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WINNING US OVER: FOOD MARKETING AND FOOD CHOICE

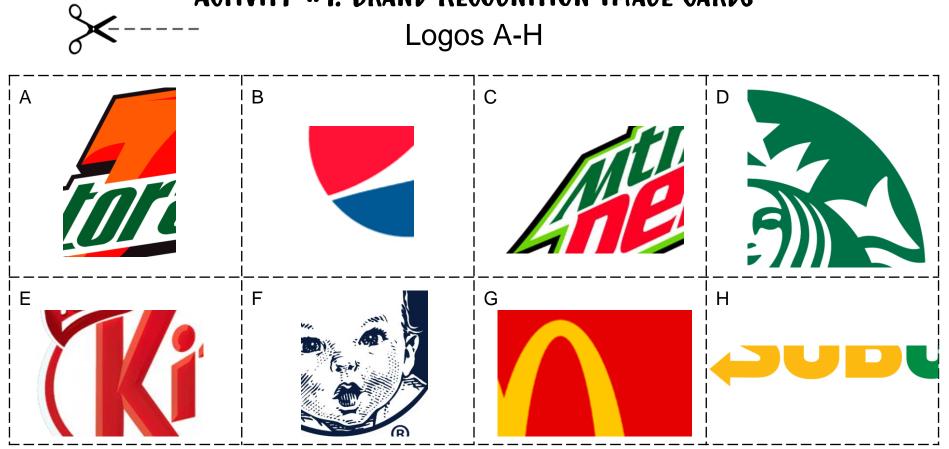


Module 1 Student Handouts

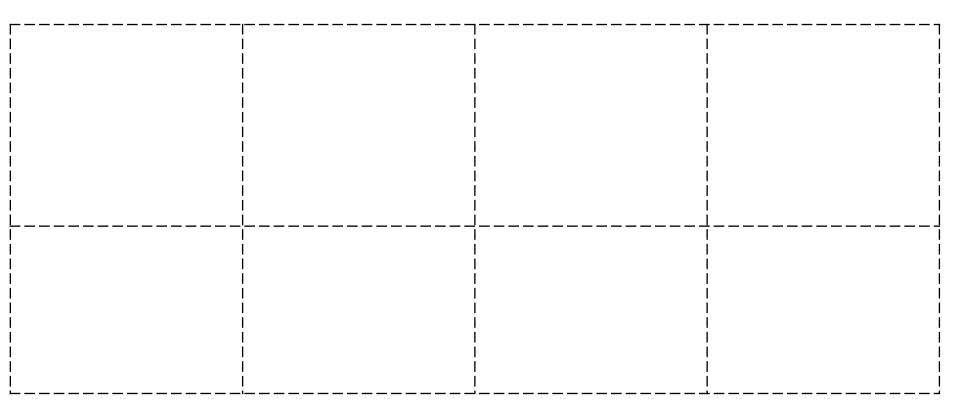
Instructions: It is easiest to print this document **double-sided**. Print 1 copy for every 2 students in your class. Individually cut out the Brand Recognition Images from pages 2-5 into card decks. Each student group should get 1 deck (including images A-T).



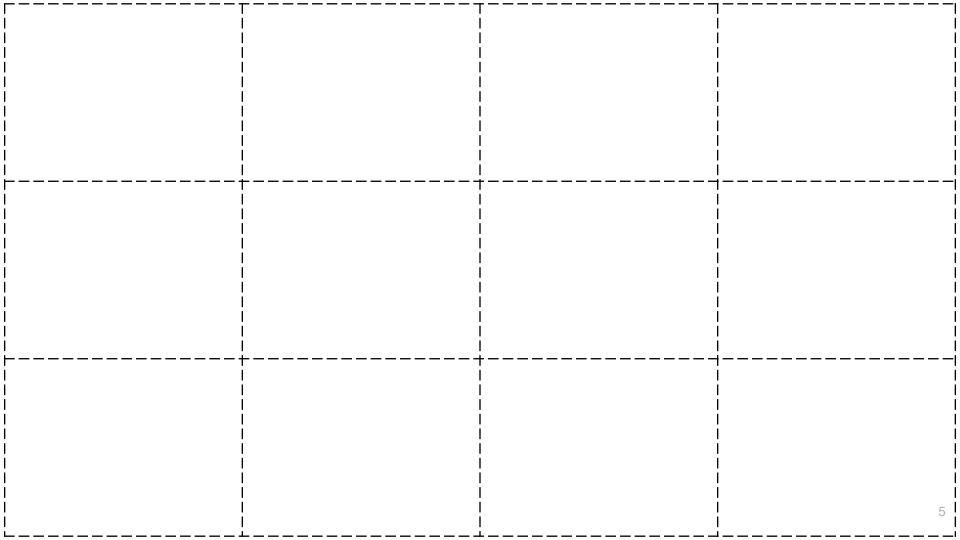




ACTIVITY #1: BRAND RECOGNITION IMAGE CARDS





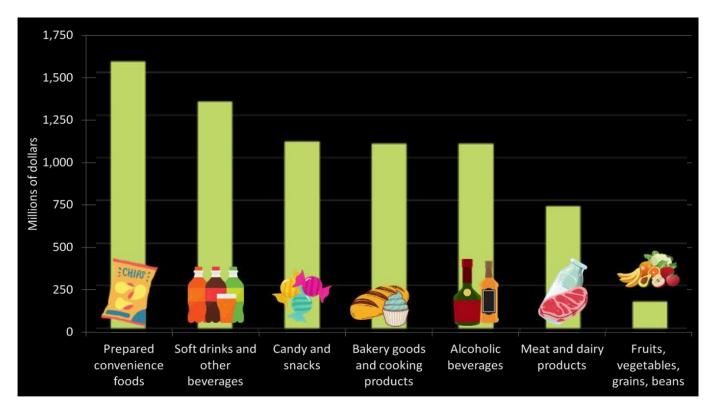


ACTIVITY #2: INVESTIGATING THE AD DOLLAR

View the following graphics as you work through this activity.

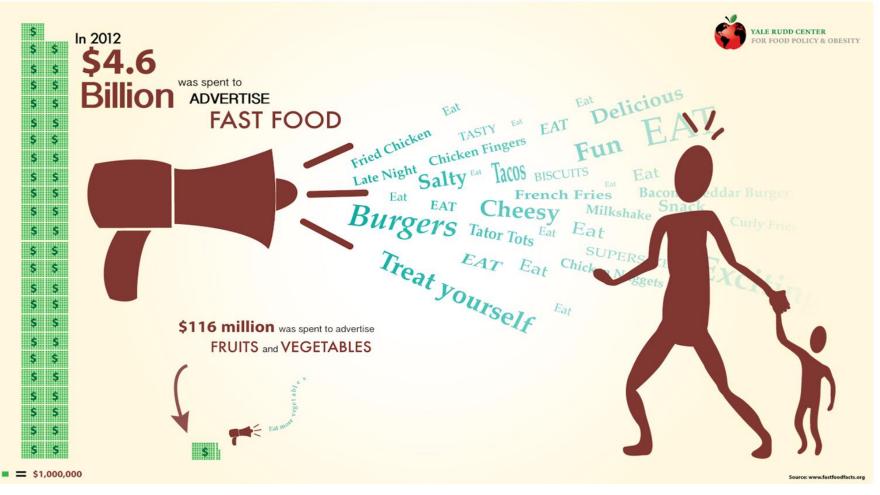
- 1. US Food Advertising Spending
- 2. Fast Food Advertising Graphic
- 3. Hours of Fast-Food Ads Per Year Watched by Children

US FOOD ADVERTISING SPENDING



Annual spending by U.S. food and beverage manufacturers on advertising in 1997 (the last year industry-wide data were openly available); Source: Gallo A. Food Advertising in the United States. In: America's Eating Habits Changes and Consequences. USDA Economic Research Service; 1999:173-180. Image Adapted from Foodspan.

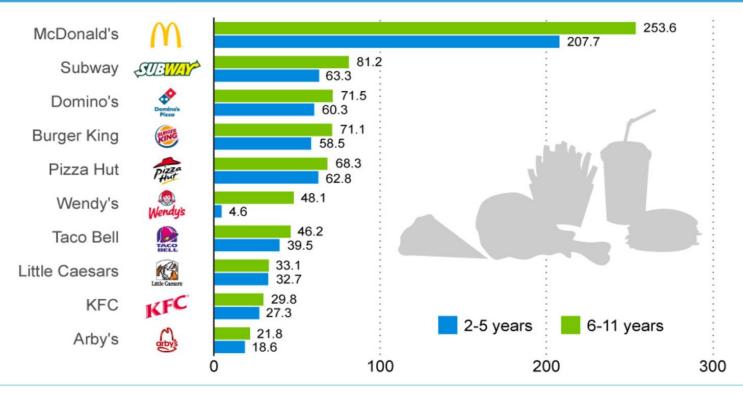
7



Source: Yale Rudd Center for Food Policy & Obesity, as shown in The Media Does Not Have My Mind by Soul Fire Farm

U.S. Kids Watch Hundreds of Fast Food Ads Per Year

Fast food brands most advertised to U.S. children aged 2-11 (average # of ads viewed in 2012)



Source: Nielsen, Yale Rudd Center for Food Policy, as shown in The Media Does Not Have My Mind by Soul Fire Farm

ACTIVITY #3: STRATEGY SLEUTHS

Discussion Questions:

• Who is this ad intended for?

What strategies are the advertisers using to appeal to their audience?

• How effective do you think the ad is in selling the product?

OUR FOOD SYSTEM: FROM FARM TO TABLE



Module 2 Student Handouts

Instructions: It is easiest to print this document **double-sided**, on the short-edge. Print 1 copy for every 3 students in your class. Individually cut out the Fair Share cards from pages 2-5 into card decks.

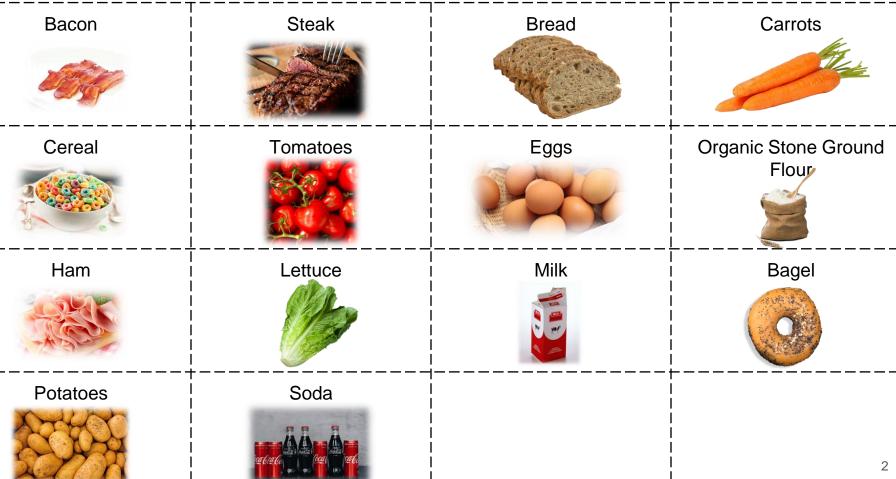


Food Up!

