

Fruits & Veggies–More Matters[®] Grocery Store Tour Script



**Utah Department of Health
Bureau of Health Promotion
Physical Activity, Nutrition and Obesity Program
2008**

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Fruits & Veggies—More Matters® Grocery Store Tour Script

Objectives – students will learn:

- What the Fruits & Veggies—More Matters® logo looks like and what it means
- How many fruits and veggies are recommended
- What counts as one serving of fruits and vegetables/what is one cup and ½ cup
- Why it is important to eat a colorful variety of fruits and veggies every day
- How to include fruits and vegetables at every meal and snack
- That all forms of fruits and vegetables count, and where fruits and vegetables can be found in the store (not just in the produce section)
- How to select 100% juice, no added salt canned vegetables, no added sugar canned fruit, and frozen vegetables without added fat or salt
- To enjoy new fruits and vegetables, by tasting a variety of fruits and vegetables
- To make and eat a fruit and vegetable recipe (optional)

Tips for a Successful Tour

- Be prepared – have all materials and supplies set up prior to the tour.
- Minimize distractions and background noise. Request that television monitors and audio messages be turned off during the tour.
- Do not add to the script. The script was developed by a Registered Dietitian to provide accurate information and messages consistent with Fruits & Veggies—More Matters. The script does allow some flexibility for the tour guide.
- If you are providing food samples, offer them at the end of a section, rather than passing items out while you are talking.
- Be sure to inquire about food allergies at the start of the tour.
- Offer only fruit and vegetable samples (and low-fat dip if desired), no cookies, candies, or other less nutritious items.

For questions or concerns, contact your local health department or Patrice Isabella, MS, RD
801-538-6269

Materials Needed

- Script
- Fruits & Veggies–More Matters® apron
- 30 milk crates to sit upon in semi-circles before demonstration tables
- 4’- 6’ presentation table
- Small paper plates and cups for food and juice samples
- Knife or other utensils needed for food preparation
- Plastic gloves for food preparation or passing out samples
- Hand sanitizer
- Measuring cups: ½ cup, 1 cup
- Visual cues to portion size: baseball, small computer mouse
- Produce samples and items demonstrating portion size (listed below)
- MyPyramid for Kids and MyPyramid for Kids Worksheet (laminated sheet)
- TASTE mini-poster
- Shopping basket or cart
- Garbage can

Produce Used in Script

Items listed below are examples only: tour guide may select some of these or substitute other items as long as they are the correct portion size.

- Produce needed to demonstrate ½ cup and 1 cup portions
 - ½ cup portions:
 - 4 large strawberries
 - 1 large plum
 - 1 kiwi
 - ½ cup of raw, cooked, frozen or canned fruits or vegetables ½ cup cooked, canned or frozen legumes
 - 1 cup of raw, leafy vegetables (open bag salad or use leaf lettuce to demonstrate amount)
 - 1/4 cup dried fruit
 - 6 baby carrots, 16 grapes
 - 4-ounce portion of natural applesauce
 - 1 cup portions:
 - 8 ounce 100% juice box
 - Small apple
 - Large orange or banana
 - 1 medium baked potato
 - 1 cup broccoli florets (fill measuring cup, empty onto plate to show how much it is)

- Other items will vary according to activities chosen and recipe.
- Samples of fruit and/or vegetable in each section of the store (choose less commonly eaten items – examples below)
 - Fresh: avocado, jicama, try a hummus dip instead of ranch dressing
 - Canned: fruit in 100% juice
 - Dried: dried mango spears, dried plums
 - Frozen: smoothie made with frozen fruit
 - 100% juice: a low-sodium vegetable juice or fruit juice blend (no punch or fruit drinks or ades)
 -
- Materials needed for ‘Broccoli Forest’ (optional activity)
 - 20 cherry tomatoes cut in half
 - 40 baby carrots
 - 80-90 small broccoli florets
 - For dipping sauce: 1 cup nonfat plain yogurt, 1 cup low-fat sour cream, 8 teaspoons honey and 8 teaspoons spicy mustard, OR Low-fat ranch dressing

Optional Materials

If budget allows, send home a goodie bag or item with the students. Some stores send a coupon for a free piece of fruit, or a snack-sized box of raisins.

