Green for lutein and indoles which lower the risk of some cancers and promote good vision and strong bones and teeth.

White for allicin and selenium which help with heart health, and lower the risk of some cancers.

Yellow/Orange for vitamin C, and carotenoids which promote healthy hearts, better immune system, vision health and lower the risk of some cancers.

Red for lycopene and anthocyanins for a healthy heart, memory function, urinary tract health and lower risk of some cancer.

Materials for this Lesson

The following materials are provided:

- “Eating the Rainbow ... at the Farmers’ Market -Tips for Parents” handout
- Rainbow graphic

Eating the Rainbow ... at the Farmers' Market



Tips for Parents

Eating fruits and vegetables fresh from the Farmers' Market can be fun and healthy. This page will give you some ideas.

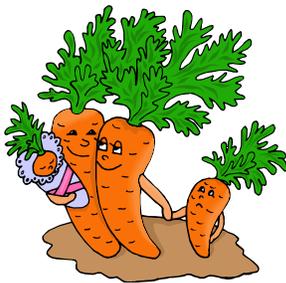


You are Your Child's Teacher:

As a parent, you can help your child learn more about fresh fruits and vegetables by doing some of these activities at home.

Learning Activities:

- Listen to music about fruits and vegetables. Banana Slug String Band (Dirt Made my Lunch) and Greg and Steve (We All Live Together) are ideas.
- Read *Market Day* by Lois Ehlert or *Farmer's Market* by Carmen Parks
- Make rainbows from pictures of fruits and vegetables.
- See how many different colors of fruits and vegetables you can see at the Farmers' Market.
- Pick out a recipe for soup or salad. Go to the Farmers' Market and buy the fruits and vegetables there and make the recipe at home.
- Sort vegetables and fruits by color, size, or shape.



Other Books You Might Read

- *Saturday Market* by Patricia Grossman
- *To Market, to Market* by Anne Miranda
- *Saturday Sancocho* by Leyla Torres
- *Growing Colors* by Bruce McMillan