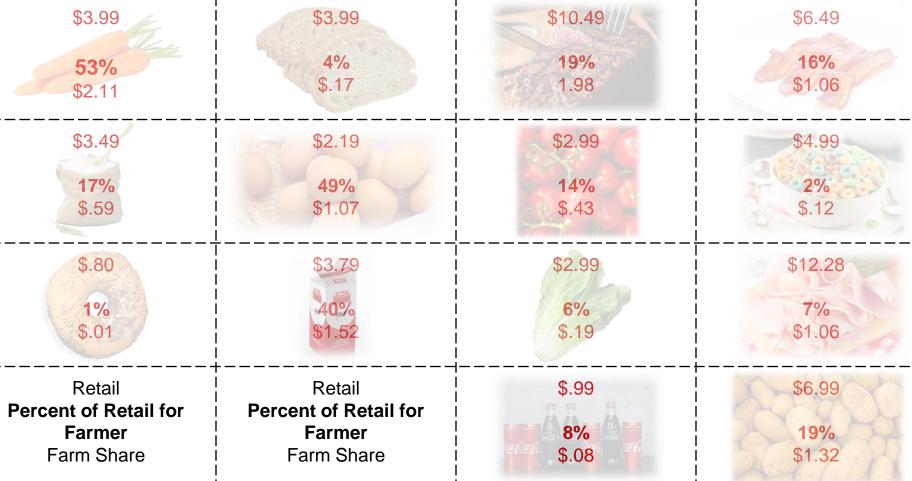


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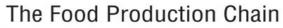
ACTIVITY #1: FAIR SHARE CARD SORT: FRONT (ONE DECK PER 3 STUDENTS)



ACTIVITY #1: FAIR SHARE CARD SORT: BACK



ACTIVITY #2: FOOD CHAIN INFOGRAPHIC



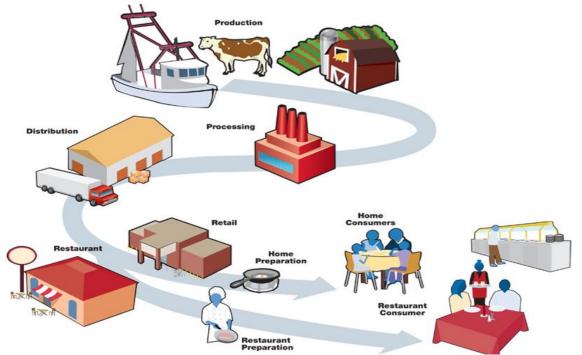
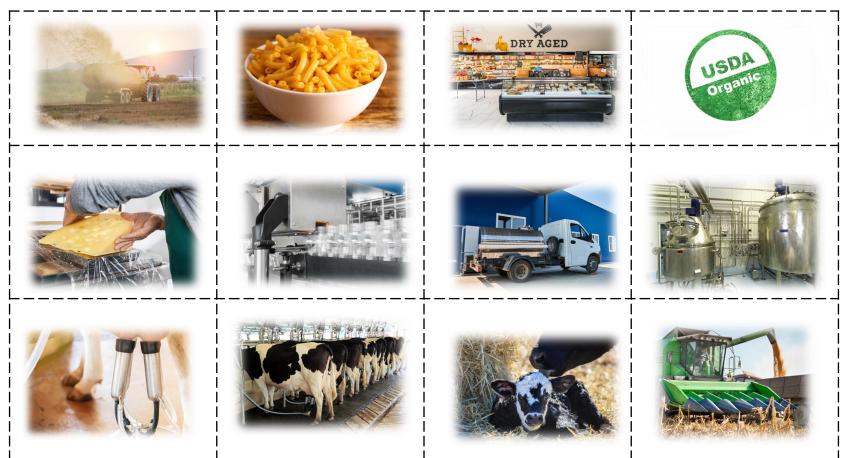


Image Source: Centers for Disease Control and Prevention, 2013 (<u>https://www.cdc.gov/foodsafety/outbreaks/investigating-outbreaks/figure_food_production.html</u>).

4

ACTIVITY #3: THE JOURNEY - CHEESE



ACTIVITY #3: THE JOURNEY - CHEESE

| Cheese is graded by the USDA. | Cheese is retailed in the grocery store. | Macaroni and cheese is enjoyed on your dinner table. | Manure is spread on fields. |
|---|---|---|--|
| Milk is pasteurized to kill bacteria | Milk truck comes to transport milk to the cheese plant | Cultures are added to the milk, and whey is squeezed out of the milk | Cheese is packed in wax or plastic. |
| Corn and soy are harvested from the field for feed. | Calves are born. Cows Calves are born. Cows do not produce milk until a baby calf is born. | Cows are milked. | Milking equipment, including pumps and tanks, are manufactured. |

ACTIVITY #3: THE JOURNEY - SODA



ACTIVITY #3: THE JOURNEY - SODA (BACK)

| Soda cans are made from recycled aluminum | Corn, cane, or beets are | Corn, cane, or beets are harvested | Corn, cane, or beets are washed, packed, and transported to syrup factory |
|--|---|---|---|
| Sugar syrup is manufactured | Flavor development and testing is done in the lab t | Water is filtered | Water and syrup are combined and sent through a carbonator |
| Soda is canned or bottled | Marketers design labels, Marketers design labels, Magazine ads, and television ads Mads | Soda is distributed to grocery stores, restaurants, event venues, and vending machines | Glass bottles or cans are recycled or sent to the landfill |

ACTIVITY #3: THE JOURNEY - CARROTS























ACTIVITY #3: THE JOURNEY - CARROTS (BACK)

| Carrots are bred for seeds that have good harvests, are resistant to disease, and have great flavor. | Potash is mined to make potassium rich fertilizer. | Tractor plants carrot seeds in rows. | Carrots are sold at the farmers market. |
|---|---|--|---|
| Carrots are harvested by a tractor or by hand. | Carrots are washed and graded. | Carrots are transported from the farm to their destination. | Plastic bags are manufactured for frozen carrot packaging. |
| Carrots are chopped and flash frozen in a factory. | Carrots are canned in a factory. | Carrots are shipped to a distributor. | Grocery stores order carrots from distributor. |

ACTIVITY #4: FOOD DOLLAR INFOGRAPHIC

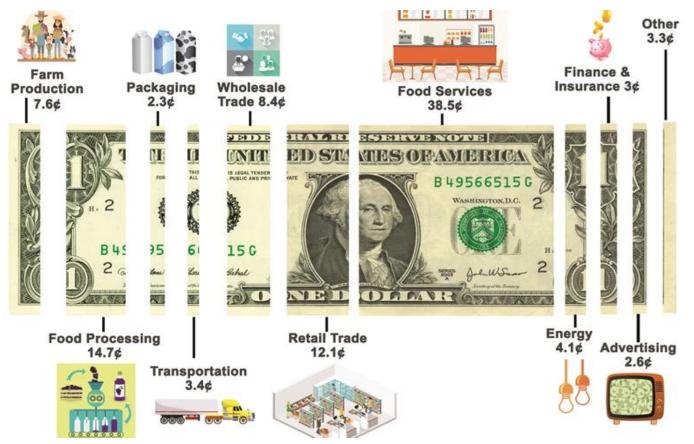
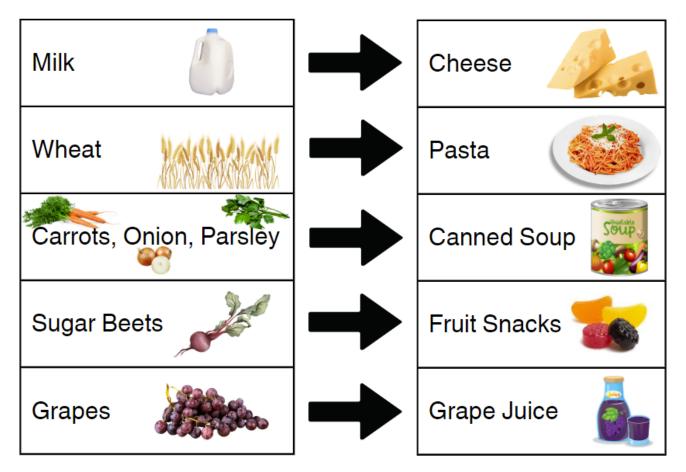


Image illustrates how much of the average dollar spent on food in the United States goes to each part of the food supply chain. Notice that farmers and ranchers only get 7.6 cents of the average food dollar. Source: US Department of Agriculture 2019

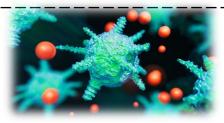
ACTIVITY #4: VALUE ADDED PRODUCT EXAMPLES



ACTIVITY #5: THE FOOD WEB CARDS #1

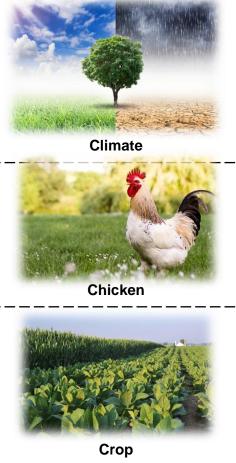


Cow



Pathogen







Compost





Fish

ACTIVITY #5: THE FOOD WEB CARDS (BACK)

| Compost Needs: Air, plant material for decomposing Provides: Soil and plant nutrition | Climate (Weather patterns over long period of time) Needs: Sunlight, water, limited greenhouse gas pollution Provides: Rain and temperatures necessary for crops. Crops provide food for humans and animals. | Cow Needs: Food, water, humane living conditions Provides: Dairy, meat, manure as plant fertilizer |
|--|--|--|
| Soil Needs: Nutrition, microorganisms, plant roots to prevent erosion Provides: Access to nutrition for plants | Chicken Chicken Needs: Food, water, humane living conditions Provides: Eggs, meat, manure as plant fertilizer | Pathogen Needs: Often need water, heat, and food Provides: Causes disease in humans, plants, and animals |
| Fish Need: Safe water environment Provide: Food for humans, Support of marine environments | Crop Needs: Sunlight, carbon dioxide, water, soil, Needs: Sunlight, carbon dioxide, water, soil, Needs: Food, Soil nutrition, oxygen | Water Needs: Safety from pollution from animal waste and fertilizers Provides: Hydration for animals and plants, environment for marine life. Helps to stabilize temperatures in ecosystems. |

ACTIVITY #5: THE FOOD WEB CARDS (#2)



















ACTIVITY #5: THE FOOD WEB CARDS (BACK)

| Nee ener ener | ermarket ds: Customer base, building, rgy, workers <i>r</i> ides: Market for farms and other I industries, access to healthy food | Government Needs: Citizen engagement, money Provides: Food safety regulations, money for farms during hard times, food security assistance | Food Citizen Needs: Access to healthy food Provides: Advocacy for healthy food, money for food |
|--|---|---|--|
| I Nee I road | ck Driver ds: Fuel, truck, well maintained ls, wages vides: Access to a variety of foods round from many locations | Food Service Worker Needs: Safe working conditions, good wages Provides: Easy access to food for customers | Corner Store Needs: Customer base, money, building, energy, workers Provides: Often convenient access to food |
| Nee appl Prov harn caus | ticide ds: Manufacturer, equipment to y the pesticide vides: Protection to plants from nful weeds of insects. Also often ses pollution to the air, soil, and erways | Chemical Fertilizer Needs: Manufacturer, equipment for application, raw materials Provides: Nutrition for soil and plants, can contaminate waterways | Farm Worker Needs: Safe work environment, fair wages Provides: Labor to grow food for people and agricultural animals |

HOW TO FEED A PLANT: WHAT A PLANT NEEDS TO GROW



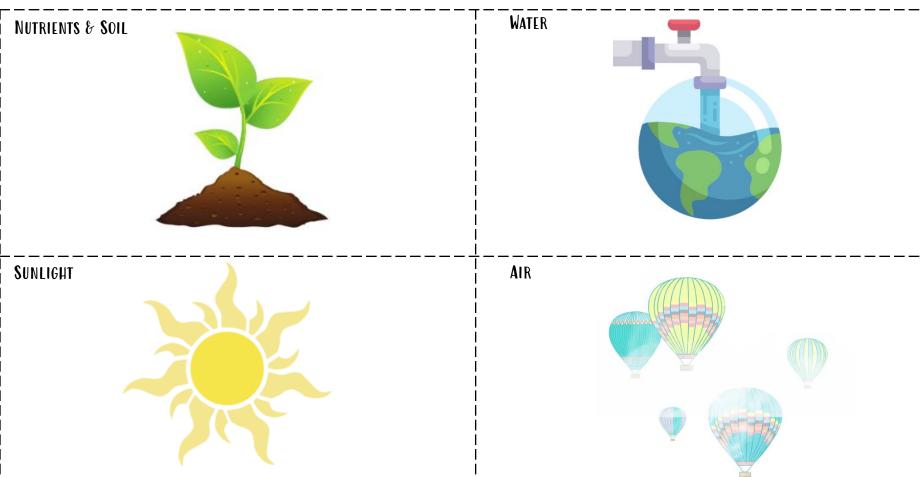
Module 3 Student Handouts

Instructions: It is easiest to print this document **double-sided**, **on short-edge**. Print 1 copy for every 2 students in your class.