Produce for Better Health Nutrition Education catalog has items available for purchase.

www.pbhcatalog.com

Some ideas include:

- Tracking cards (MM-FVTC) \$4.50 for 50
- Kids Coloring and Activity Book (MM-ECOLOR) \$0.60 each
- Mystery of the Color Clues Activity Book (MM-KZACT-V1) \$1.00 each
- Fruits & Veggies Activity Books (MM-KZFB-1B, MM-KZFB-2B, MM-KZFB-3B) \$0.75 each
- Color Champions bookmarks (MM-KZBM) \$5.95 for 100
- TASTE bookmarks (MM-BMARK) \$5.95 for 100
- Cool Fuel cookbook (MM-CFKCB) \$1.25 each
- Grab-bags (MM-GBAG) \$8.95 for 50
- Magnet (MM-MAGN) \$0.65 each
- Pencils (MM-PSET) \$18.00 for 100

You can also download and print the following:

- Coloring
 - http://www.fruitsandveggiesmorematters.org/?page_id=78
 - http://www.fruitsandveggiesmorematters.org/?page_id=10
- Scavenger Hunt
 - http://www.fruitsandveggiesmorematters.org/?page_id=80
- Serving Sizes
 - http://www.fruitsandveggiesmorematters.org/?page_id=81

I. Welcome and Introduction

Tour starts in the fresh produce section.

Hi boys & girls! Welcome to [name of store]. I'm Mr./Ms. _____, and I will be your tour guide today. We're very happy all of you are visiting us, because today we are going to learn about fruits and vegetables and how you can eat more!

Look for this Fruits & Veggies–More Matters juggler symbol (logo on Tour Guide's apron) at stores to remind you to eat more fruits and vegetables everyday! We're going to talk about a lot of important things today, but I want you to remember this word, TASTE. *Show TASTE mini-poster.* This stands for

Try something new
All forms count
Shop smart
Take time for family
Explore the variety

Try something new – today we'll see lots of fruits and vegetables, including some you may not have tasted. When you go home, talk with your parents about something new you'd like to try next time you go shopping.

All forms count.

Q: What do you think this means?

A: Fruits and vegetables are available in a variety of forms, and all of them count for good health.

Q: Right now we are in the fresh produce section. Raise your hand if you can tell me other sections of the store where we might find fruits and veggies, in another form?

A: Canned, frozen, juice, dried.

Shop smart – we'll learn how to choose healthy fruits and veggies in different sections of the store. When you go shopping pick fruits and veggies for snacks instead of junk food.

Take time for family – help your parents pick out fruits and vegetables that you'd like to have in your meals and snacks. Help mom and dad in the kitchen and the garden!

Explore the variety –

Q: How many different kinds of fruits and vegetables do you think there are to choose from?

A: There are over 300 different kinds! Take time to look around at all the different kinds of fruits and vegetables: all of them are important for good health. Ask questions if you want to know what something is.

Before we start, I need to know if anyone has any food allergies. Raise your hand if there are any foods you cannot eat because you are allergic or they will make you sick.

II. Fresh Produce Section

Let's get started right here in the produce section. Produce is another word for fruits and vegetables, and this is the area where you can find fresh fruits and veggies.

Recommended Fruit and Vegetable Intake

Q: Who can tell me why it is important to eat fruits and veggies every day? Raise your hand.

A: Stay healthy, look good (skin, hair, eyes), and grow up at a healthy weight, reduce risk of diseases like cancer and heart disease

Q: Who knows how many fruits and vegetables you need every day?

A: Most students your age need to eat about 1 ½ - 2 cups of fruit and 2 – 2 ½ cups of vegetables every day. That's 7 or 8 half-cup servings. Raise your hand if you think you could eat this much at just one meal. Really, to get your recommended amount of fruits and vegetables, you need to eat them at every meal and for snacks. We're going to go through the store today and learn how you can do this.

Q: Have you seen MyPyramid for kids? On the back, it tells how much you need, and you can use the MyPyramid worksheet to track the fruits and veggies you eat (*show MyPyramid for Kids, and worksheet. Teachers have these on the cd they received before the tour; they can pass the worksheet out in class*). At the MyPyramid.gov website, you can also find out how much you should eat and how you can track how well you're doing.

Let's see how much a half-cup and one-cup of fruits or veggies are? *Show ½ cup and 1 cup measure. One-half cup is the size of a small computer mouse and 1 cup is the size of a baseball (show if you have them or use How Much Do You Eat Mini-Poster). The tour guide may opt to use some or all of the following examples: try to include a variety of colors and some less familiar items.*

Here are some examples of a ½ cup serving: (*examples listed below, can use different items as desired*)

- 4 large strawberries
- 1 large plum
- 1 kiwi
- ½ cup of raw, cooked, frozen or canned fruits or vegetables
- ½ cup cooked, canned or frozen legumes
- 1 cup of raw, leafy vegetables (open bag salad or use leaf lettuce to demonstrate amount)
- 1/4 cup dried fruit
- 6 baby carrots, 16 grapes
- 4-ounce portion of natural applesauce

Show examples of 1 cup

- 8 ounce 100% juice box
- Small apple
- Large orange or banana

- Half-pint container of fresh blueberries
- 1 medium baked potato
- 1 cup broccoli florets (fill measuring cup, empty onto plate to show how much it is)

Importance of Color

Q: What do you notice when you look around the produce section?

A: Color! Lots of colors; the produce section is the most colorful area of the supermarket.

There may be other responses as well.

Q: Does anyone think that the color of the fruit or vegetable is important other than just for looks?

A: The answer may surprise you, but the color is very important for our health. The things that give our produce their bright colors are called phytochemicals. Phytochemicals work in our bodies with the vitamins, minerals, and fiber in fruits and vegetables to help us stay healthy!

The color of a fruit or vegetable tells you a lot about its nutritional content. We need to eat different colors of fruits and vegetables to get all the important vitamins and minerals.

Q: How many different colors of fruits and vegetables do you see right now?

A: *Give students time to answer.* Red, green, yellow/orange, white, and blue/purple. We need to eat a variety of fruits and vegetables in order to get all the vitamins and phytochemicals that help us stay healthy. Have you ever heard of phytochemicals? Phytochemicals are wonderful natural ingredients in different colored fruits and vegetables that help fight diseases and keep you strong. Some can even help prevent cancer or heart disease.

In this section, the tour guide can have a basket of produce to show, or can ask the students to select and share produce of different colors. Suggested activity: divide the class into 5. Assign each group a color: red, green, yellow/orange, white and blue/purple. Give them a few minutes to walk around the produce section and each student choose something of that color. Encourage them to choose items they are not necessarily familiar with. Assemble the students back in a group.

Let's look at these RED fruits and veggies. *Identify or have each student identify the items selected.*

Red fruits and veggies are important because they help keep your heart strong (*point to your heart*).

Let's look at these GREEN fruits and veggies. *Identify or have each student identify the items selected.*

Green fruits and veggies are important because they help keep your bones and teeth strong (*point to your teeth*).

How about these YELLOW or ORANGE fruits and veggies? *Identify or have each student identify the items selected. Note – banana is a white, not a yellow, fruit!*

Yellow and orange fruits and vegetables help keep you healthy and help your skin and eyes stay healthy too (*point to your eyes*).

Here are some BLUE and PURPLE fruits and veggies. *Identify or have each student identify the items selected.*

These help your brain and memory (*point to your head*).

And what about these WHITE fruits and veggies? *Identify or have each student identify the items selected.*

These can lower your chances of getting sick (*flex to demonstrate health and strength*).

Place all items on display table. You all did a great job of choosing a rainbow of fruits and veggies!

Nutrients and fiber

Fruits and vegetables have a lot of nutrients that our bodies need to grow and be healthy. These include vitamins, minerals, water, and fiber.

Q: Can someone tell me a good source of vitamin A?

A: Answers include dark green and orange vegetables and fruits, tomatoes

Q: How about vitamin C?

A: Answers include citrus fruits like oranges, grapefruits, and lemons, and cruciferous vegetables like cabbage and broccoli.

Minerals in fruits and vegetables help keep our muscles (including our heart) and nerves working properly. They also make our bones strong! Some of these minerals are potassium, magnesium and calcium.

Raise your hand if you have heard about fiber?

Q: Does anyone know what fiber is?

A: It's from the part of plants that our body can't digest. It keeps our insides healthy and helps us go to the bathroom on time. It also helps keep our cholesterol low and lower the risk of certain cancers.

Q: How can we tell which fruits or vegetables are high in fiber?

A: This is a little difficult to know since all fruits and vegetables have some fiber in them. You can't tell by color or shape either. A little hint that helps is if you ask yourself which fruit or vegetable is crunchier and requires more chewing. Most juice doesn't have much fiber, so it's better to eat fresh, dried, canned or frozen fruits and vegetables.

Q: Does broccoli require more chewing than a banana?

A: That's right, the broccoli has more fiber.

Q: How about an apple or cantaloupe?

A: Exactly, the apple is crunchier and has more fiber.

Mid-Tour Review

At this point, take a few minutes to review the concepts presented so far.

Let's review what you've learned so far.

Q: What does this juggler stand for? *Point to apron.*

A: Fruits and Veggies-More Matters. Eat more fruits and veggies.

Q: Why should you eat more fruits and veggies?

A: Many acceptable responses – stay healthy, get more fiber, prevent getting sick, look good, grow up at a healthy weight, and prevent diseases.

Q: How can you get the recommended amount of fruits and veggies every day?