Food Up:

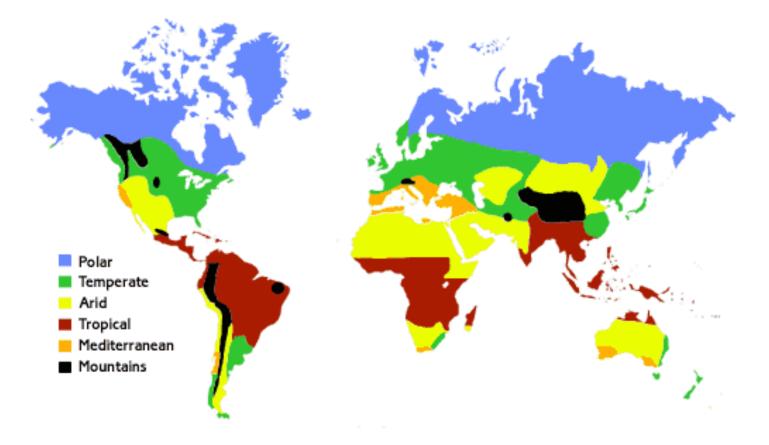


ACTIVITY #1: PLANT ELEMENTS





ACTIVITY #1: CLIMATE MAP





Polar climates are found near the North and South Poles. They also occur on high mountains at lower latitudes. The summers are very cool, and the winters are frigid. Precipitation is very low because it's so cold.



Temperate climates have moderate temperatures. They vary in how much rain they get and when the rain falls. Rainfall can be sporadic.

Arid

Arid climates are dry and receive very little rainfall. They also have high rates of evaporation. This makes them even drier. Most, but not all, arid climates are near the Equator and have hot weather.

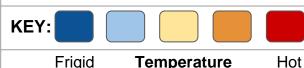
Tropical



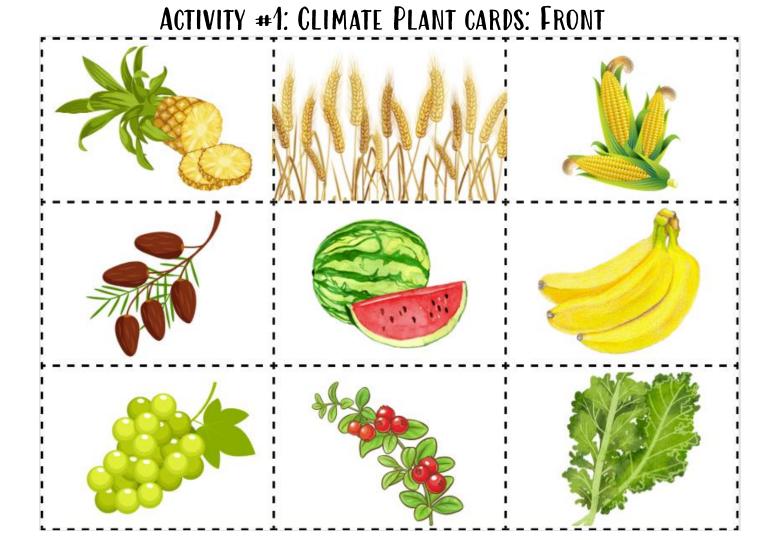
Tropical climates are found around the equator. As you'd expect, these climates have warm temperatures year round. Tropical wet climates occur at or very near the equator. They have high rainfall year round. **Tropical rainforests** grow in this type of climate.

Mediterranean

Mediterranean climates are found on the western coasts of continents (ex: California). Temps are mild and rainfall is moderate. Most of the rain falls in the winter, and summers are dry. To make it through the dry summers, short woody plants are common.





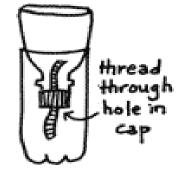


ACTIVITY #1: PLANT CLIMATE CARDS: BACK

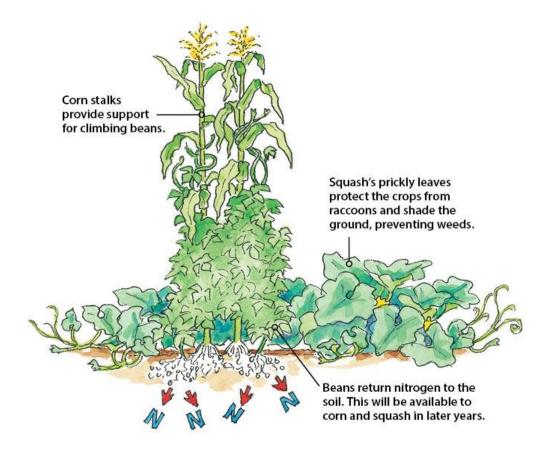
Wheat Corn Pineapple Corn needs well distributed rainfall in Wheat needs moderately warm Pineapple plants live for 2-3 years, sunny, moderately warm weather. It weather with rain from time to time. It but die if temperatures dip below takes from 60 to 100 days to grow takes about 4 months to grow from 28degrees Fahrenheit. from seed to harvest. seed to harvest. They require lots of water, humidity, and heat. Watermelon Bananas Dates Watermelon can withstand long Dates can withstand long droughts Bananas grow on trees that live droughts and extreme heat. and extreme heat. for about six years. They require consistent heat and heavy rainfall. Kale **Highbush Cranberries** Grapes Kale requires low to moderate Highbush cranberries are Grape vines have woody stems to sweetest picked right after a frost. help them survive a season of rains and is frost tolerant. drought, but require moderate rainfall and heat during the summer when grapes are fruiting.

ACTIVITY #2: HYDROPONIC GROWING

- 1. Remove the label from the bottle
- 2. Cut around the circumference of the bottle at the mark
- 3. Saturate the wick by dipping it in the water bowl
- 4. Thread the wick through the cap (about halfway)
- 5. Fill the bottom of the bottle with about 2" of water.
- 6. Flip the top of the bottle over and rest it inside of the bottom part of the bottle.
- Hold the cotton strip straight up while scooping potting soil into the top of the bottle (this ensures that the water will wick from the bottom of the bottle into the soil at the top)
- 8. Plant the plant in the soil so that the root is completely covered in soil.
- 9. Lightly water the plant



ACTIVITY #4: THREE SISTERS GRAPHIC



ACTIVITY #4: LEGEND OF THE THREE SISTERS 1

There once was a family of a mother, father and three sisters. The parents worked hard at providing for the family, but constantly had to beg the daughters for help. They also had to continually stop them form arguing and fighting. The three sisters were different from each others and also unique in their own way. The eldest was tall and slender with long, silky, shiny hair, the youngest was small but muscular and attractive, and the middle sister was average in height and looks but was beautiful in her giving nature. For whatever reason, although they loved one another as sisters, they would disagree on any little thing and be distracted from doing any work because of these quarrels. The parents tried and tried to get the sisters to help in the garden and help with the chores. When working together they would always fight and when they were apart they would complain about the eachother. The work wasn't getting done and the parents were worried that if it kept up, they wouldn't make it through another winter. When it came planting, work had to be done, but the sisters continued to fight instead work. The parents needed help, and it was given to them, but not as they imagined. As the sisters argued in the field, they were transformed into three plants. The first a long, tall plant with silk tassel-like hair, the second a broad-leafed plant low to the ground, and the third a medium-height plant with gentle vines. The plants—or the three sisters—were corn, squash, and beans.

10

ACTIVITY #4: LEGEND OF THE THREE SISTERS 2

This is the Iroquois Legend of the Three Sisters. It was said that the Earth began when "Sky Woman," who lived in the upper world, peered through a hole in the sky and fell through to an endless sea. The animals saw her coming, so they took the soil from the bottom of the sea and spread it onto the back of a giant turtle to provide a safe place for her to land. This "Turtle Island" is now what we call North America.

Sky woman had become pregnant before she fell. When she landed, she gave birth to a daughter. When the daughter grew into a young woman, she also became pregnant. She died while giving birth to twin boys. Sky Woman buried her daughter in the "new Earth." From her grave grew three sacred plants corn, beans, and squash. These plants provided food for her sons, and later, for all of humanity. These special gifts ensured the survival of the Iroquois people.

FOOD DESERT TO FOOD OASIS: FOOD SECURITY AND URBAN FARMING

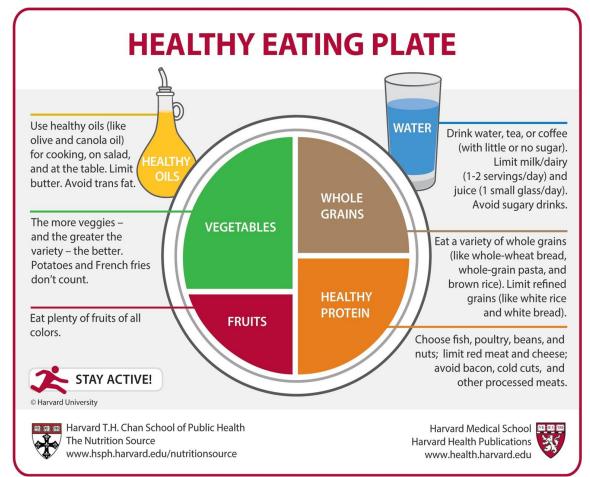


Module 4 Student Handouts

Instructions: It is easiest to print this document double-sided. Print 1 copy for every 2 students in your class.



ACTIVITY #2



ACTIVITY #2

JADYN

Jadyn passes by a convenience store on her way to and from school. She goes with her friends to the convenience store a couple times a week to get a snack before yearbook club. A small farmer's market is hosted in her neighborhood on Wednesdays from 2-5 pm during the summer and fall. The nearest grocery store is 1.5 miles away. Her family does not own a car, but Jadyn has a free student bus pass. Jaden's mom grows a container garden on their apartment's porch every year. Jaden's family receives SNAP (formerly known as food stamp) benefits. Jadyn's school has a backpack food program, and Jadyn is able to take a pre-packed backpack full of healthy food home for free once every two weeks. Jadyn's mom works two jobs, and Jadyn is very involved with extra curriculars at school, so their time available to cook is limited.



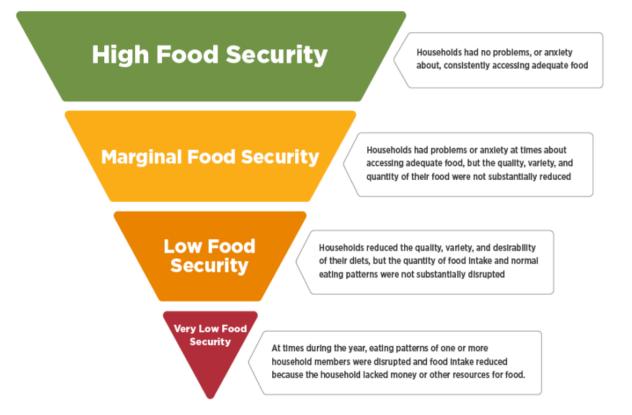
ACTIVITY #2

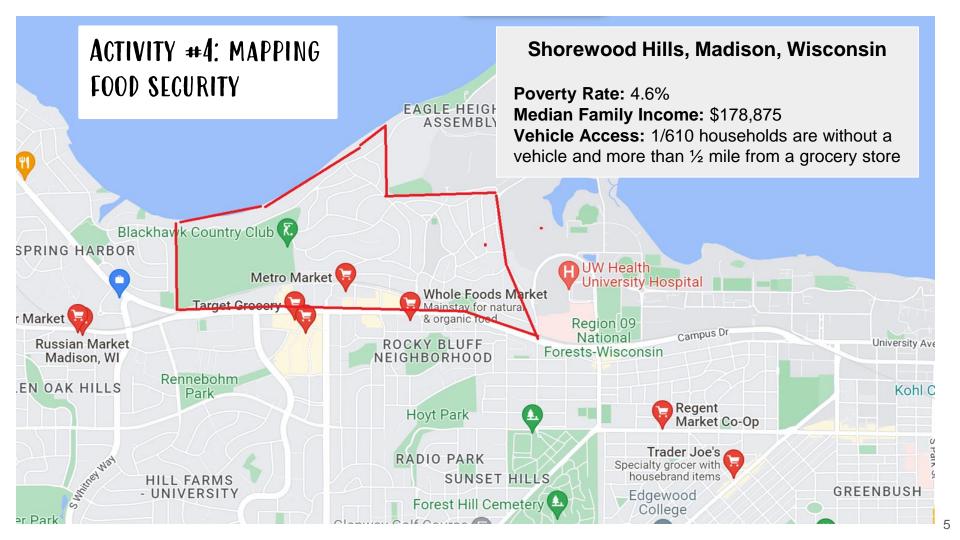
AMARI

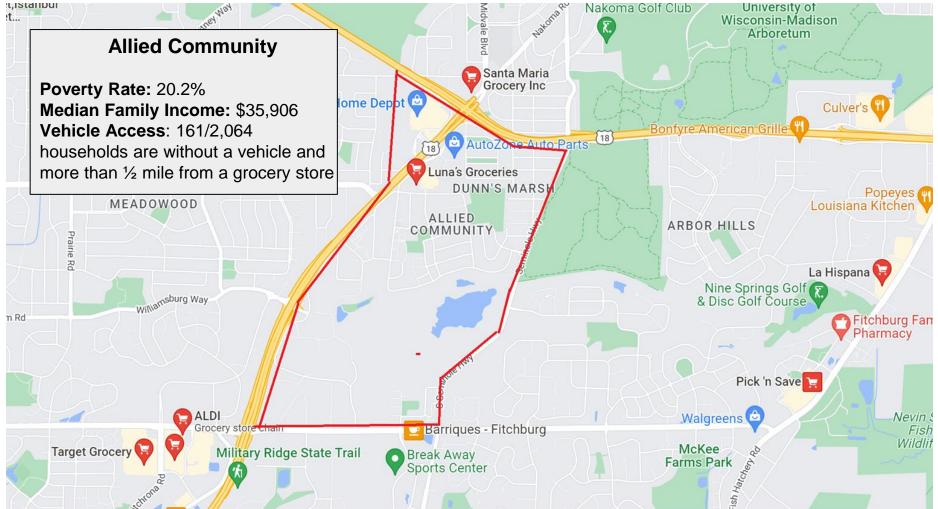
Amari lives in the suburbs, so his nearest grocery store is 3 miles away. His access to public transportation is very limited. Amari, his mom, and his dad all have their own cars. Amari helps his dad grow a garden every year in their backyard. Amari's family is in the middle class, so they are able to afford most fresh produce and healthy food at the grocery store when they'd like it. Amari grew up with a family friend who regularly taught him to cook healthy food. Amari gets together with his neighbors once per month for a potluck.

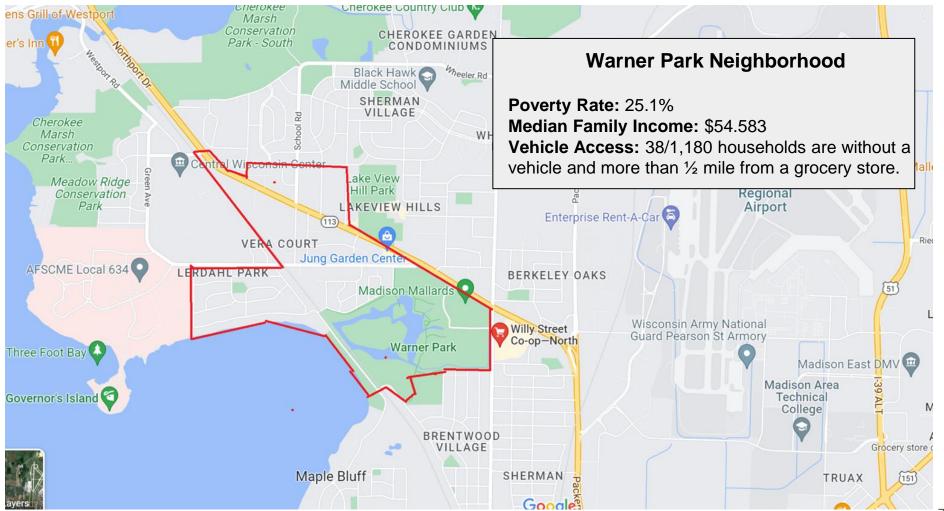


ACTIVITY #2: FOOD SECURITY PYRAMID



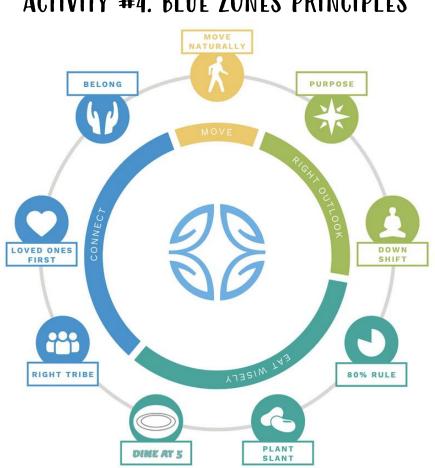






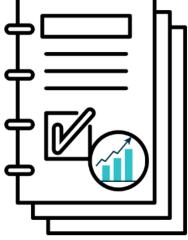
ACTIVITY #3: FOOD MAP QUESTIONS

- For each neighborhood, where do you think most residents get their food from? Do you think this differs among people who have access to a car and those who don't?
- In which neighborhood do you think residents eat the healthiest food? Why?
- In which neighborhood do you think you would have the hardest time finding good food at an affordable price? Why?
- What are ways we could improve food security, and hence healthy eating, in all neighborhoods?



ACTIVITY #4: BLUE ZONES PRINCIPLES

Make it Last: Sustainable Agriculture and Agroecology



Module 5 Student Handouts

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Food Up!



1



Maslow's Hierarchy of Needs

Image Source: Maslow's hierarchy of needs (Abraham Maslow) from Getty Images/Plateresca via https://www.thoughtco.com/maslows-hierarchyof-needs-4582571

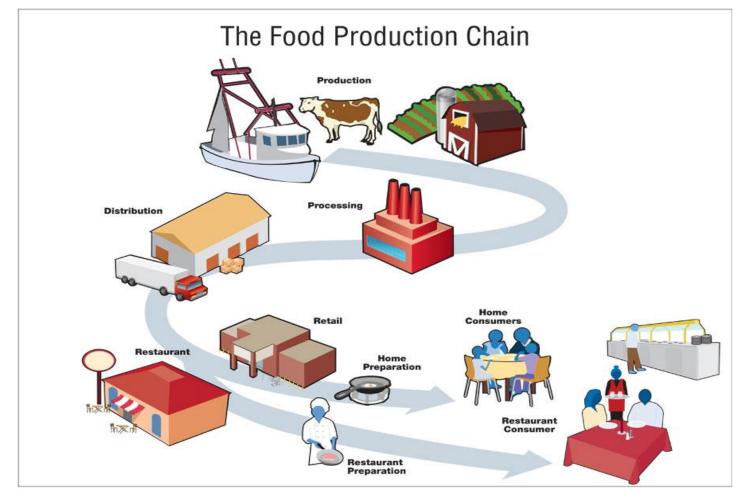


Image Source: CDC, 2022. The Food Production Chain. Food Safety, CDC. https://www.cdc.gov/foodsafety/outbreaks/investigating-outbreaks/figure_food_production.html













| Tomatoes When grown industrially, tomato production relies heavily on insecticides, herbicides, and fungicides, landing them on the Environmental Working Group's Dirty Dozen list, a list of produce typically grown with the most pesticides. (Prod/Env,Comm/-) | Soy Milk The water footprint of soy milk is significantly less than cow milk. One glass of cow milk requires about 67 gallons water to produce, whereas one glass of soymilk requires about 18 gallons of water for production. (Prod/Env/+) | Tea Using loose leaf tea, rather than tea packaged into tea bags, can reduce the carbon footprint of the tea by up to 90%. (Cons / Env/ +) |
|--|--|--|
| Tomatoes Migrant tomato workers are some of the poorest and most abused workers in the country. Not only are they regularly exposed to high amounts of pesticides, but as recently as 2008 were paid 40 cents per bucket of tomatoes, resulting in annual wages of about \$6500. ² (prod/Env,Ec,Comm/-) | Soy Much conventional (non-organic) soybean oil is extracted using <u>hexane</u> , a chemical that has been linked to negative neurological effects. This makes work dangerous for workers in the soy processing industry. (Proc/ Comm/-) | Tea Tea is used for gathering rituals around the world. It is used in many cultures on a daily basis for social purposes ranging from work breaks to spiritual rituals. (Cons / Comm / +) |













Corn

The average lowa cornfield produces enough calories to keep 14 people alive annually. However, most of our corn goes to ethanol and animal feed, so the same corn field ends up supporting the equivalent of only three people's dietary needs per year, mostly through corn syrup and animal products.⁴ (Proc, Env, -)

Corn

The industrialized world is set up to efficiently process corn into a variety of useful products, from animal feed and cornmeal to ethanol fuel and bioplastics. (Proc, Econ, Env, +, -)

Corn

Much of the 5.6 million pounds of nitrogen fertilizer applied to corn annually ends up in our rivers and lakes, causing dead zones void of live fish and wildlife. The dead zone in the Gulf of Mexico is a prime example of the devastating effects of this pollution.⁴ (Prod / Env / -)

Corn

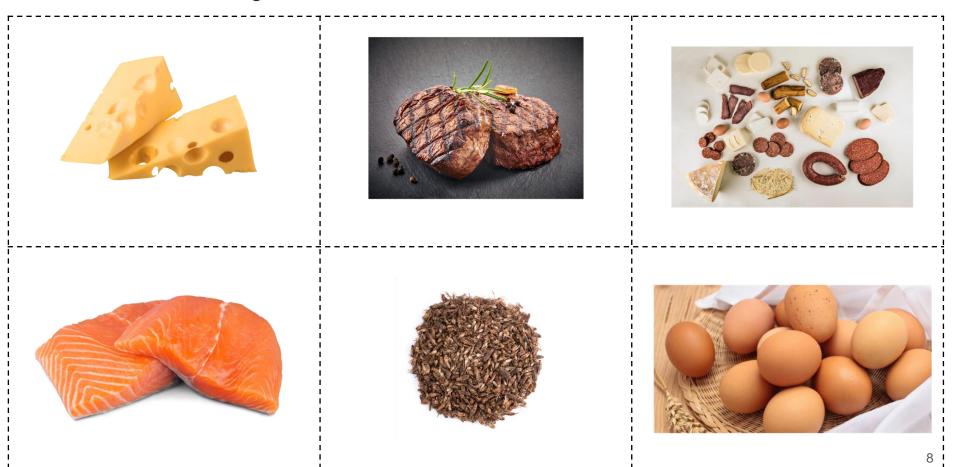
Roughly 1.3 million acres of grassland and prairie were converted for corn use in the Western Corn Belt between 2006 and 2011, posing a threat to the waterways, pollinators, and biodiversity.⁴ (Prod / Env / -)

Apples

According to the Environmental Working Group, 90% of commercial apples have detectable rates of pesticide residue when they meet consumers. Apples are vulnerable to a variety of pests and diseases, creating a strong incentive for heavy pesticide use during production. (Prod / Env, Comm / -)