A: Include at every eating occasion, meals and snacks.

Q: Why is it important to eat different colors of fruits and veggies?

A: They all have different nutrients and phytochemicals.

Q: Why is it important to get fiber in the foods we eat?

A: Keep insides healthy.

Sampling and/or food activity

This is a good time to do a food activity and/or tasting. If you will be providing samples of different fruits and veggies in addition to the food activity, it is best to do it at this point or when you are done talking in each section of the store. The tour guide may do the food activity at the end of the tour if they prefer.

MAKE SURE YOU ASK IF ANY OF THE STUDENTS HAVE ALLERGIES.

MAKE SURE STUDENTS USE HAND SANITIZER BEFORE HANDLING OR TASTING FOOD.

NO COOKIES, CANDIES, HIGH-FAT SAUCES OR DRESSINGS.

In this section the guide can do the broccoli forest activity. Depending on the tour guide, he/she can either do the traditional broccoli forest or improvise. Some have found letting the students make whatever they want with the vegetables is easier and the students have more fun that way. Others like to provide samples in each section of the store.

Do as much pre-prep as possible to save time during the demonstration. Ask the store employees to assist with washing, cutting, or preparing anything ahead of time. Also, having a big enough table really helps.

Optional: In this section we can also go over cleaning/washing produce. We can tell the students to always wash their hands before preparing and eating food and also thoroughly washing fruits and vegetables before eating.

III. Finding Fruits and Vegetables in the Store

Pick up shopping basket or cart. The tour guide may want an assistant to carry the basket or wheel the cart. As you tour the store and ask volunteers to put items in your basket, encourage the students to select unfamiliar items and items of different colors. Some tour guides offer samples in each section of the store, instead of doing a food activity. You can add more items to those listed below if you have time – this involves the students more.

Let's go find MORE fruits and vegetables in different forms. We'll see how easy it is to eat the amount you need.

FRESH. In **fresh produce** section, pick 3 students. Ask each one to select an item and put it in the basket:

- Pick a fresh fruit they can eat for a snack
- Pick a fresh vegetable they can eat for lunch
- Pick a green leafy vegetable they can use in a salad

Earlier, we talked about fruits and vegetables coming in different forms, like canned, frozen, dried, and 100% juice. Let's go find some of those in the store.

Depending on the store and its food locations, the tour guide may not follow the sections in this exact order.

CANNED. *Gather students in the canned fruit and vegetable area of the store.*

Canned fruit and vegetables are another way you can get MORE. When selecting canned fruits, choose those that are canned in fruit juice or water. The label may read "no sugar added", "100% fruit juice". Some canned fruits have sugar or syrup added. Avoid labels that read "Syrup" (heavy, medium, or light). *Show how to read this on the label.*

Tour guide can ask 3-4 volunteers to select canned fruits with no sugar added.

Some canned vegetables have salt added. It is best to look for canned vegetables with "no salt added" or "low sodium" on the label. Don't forget that the tomato sauce you put on spaghetti and pizza also count as vegetables! So do canned beans, like you put in chili or use to make a bean burrito or a hummus dip.

Select 2 student volunteers to (put items in the shopping basket)

- Pick a canned fruit they can eat for lunch.
- Pick a canned vegetable they can eat for supper.

FROZEN

Frozen fruits and veggies are the closest thing to fresh. Fruits and vegetables are usually frozen close to where they are grown, when they are really fresh, which makes them keep their nutrients. Less salt and sugar is usually added to frozen vegetables compared to canned.

You can buy frozen vegetables with all sorts of sauces added to them. The label on the package will tell you that a cheese or butter sauce was added, or it might have a whole long list of ingredients. *Pull 2 or 3 of these items from the freezer case to show the group.* Most of these sauces add fat and salt. It is best to buy frozen veggies that are packaged by themselves, or as a vegetable mixture. That way you choose how you want to prepare them.

Bring the group to the frozen fruit section and show students frozen peaches, strawberries, raspberries, blueberries, etc.

Raise your hand if you like to make smoothies. It's good to keep some colorful frozen fruits in the freezer so you can make a smoothie for breakfast or a snack.

Select 2 student volunteers to (put in basket):

- Pick a frozen fruit you can eat for breakfast (juice, fruit on cereal, blend frozen fruit into a smoothie)
- Pick a frozen vegetable you can eat for dinner (show how to identify items without added fat from sauces, etc).

DRIED fruits and veggies. People have been drying fruits for centuries. Raise your hand if you have dried fruit at home. It is actually an ancient way to preserve food so it can be stored and eaten later. Dried fruits keep for a long time without refrigeration because the water/moisture has been removed and bacteria/germs need water to live and grow. Also, dried fruits don't take up much space and don't get squished, so they are great to carry in your backpack or sports bag for when you need a snack. Be sure to select dried fruits without added sugar.