Apples

Apples are harvested in the fall and can be stored without processing for months, providing a local source of food in cold months when much less food can be grown locally. (Cons, Prod / Econ / +)



| Beef and Dairy Much of the beef and dairy in the United States is raised in Confined Animal Feeding Operations without access to graze on outside grasses, leaving these operations to rely on corn being transported to feed the animals. This results in a much higher water and energy footprint than traditional grass grazed beef and dairy. (Prod, Env, -) | Beef Beef raised on pasture has a higher Omega 3 content, as well as higher levels of antioxidants, than conventionally raised beef. | Cheese A 2,000 cow dairy produces about a quarter million pounds of manure daily. In addition to causing dead zones in lakes and rivers, the nitrate from this waste can make its way to groundwater, where many of us get our drinking water from. Water high in nitrates is a danger to pregnant women and newborn babies, and causes increased risk in colon, stomach, and kidney cancers. |
|--|--|--|
| Eggs Egg laying hens are typically raised in small "battery cages" without access to the outdoors. Hens are in very close proximity, requiring the use of antibiotics to reduce diseases that flourish in crowded areas. The overuse of antibiotics has contributed to antibiotic resistance, making bacterial infections in animals and humans increasingly more difficult to treat. (Prod, Comm, -) | Edible Crickets Although not part of the American diet today, crickets are high in protein, healthy fats, and micronutrients. Edible insects require less land, water, and feed than conventional meat, while emitting fewer greenhouse gases. They are eaten across the world and can be farmed with limited resources. Plus, many people find them delicious! (Prod, Env, +) | Salmon Salmon farms create crowded conditions that put pressure on surrounding ecosystems with their high generation of waste. These conditions also create a reliance on antibiotics. In 2007, Chilean salmon farms used nearly 1 million pounds of antibiotics to fight disease in unnatural farming conditions. |













| Rice Genetically modified varieties of rice have drastically increased use of pesticides and herbicides. This has increased instances of devastating human loss in agricultural communities due to increase rates of cancer, stillbirths, and birth defects. ³ (Prod, Comm, -) | Coffee The Rainforest Alliance certifies coffee to be shade grown in forests. Most industrially grown coffee is grown in the sun for faster growth, which has been a driver of severe deforestation and habitat loss in many coffee growing countries. (Prod, Env, -) | Beef Four companies in the United States control 80% of the US beef industry. This consolidation of the market limits access to processing facilities for small and medium sized producers and lends lobbying control over matters of labor and environmental regulations. (Prod / Econ, Comm / -) |
|---|---|---|
| Rice Introduction of genetically modified rice varieties like "Miracle Rice" has reduced global famine. (Prod, Comm, +) | Tomatoes Local tomatoes are often picked in abundant quantities for a short season, causing many community members to gather together for canning and freezing parties to preserve this bountiful harvest. (Proc/Comm, Ec/ +) | Watermelon Watermelon is very resistant to droughts, reducing the need for irrigation. Watermelon are highly dependent on an endangered honeybee population for production. (Prod, Env,Ec / +) 11 |







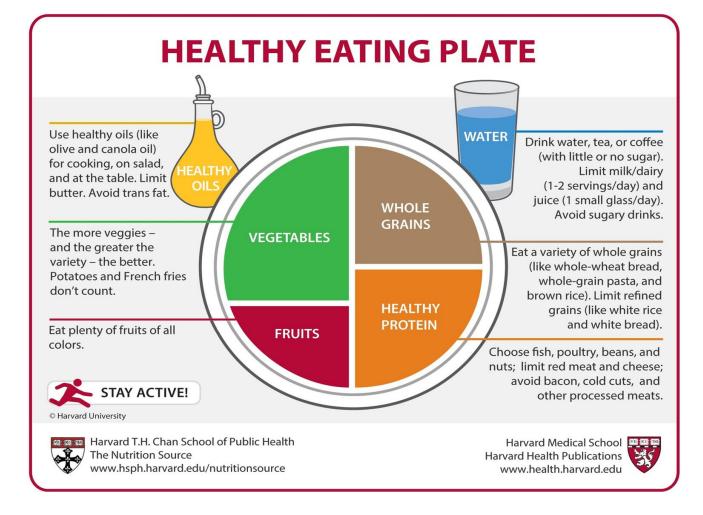








| Food Packaging 40% of the plastic that we make is designed for single use. Because plastic does not completely break down, microplastics accumulate in our oceans and soils. It is estimated that 79,000 tons of plastic comprise the Great Pacific Garbage Patch in the Pacific Ocean, having devastating effects on marine wildlife. | Bananas Bananas travel a long distance to our plates, often traveling by boat. Sea transport emits only .01 kg of CO2 per ton of food traveling a kilometer. Air travel clocks in at 1.13 kg CO2 / tonne km, 113 times more than boats. Out of season berries and other foods that must be transported very fresh are often shipped by air. ⁸ | Pork Manure from confined animal feeding operations is highly concentrated and often used in higher amounts than necessary. The runoff of nutrients causes dead zones in waterways and dangerous nitrogen levels in groundwater. (Prod, Env, -) |
|---|---|--|
| Your Grocery Trip One shopping trip by car to buy a few things can have more carbon emissions than the production, processing, and distribution of a food item. ⁷ It is better to make fewer trips to the store to stock up, or even better, walk, bike, or bus to the store. | Bananas Fairtrade International has developed a Fairtrade Minimum Price for bananas, which supports a Fairtrade Base Wage for employees on Fairtrade certified banana plantations. ⁶ (Prod, Comm, Economy, +) | Spinach Spinach and other vegetables sold at the farmer's market allow farmers to capture the entire selling price of a produce without needing to invest in a storefront or sell to a middleman. |



References for Sustainable? You Decide Cards

NOTE: Unless numbered below, all *Sustainable? You Decide* card information is from: <u>FoodPrint's</u> Real Food Encyclopedia. <u>https://foodprint.org/eating-sustainably/real-food-encyclopedia/</u>

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ANIMALS IN AGRICULTURE

Module 6 Student Handouts

Instructions: Print one copy per 2-3 students: pages 1-11, double-sided, on the short-edge: pages 24-28

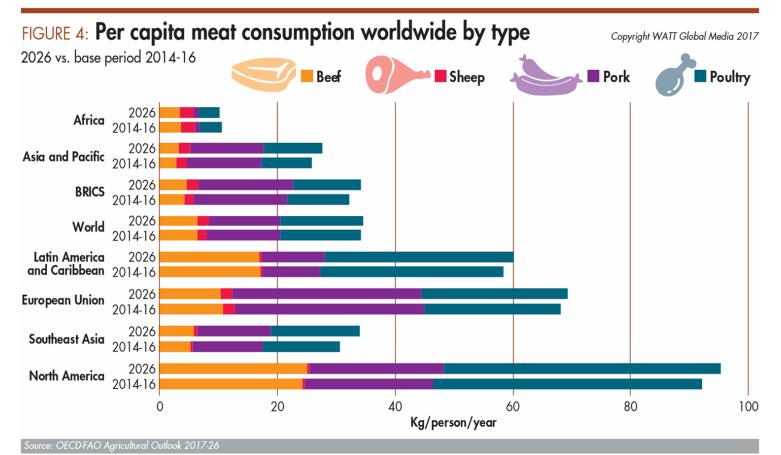
Print one copy per student: page 12

Print one copy total, double-sided, on the short-edge: pages 14-23

Cut out card sets on pages 16-23



ACTIVITY #1: MEAT CONSUMPTION CHARTS



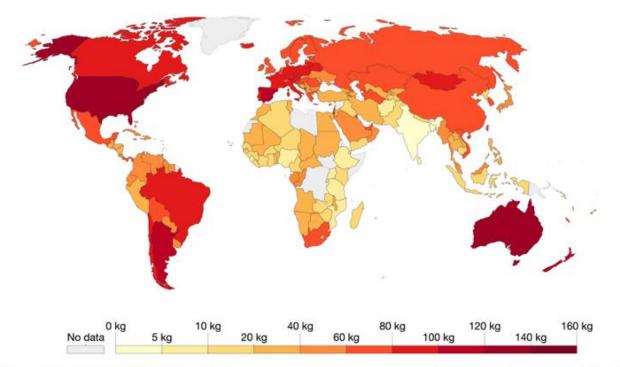
Note: Taken from "Per capita meat consumption worldwide by type 2014-16 VS. 2026, by *Watt Global Media*, 2017, https://www.wattagnet.com/Per-capita-meat-consumption-worldwide-by-type-2014-16-vs-2026.

ACTIVITY #1: MEAT CONSUMPTION CHARTS

Meat supply per person, 2017

Average total meat supply per person measured in kilograms per year.



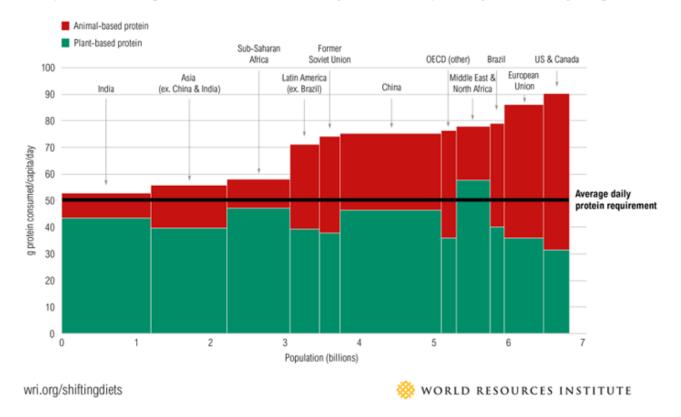


Source: UN Food and Agriculture Organization (FAO) OurWorldInData.org/meat-production • CC BY Note: Data excludes fish and other seafood sources. figures do not correct for waste at the household/consumption level so may not directly reflect the quantity of food finally consumed by a given individual.

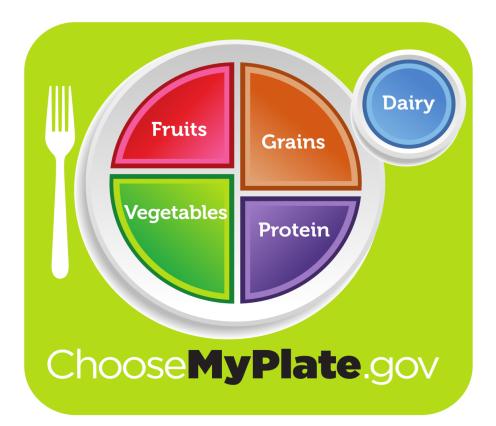
Note: Taken from "Meat and Dairy Production," by H. Ritchie, P. Rosado, & M. Roser, 2019, Our World in Data (https://ourworldindata.org/meat-production#citation).

ACTIVITY #1: MEAT CONSUMPTION CHARTS

People Are Eating More Protein than They Need—Especially in Wealthy Regions



Note: Taken from "Shifting Diets for a Sustainable Food Future: Creating a Sustainable Food Future, Installment Eleven," by J. Ranganathan, D. Vennard, R. Waite, B. Lipinski, T. Searchinger, & P. Dumas, 2016, World Resource Institute (<u>https://www.wri.org/research/shifting-diets-sustainable-food-future</u>).



ACTIVITY #1: FOOD PYRAMIDS - USDA MYPLATE RECOMMENDATIONS

PROTEIN

"All foods made from seafood; meat, poultry, and eggs; beans, peas, and lentils; and nuts, seeds, and soy products are part of the Protein Foods Group."

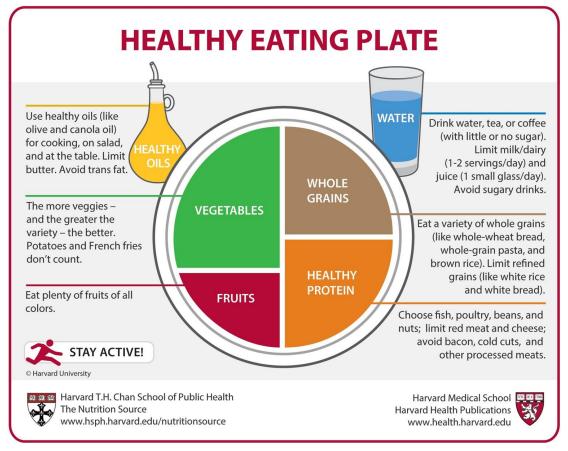
"Select a wide variety of protein foods to get more of the nutrients your body needs and for health benefits. Meat and poultry choices should be lean or low-fat, like 93% lean ground beef, pork loin, and skinless chicken breasts. Choose seafood options that are higher in beneficial fatty acids (omega-3s) and lower in methylmercury, such as salmon, anchovies, and trout. The advice to consume lean or low-fat meat and poultry and a variety of seafood does not apply to vegetarians. Vegetarian options in the Protein Foods Group include beans, peas, and lentils, nuts, seeds, and soy products."

DAIRY

"The Dairy Group includes milk, yogurt, cheese, lactose-free milk and fortified soy milk and yogurt. It does not include foods made from milk that have little calcium and a high fat content, such as cream cheese, sour cream, cream, and butter."

"About 90% of Americans do not get enough dairy, therefore most individuals would benefit by increasing intake of fatfree or low-fat dairy, whether from milk (including lactose-free milk), yogurt, and cheese, or from fortified soy milk or yogurt."

ACTIVITY #1: FOOD PYRAMIDS - HARVARD MEDICAL SCHOOL'S HEALTHY EATING PLATE



Note: Taken from "Healthy Eating Plate," by Harvard T.H. Chan School of Public Health, *The Nutrition Source*, 2023 (https://www.hsph.harvard.edu/nutritionsource/healthy-eating-plate/).

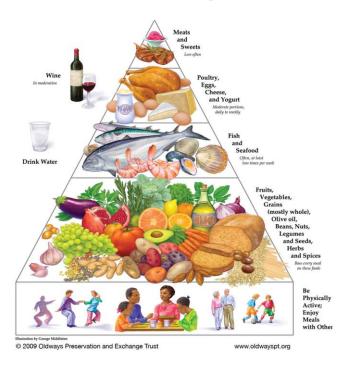
KEY DIFFERENCES BETWEEN MYPLATE AND HEALTH EATING PLATE

- USDA's MyPlate "protein section offers no indication that some high-protein foods fish, poultry, beans, nuts — are healthier than red meats and processed meats," while the Healthy Eating Plate indicates that red meat and cheese should be limited.
- USDA's MyPlate does not mention beneficial fats like olive and canola oil.
- "USDA recommends dairy at every meal, even though there is little evidence that high dairy intake protects against osteoporosis but substantial evidence that high intake can be harmful."



rediscover segoodness

Mediterranean Diet Pyramid



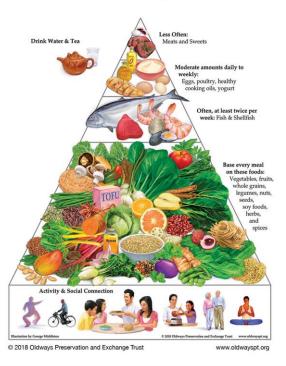


African Heritage Diet Pyramid



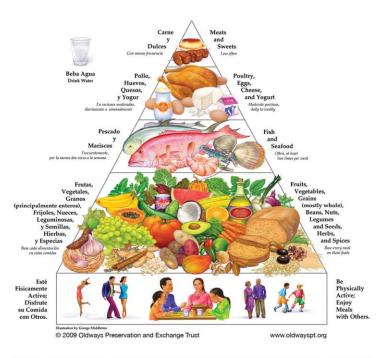


Asian Diet Pyramid



rediscover was goodness

Latin American Diet Pyramid La Pirámide de La Dieta Latinoamericana



ACTIVITY #1 - PYRAMID COMPARISON WORKSHEET

DIFFERENCES

SIMILARITIES

| MyPlate and Healthy Eating Plate | |
|---|--|
| Traditional Diets | |
| Traditional Diets (Generally) and Healthy Eating Plate | |
| My Diet and Traditional Diets | |



ACTIVITY #3: INDUSTRIAL VS. ECOLOGICAL FARMING: PIGS



Farms not Factories. *Sow stalls* [photograph]. <u>https://farmsnotfactories.org/the-true-costs-of-factory-farming</u>

Deck Family Farm. (2015). *Mama sow with piglets training to pasture* [photograph]. <u>https://deckfamilyfarm.com/livestock/pasture-raised-pork</u>



ACTIVITY #3: INDUSTRIAL VS ECOLOGICAL FARMING: CHICKENS



World Animal Protection. (2019). *32 day old broiler (meat) chickens in a commercial indoor system* [photograph]. https://www.worldanimalprotection.org.uk/blogs/10-things-you-should-know-about-factory-farmed-meat-chickens Bare, M. & Ziegler-Ulsh, C. (2012). *How to establish a small-scale, pastured poultry operation* [photograph]. <u>https://rodaleinstitute.org/blog/how-to-establish-a-small-scale-pastured-poultry-operation/</u>

ACTIVITY #3: MEAT EFFECT CARD SET

| Lobbying Power Against Safety and Environmental Regulations | Air Pollution and Childhood Asthma | Fast Slaughter Line Speed |
|--|--|---------------------------|
| High Injury Rates | Property Value | Worker Injury |
| Falling Wages | Centralized Ownership of Infrastructure | Externalized Damage |

| To maximize profits, industrial slaughterhouses can process up to 400 cattle/hr. ² | Confined Animal Feeding Operations produce air pollution that has been associated with childhood asthma in areas around the operation. ³ | The centralized beef industry holds powerful lobbying power. Large companies have been able to band together to limit governmental safety and environmental regulations for the beef industry. ² |
|--|---|--|
| Do to factors such as processing line speed, sharp tools, strong chemicals, and hot pressurized water, meat processing workers face injuries such as torn muscles, pinched nerves, deep cuts, and even amputated fingers. ² | Properties located within three miles of a Confined Animal Feeding Operation lose up to 26% of their property value. ¹ | Injury rates for workers in animal agriculture are 6.7 per 100 workers. The injury rate for the US workforce as a whole is 3.8 per 100 workers. ² |
| Many of the industrialized beef industry's effects on the environment and community are externalized costs. This means the industry has costly effects, but does not have to pay for them. Instead, taxpayers pay for them, or the damage goes uncorrected. ² | Four companies control 80% of the beef market in the United States. These companies own most of the infrastructure along the production chain, limiting access to processing facilities for small and mid size farmers. ² | The growing corporate control of meat production has been associated with falling wages and benefits for workers and increased use of both legal and illegal immigrant labor in livestock production and processing. ⁴ |

| Financial Instability for Farmers | | Global Meat Consumption Rates |
|--------------------------------------|---|--|
| Illness due to E. Coli Contamination | Antibiotic overuse leads to ineffective antibiotics in human medical system | Deforestation and Unavailability of Traditional Indigenous Lifestyles |
| Fast Slaughter Line Speeds | Dangerous Drinking Water Requires Filtration | Heart Disease Risk |

| The average person on our planet eats 102.5 pounds of meat per year. Luxembourg and the United States eat 301.4 and 270. 7 pounds per person, respectively, while Bangladesh and India eat 7.9 and 7.1 pounds, respectively. ⁵ | The consolidation of meat industries has resulted in falling wages and benefits for workers. To move chickens to slaughter, workers are hired to catch all chickens in a barn in one night, two in each hand. Workers are paid \$2.25 per 1,000 birds caught. ¹⁴ | The chicken industry controls the sale price for chickens to slaughter, and often pays less than the cost to raise the birds. Farmers can take out \$1 million loans to cover the cost of infrastructure to raise chickens, and often never pay the loan back due to this predatory pricing system. ¹⁴ |
|--|--|--|
| Deforestation has forced native people from their homelands, destroying traditional ways of life. ⁷ The beef industry was responsible for removing 45.1 million hectares of forest land between 2001 and 2015, a rate five times higher than any other product the Eurogroup analyzed. ¹³ | Crowded conditions in Confined Animal Feeding Operations have required the regular use of antibiotics to fight disease in animals. Many chickens are forced to live in a space smaller than the size of an A4 piece of paper. ¹² Bacteria have begun to evolve to survive these antibiotics due overusage, making it harder to treat bacterial infections in animals. ¹⁴ | Cows have evolved to eat a grass fed diet. When forced to eat grains, their stomachs become more acidic than usual, creating a friendly environment for E. coli. Grain fed diets and fast processing lines contribute to E.coli contamination in beef. 29% of deaths due to foodborne illness have been traced to salmonella and E. coli in beef. ² |
| A diet high in red meat consumption has been linked to increased risk of heart disease. ⁶ | Concentrated manure from confined animal feeding operations often results in high nitrogen rates in groundwater. Households, not the CAFOs, must pay for household filtration systems to filter the dangerous nitrate out of their water. ² | The workplace is ruled by the line. The federally-allowed speed for the slaughter line has more than doubled in the last four decades, from 70 birds per minute in 1979 to 140 birds per minute today. ¹⁴ |

| Greenhouse Gas Production | High Land Use | Deforestation |
|---------------------------------|---------------------------------------|---|
| Dangerous Air Pollution | Dry Colorado River | Extinction of Species and Biodiversity |
| Animal Waste Causing Fish Kills | Manure Waste Management Challenges | High Water Use |

| There is a strong link between beef production and deforestation. 45.1 million acres of forest were cut down for cattle pasture between 2001 and 2015, creating five times more deforestation that any other product. ⁸ | It takes 10 lbs of corn to to produce 1 lb of beef. The more meat we eat, the more land must be cleared to grow corn. ⁴ | World livestock accounted for 18% of human generated greenhouse gasses in 2008. ⁴ |
|---|---|---|
| Many species can only live in one type of habitat. 80% of terrestrial species live in forests. We are currently undergoing a mass extinction of species around the world, mainly due to agriculture. ⁸ | 85% of water taken from the Colorado River in California, Arizona, and Nevada is for agricultural purposes. The Colorado River has now dried up before it reaches its historical destination. 87% of irrigated corn is grown in areas under water stress. ¹¹ | Confined Animal Feeding Operations are sources of fine airborne particulates, ammonia, hydrogen sulfide, and odor. All these pollutants are dangers to the air quality, workers and community at large. In Iowa alone, there have been 19 deaths of CAFO workers due to hydrogen sulfide exposure from liquid manure. ¹⁰ |
| It takes about 145 gallons of water to produce one loaf of bread, 1,849 gallons of water to produce 3.5 oz of beef. ¹⁵ | Typical beef or dairy cow excretes about 120 lbs of manure per day, most CAFOs produce as much manure as a small city. ¹¹ | ¹ ⁄ ₄ of lowa fish kills are due to animal waste leaching into riverways. ⁹ |

| Animal Welfare | Soil Health | Nutrient Cycling and Manure Management |
|-------------------|---------------------------|---|
| Human Nutrition | Informal Savings Accounts | Triple Bottom Line: Community, Environment, and Economy in cooperatively owned processing facilities |
| Low Upfront Costs | Reduced Irrigation Needs | Healthy Pollinators |

| | , | |
|--|---|---|
| When animals are raised on pasture, manure goes straight back to the land animals were fed on. This improves soil health and greatly reduces nutrient runoff into waterways. | In a pastured system, land does not need to be plowed for feed. Grass roots stay intact, reducing erosion and maintaining healthy soil. Rotationally grazed pastures have more earthworms and diverse soil microorganisms. ¹⁷ | Animals in pastured systems can spread out and engage in social behaviors. Calves stay with their mothers, and chickens can spread their wings, nest,and perch. ¹⁸ Less crowding reduces flies, parasites, and antibiotic usage. ¹⁷ |
| Cooperatively owned animal processing facilities have been created make it easier for small farmers to bring their product to market and keep wealth local. Cooperatives often use a "triple bottom line" model. Not only do they aim for economic profit, but they also aim to be a benefit to the community and the environment. ¹⁹ | In many cultures, animals serve as informal savings accounts. As such, the stewardship of animal herds is a way for people to accumulate wealth and save, without access to banks, credit card, or cash money. Beyond their economic worth, these animals are valuable as they signify wealth accumulation and status, while also retaining cultural and social value. | One pasture raised egg contains three times the Vitamin the Vitamin D, double the Omega 3 fatty acids, four times the Vitamin E, and seven times the Vitamin A as industrially raised eggs. ²² Animals are an incredibly important source of nutrition for people, especially in food insecure areas. |
| Grasslands not only provide important pollinator habitat, but they reduce reliance on pollinator harming pesticides to grow crops for animal feed. ²¹ | Pasture raised cattle rely much more heavily on rainwater, rather than irrigation, for their feed. ² | Confined animal feeding operations require a high investment in infrastructure and supplements. These operations cost two to six times more to set up than pasture based operations. ²⁴ |