Select 2 student volunteers to (put in basket):

- Pick a dried fruit you can carry in your backpack for when you are hungry.

100% JUICE. *Gather the group in the canned/bottled juice aisle or in the chilled juice section.*

One easy way to get MORE fruits and veggies is to drink a glass of 100% fruit or vegetable juice every day. You can buy 100% juice frozen, chilled in a carton, in large bottles or can, in little cans. When selecting juice to drink, it's very important to look for "100% juice" or "no sugar added" on the label. Lots of drinks look like juice, but they're mostly sugar and water. *Show how to read the label and point out the difference between fruit drinks, ades, and 100% juice. A lot of juices read "100% vitamin C, let students know this is not the same as 100% juice).*

Pick a student volunteer to (put in basket):

- A container of 100% juice you can drink anytime.

IV. Wrap-up and Summary

Lead the group back to the produce section. Take the basket or cart with you.

Now let's see what you have picked out for breakfast, lunch, snack and dinner. *Empty the basket or cart onto the table, counting the items. You should have at least 7-8 items.* See how easy it is to get your recommended fruits and veggies!

Lesson review

Q: What are you going to look for when you and your parents buy juice?

A: Make sure it is 100% juice with no sugar added.

Q: What are you going to look for when you and your parents buy canned fruit?

A: Choose fruit that is canned in water or juice, with no sugar or syrup added.

Q: When you are helping your parents pick out frozen vegetables, what are you going to tell them about the vegetables that come in butter or cheese sauces?

A: The sauces can add lots of extra fat, calories and salt.

Remember the word TASTE:

Try something new

All forms count

Shop smart

Take time for family

Explore the variety

Thanks for coming to our store today, and when you shop, remember Fruits & Veggies—More Matters!

Trees in a Broccoli Forest

Materials required:

Hand sanitizer
Cutting board
Sharp knife
Small mixing bowl for dipping sauce (or low-fat Ranch dressing)
3 medium-large bowls (one for broccoli, one for carrots, one for cherry tomatoes)
Mixing spoon for sauce
Measuring cups and spoons
Paper plates

Ingredients:

20 cherry tomatoes cut in half
40 baby carrots
80-90 small broccoli florets
For dipping sauce: 1 cup nonfat plain yogurt, 1 cup low-fat sour cream, 8 teaspoons honey and 8 teaspoons spicy mustard, OR Low-fat ranch dressing

Preparation (*before tour begins*)

1. Wash and peel carrots or use baby carrots (approximately 2 for each student)
2. If pre-cut broccoli florets are available in fresh packages, just wash and place in large serving bowl (approximately 3 cups per 4 students). If not, wash broccoli bunches, trimming florets off the stem and place in large serving bowl.
3. Wash cherry tomatoes and place in serving bowl (approximately 1 per student).

Recipe Demonstration Station

Gather children around the demonstration table.

Today, we're going to make Trees in a Broccoli Forest.

We already have 3 bowls filled with our forest ingredients.

Q: Do you know what these are? (*Show bowl filled with broccoli florets*)

A: This is broccoli.

Q: How many of you eat broccoli often?

A: Good for you! Because broccoli is a SUPER vegetable, it's loaded with vitamins and minerals and fiber too.

Q: What are these called? (*Show bowl of cherry tomatoes*)

A: These are cherry tomatoes. They are shaped like cherries but they are really tomatoes. In the last bowl we have our carrot sticks or baby carrots. which we will use as the tree trunks in our broccoli forest.

Now we're ready to mix in our forest dipping sauce. In this mixing bowl we are adding 1 cup of plain non-fat yogurt and 1 cup of low-fat sour cream.

Ask one student to measure 1 cup of the yogurt with the 1 cup measure and add it to the bowl. You can then ask another student to add 1 cup of the low fat sour cream to the bowl.

Now we are adding 8 teaspoons of honey and the same amount of spicy mustard

Mix it all together until it is smooth.

Hand out paper plates to students. Have the students form a line and give each 2 carrot pieces, one cherry tomato and 3-4 broccoli florets.

Arranging their forest: each student can arrange their plate by putting 2 carrots side-by-side in the center. Arrange broccoli around the carrots forming a cluster. Arrange the tomato at the top of the plate. Once students have constructed their trees, the tour leader can spoon some of the dipping sauce, or Ranch Dressing under the tree. Encourage the students to eat their trees. Remind them that each tree is one serving of vegetable!