THE GARDENER'S SECRET SCAVENGER HUNT: INSECT LIST
DECOMPOSERSPOLLINATORSDECOMPOSERS

| IULINAIUNS | VECCITIOSENS |
|------------------------------|-------------------------|
| Honey Bee Pollinator | Blowflies Decomposer |
| Monarch Butterfly | Fruit flies |
| | |
| Pollinator | Decomposer |
| Silphium Borer Moth | Black Soldier Flies |
| Pollinator | Decomposer |



| Blowflies | Honeybees |
|--|--|
| Blowflies are essentially nature's cleanup crew! They lay | Honeybees pollinate more than 100 commercially grown |
| eggs in moist areas that hatch into larvae, consumes | crops in the US, adding 18 billion dollars in agricultural |
| decaying matter, and breaks down organic material. | productivity to the economy. ²⁵ Hives work together as a |
| Through digestion, these flies release nutrients back to | queen bee lays eggs, drones fertilize eggs, and worker |
| the soil. They are thus effective recyclers and scavengers. | bees build honeycomb, collect nectar, create honey. |
| Fruit flies Fruit flies often exist in large populations on compost heaps in gardens. Although often considered a pest of human dwellings, adult fruit flies, along with young larvae, feed on ripe and decaying fruits and vegetables. | Monarch Butterfly 180,000 plant species worldwide depend on pollinors, like the monarch butterfly. Climate change, pesticide use, and loss of habitat are devastating for monarch butterfly populations. We can increase their populations by planting milkweed and supporting biodiverse practices. ²⁶ |
| Black Soldier Flies (BSFs) | Silphium Borer Moth |
| BSF larvae eat a variety of decomposing material, from | These moths contribute not only to agricultural |
| compost to rotting meat. The larvae reduce odor and | production, but also to pollinating plants that draw carbon |
| disease by chewing and processing waste. It then | out of the atmosphere and prevent soil erosion. Like |
| converts it into food for poultry and fish. Though the | many pollinators, they are an endangered species that we |
| larvae have strong chewing mechanisms, the adult fly | can support by planting native plants and supporting |
| does not bite or pester humans. | biodiverse farming practices. ²⁶ |

AERATORS

Pest Managers

| Ants | | Green Lacewig | |
|--|---|---------------|--|
| Earthworms* (*not insects, but annelids) | 2 | Lady Beetles | |
| Redworms* (*not insects, but annelids) | | Damsel Flies | |

| PEST | MANAGERS |
|------|----------|
|------|----------|

AERATORS

| Green Lacewings These delicate insects feed on pollen, nectar, mites, and other insects. Some species are mainly predatory, often feeding on aphids (Aphids damage garden crops by transmitting plant disease and piercing stems of fruiting plants, causing deformities and decimating yields). ²⁹ Lacewings are the natural enemies of many types of pests, and are sometimes used as a form of biological pest control. | Ants Ants dig tunnels and create nests in soil that increase water infiltration and soil aeration, allowing water and oxygen to reach plant roots and promoting good microbial activity. Plant parts, seeds, and other dead or decaying materials carried by ants (as their food) also contributes to topsoil, enriching soil organic carbon and nitrogen. ²⁷ | |
|---|---|--|
| Lady Beetles (Ladybugs) As natural predators, lady beetles eat other insects, including pests that damage crops (like aphids). In their adult stage, lady beetles consume about 50 aphids per day (up to 5,000 in a lifetime!). Their red and black coloring serves as a warning, discouraging other animals from eating them. ²⁸ | Earthworms Not only are earthworms great decomposers, but they also aerate soil, allowing water, oxygen, and nutrients to infiltrate to roots. Perhaps no other living organism is as critical as the earthworm in promoting soil health. Earthworms also support soil structure, nutrient cycling, water movement, and plant growth. | |
| Fireflies (lightning bugs) These unique beetles use bioluminescence to attract a mate (and ward off predators). They also often feed on soft bodied insects including cutworms, which are notorious for cutting entire tomato plants and destroying other crops by wrapping around the base stem and killing the plant. ²⁸ | Redworms Like earthworms, redworms not only aerate the soil, but they also break down decaying material and turn it into bioavailable nutrients for plant roots. As scavengers, redworms gorge on decomposing matter, and in the process they leave behind castings (excrement) rich in nitrogen, phosphorus and potassium, which are great for the soil. | |

THE GARDENER'S SECRET SCAVENGER HUNT CHECKLIST

| POLLINATORS | DECOMPOSERS | AERATORS | PEST MANAGERS |
|---|---|--|---|
| Honey Bee Monarch Butterfly Silphium Borer Moth | Blowflies Fruit flies Black soldier flies | Ants Earthworms Redworms | Green lacewig Lady beetles Damsel flies |

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CLIMATE CHANGE AND FOOD: WHY A CHANGING CLIMATE MATTERS TO YOU



Module 7 Student Handouts

Instructions: It is easiest to print this document **double-sided**, on the short-edge. Print 1 copy for every 2 students in your class.





WEATHER

CLIMATE

Tells you what to wear each day



Tells you what types of clothes to have in your closet



NOAA National Centers for Environmental Information

www.ncei.noaa.gov

Taken from "What's the Difference Between Weather and Climate?" by National Centers for Environmental Information. <u>https://www.ncei.noaa.gov/news/weather-vs-climate</u>.

ACTIVITY #2: GREENHOUSE GAS EFFECTS - A CAR EXAMPLE



ACTIVITY #2: GREENHOUSE GAS EFFECTS - A CAR EXAMPLE

- Sunshine (solar energy) passes easily through the glass to heat objects in the car's interior -- remember how hot the car seat gets in summer?
- The car's interior absorbs the short-wave energy and heats up. When the seats heat up, they produce long-wave infrared radiation.
- Here's the tricky part: The glass in the car's windows now begins to act as a kind of one-way mirror. Short-wave solar energy continues to enter with no problem but much of the long-wave infrared radiation is blocked and prevented from leaving

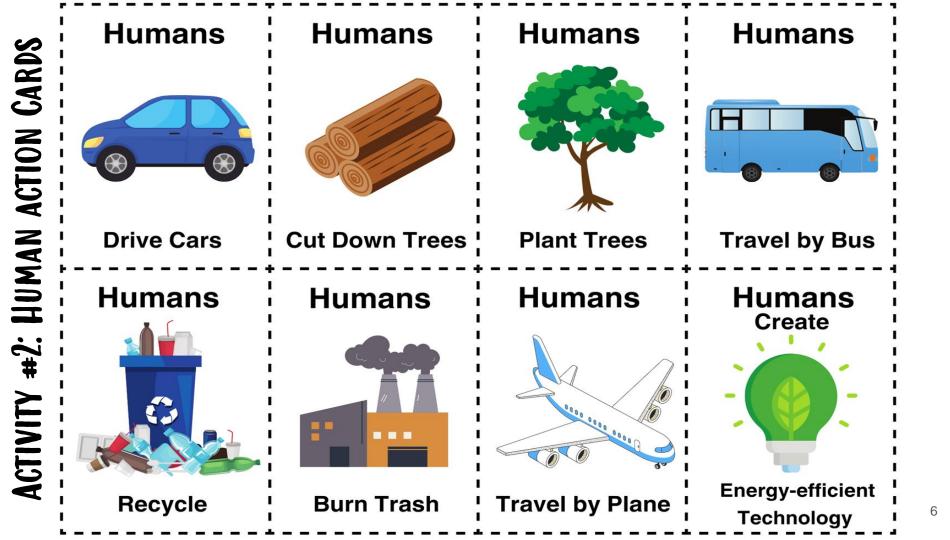
On a much larger scale, this is what's happening to the earth:

- Energy from the sun hits the earth's atmosphere as solar radiation. Some of it is bounced back into space by the atmosphere, but most passes through the atmosphere to warm the surface of the earth.
- Once the earth has been warmed by the short-wave solar energy, excess heat is radiated back into the environment as long-wave infrared radiation.
- Some of the gases in earth's atmosphere act like the glass in the car windows. They let in solar energy and block or absorb infrared energy. As a result, the atmosphere gets warmer.

What does pollution have to do with it?

In all, 30 greenhouse gases have been discovered to date, including carbon dioxide (CO2), water vapor, methane and ozone. But lately new gases are being added to the mix: Chlorofluorocarbons (CFCs). These are the harmful gases produced by cars and factories, and we humans are responsible!

CLIMATE IS WHAT YOU EXPECT, WEATHER IS WHAT YOU GET



There are 1.45 billion Every year, Public transit has the Trees absorb the Deforestation cars in the world. The potential to reduce CO₂ from the releasing more than average driver emits ~ CO₂ emissions by 37 atmosphere and 4.6 metric tons of CO₂ 1.5 billion tons of CO₂ million metric tons release oxygen in per year.⁴ into the atmosphere.³ per year.¹ exchange. (Add 2 CO₂ molecules) (Add $4 CO_2$ molecules) (Remove 2 CO_2 molecules) (Remove $4 CO_2$ molecules)

Increasing energy efficiency is extremely effective in cutting CO₂ emissions.²

(Remove 4 CO_2 molecules)

Aviation is responsible for around 5% of global warming and is rising.⁵

(Add 2 CO_2 molecules)

Burning garbage
emits large amounts
of CO₂ and toxic
chemicals into the
atmosphere.⁶

(Add 2 CO_2 molecules)

If the U.S. recycling levels reach 75%, the CO_2 impact would equate to removing 55 million cars from the roads each year.⁷ (*Remove 2 CO₂ molecules*)

ACTIVITY #3: DROUGHT



Image credit: Bob Nichols, 2013. Texas drought affecting corn crops. USDA. Creative Commons CC BY 2.0. Food Span. 8

TWO THERMOMETERS GREENHOUSE EFFECT RECORDING SHEET

| Time | Thermometer #1 (outside) | Thermometer #2 (inside vase or jar) |
|----------|-----------------------------|--|
| Baseline | | |
| 10 mins | | |
| 20 mins | | |
| 30 mins | | |
| 40 mins | | |
| 50 mins | | |
| 1 hour | | |

ACTIVITY #4: FOOD SYSTEM GREENHOUSE GAS EMISSIONS

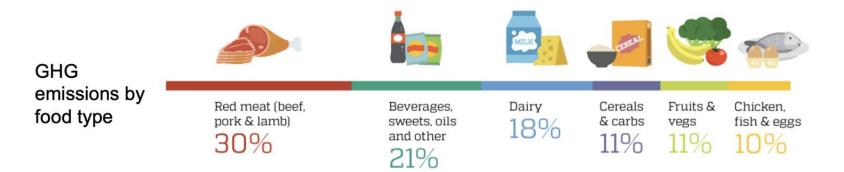


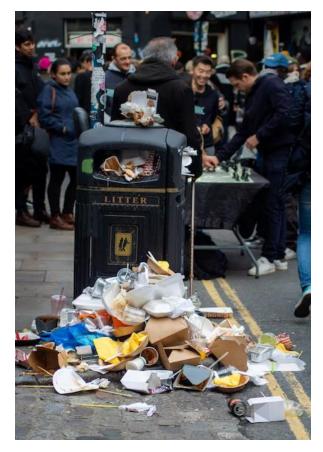


Image Source: Module 5: Our Changing Climate. Foodspan from John Hopkins Center for a Livable Future (2020); Data source: Weber CL, 10 Matthews HS. Food-Miles and the Relative Climate Impacts of Food Choices in the United States. Environ. Sci. Technol. 2008, 42 (10), 3508–3513.

ACTIVITY #4: FOOD WASTE



Methane, a powerful greenhouse gas, is emitted into our atmosphere from the food waste in our landfills.

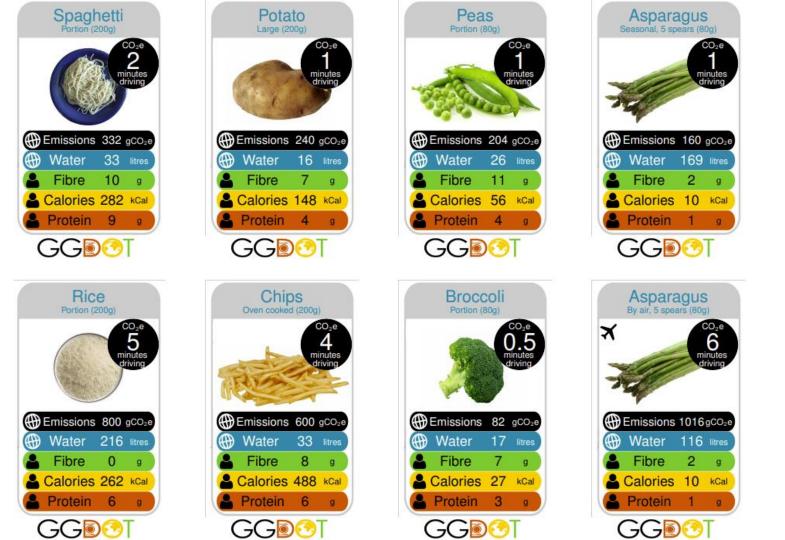




















Carrot

One, cooked (80g)

Emissions 90 gCO2e

2

6

g

kCal

Water

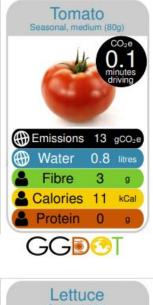
Fibre

Calories 27

A

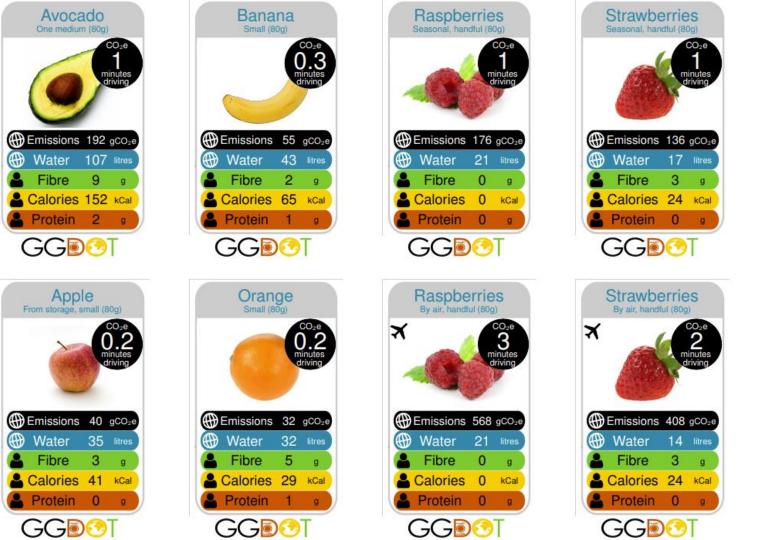
CO₂e

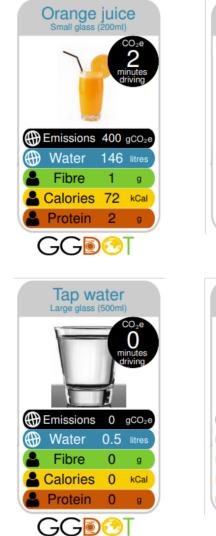
0.5





GG







Water

Plastic bottle (500ml)

A

Water

Fibre

Calories

Protein

0

0

0

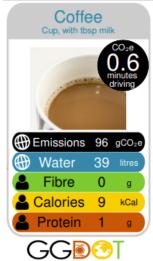




Biscuit









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Climate Food Flashcards can be downloaded here.

MENTAL HEALTH AND URBAN AGRICULTURE



Module 8 Student Handouts

Instructions: It is easiest to print this document double-sided. Print 1 copy for every 2 students in your class.



ACTIVITY #3: HEALING GARDEN ASPECTS LIST

| Digging Bed | Sensory Plants | Colorful Plants |
|---|---|---|
| An empty digging bed to dig can get your body moving and decrease stress. | Plants that stimulate the five senses of touch, taste, smell, and hearing help to connect with nature. | Colors make people feel happiness, excitement, and joy. |
| Plants to Attract Wildlife | Gifts from the Garden | Water Features |
| Bees and butterflies are exciting to see in the garden interacting with plants. | It's fun and rewarding to be able to give someone a present that you made yourself. | Water is beautiful to look at and fountains promote a sense of calm. |
| Plants with Healing Properties | Seating Area | Welcoming Environment |
| Plants such as chamomile or lavender are great ways to relieve stress. | Social interaction is important for mental health and a seating area can help people to connect with each other | It's important that everyone in the healing garden is accepted and treated equally. |



| Staying active is a great way to | Many plants have properties like | Lamb's ear's fuzzy surface is fun to |
|--|---|--|
| improve mental health. This section of | sweetness or color to make them | touch while basil and mint are fun to |
| the garden is left unplanted to allow | appealing to other species. These | smell! Stevia can also be tasted! What |
| physical exercise in the form of | species are exciting for people to see! | are these plants examples of? |
| digging! | | |
| | | |
| | | |
| | | |
| This part of the healing garden can | Lavender can be used to relieve | Beautiful colors can cause happiness |
| help people to feel relaxed and calm | sadness while chamomile has | and improve mental health. |
| because of the soothing noises it | properties that relieve stress. | |
| creates. | | |
| | | |



ACTIVITY #4: MATCHING CARDS: PICTURES

Digging Bed





Bees and Butterflies

Sensory Plants



Water Features



Plants with Healing Properties



Colorful Plants



THE VALUE WITHIN OUR FOOD



Module 9 Student Handouts

Instructions: It is easiest to print this document **double-sided**. Print 1 copy for every 2 students in your class. Individually cut out the Food Supply Chain Cards and the Food Loss and Waste Cards from pages 2-6 into card decks.

WHAT IS FOOD WASTE AND HOW DOES IT DIFFER FROM FOOD LOSS?



Food Loss: The food that does not reach retail and consumers. Food loss is often the result of lack of technology, extreme weather events, inadequate storing, and contamination.

Food Waste: The food that is lost while still safe and nutritious. Food waste is more common in higher-income countries, and is the result of consumer behaviors, government policies, poor planning, and misinformation on labelling.

Source: Perry, G. (2019). What is food loss and food waste? And why does it matter for people and the planet? The Vine. https://thevine.io/what-is-food-loss-and-food-waste-and-why-does-is-it-matter-for-people-and-the-planet/



Food Up!

Food Up!

Food Up!

Food Up!

Food Up!

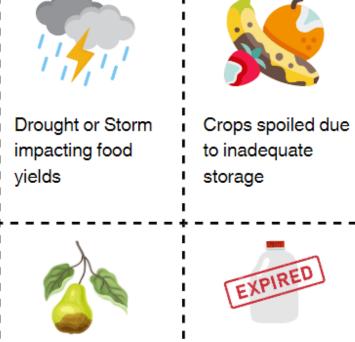


Food Up!

Food Up!



ACTIVITY #1: FOOD LOSS AND FOOD WASTE CARDS

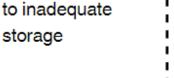


Food deemed too 'ugly' to sell or accept

Food becomes spoiled in your home

Food becomes stale or spoils fast from inadequate sealing

Unsold food thrown away in grocery stores



Food contaminated from bacterial exposure when poorly handled

Edible, safe food thrown away

Food Up!

Food Up!

Food Up!

Food Up!

Food Up!



Food Up!

Food Up!





Food becomes unprofitable to sell and is not harvested or delivered



Consumers throw out edible food due to confusion of food labels Consumers overbuy products with not enough time to eat it all

Removal of edible food portions, such as fat, skin, and peels

Pests feed off of crops and harvest

ROAD

Crops are unable to be transported due to lack of infrastructure



Food is left on plate from too large of a portion



Crop loss due to lack of access to technology

Food Up!

Food Up!

Food Up!

Food Up!

Food Up!



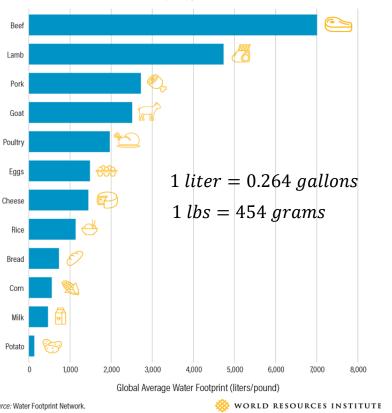
Food Up!

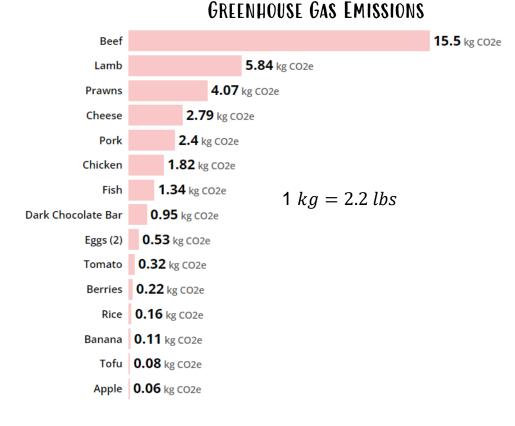
Food Up!



HOW MUCH GOES INTO OUR FOOD?

WATER





Note: Taken from "Food," by CO2 Everything, 2018 (https://www.co2everything.com/category/food).

Source: Water Footprint Network.

8

Note: Taken from "Water could limit our ability to feed the World," by the World Resources Institute, 2020 (https://impakter.com/water-could-limit-our-ability-tofeed-the-world-these-9-graphics-explain-why/).

HOW MUCH GOES INTO OUR FOOD?

Our World in Data

LAND

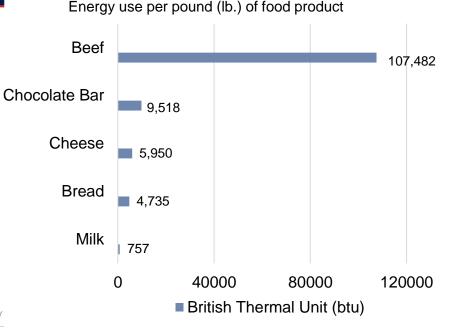
Land use per kilogram of food product

Land use is measured in meters squared (m²) per kilogram of a given food product. Lamb & Mutton 369.81 m² Beef (beef herd) 326.21 m² Cheese 87.79 m² Dark Chocolate 68.96 m² Beef (dairy herd) 43 24 m² Coffee 21.62 m² Pig Meat 17.36 m² Nuts 12.96 m² Poultry Meat 12.22 m² Groundnuts 9.11 m² Milk 8.95 m² Fish (farmed) 8.41 m² Peas 7.46 m² Eggs 6.27 m² Wheat & Rye 3.85 m² Prawns (farmed) 2.97 m² Maize 2.94 m² **Rice** 2.8 m² Bananas 1.93 m² Potatoes 0.88 m² Citrus Fruit 0.86 m² Tomatoes 0.8 m² Apples 0.63 m² Source: Joseph Poore and Thomas Nemecek (2018) OurWorldInData.org/environmental-impacts-of-food • CC BY

1 square meter = 10.76 square feet

Note: Taken from "Environmental Impacts of Food Production," by Our World In Data, 2019 (<u>https://ourworldindata.org/environmental-impacts-of-food</u>).

ENERGY



1 btu = 0.252 kilocalories1 lb = 0.12 gallons1 lb = 454 grams

| Names: | | 1 | |
|--------------------------|--|-----------|--------|
| | How much goes into ONE loaf of bread? | Estimated | Actual |
| | Pounds of Carbon Dioxide | | |
| | CO ₂ | | |
| Bread is the MOST | Gallons of Water | | |
| wasted food in the | WATER | | |
| US, with over 240 | | | |
| million slices of | Energy | | |
| bread thrown away | | | |
| each year. ¹ | | | |
| | Land Used | | |
| • | | | |
| | | I | I 1 |

Food Up!

Food Up!

Food Up!

Food Up!

Food Up!



Food Up!

Food Up!



| Names: | | I | I |
|--------------------------------------|--|-----------|--------|
| | How much goes into ONE pound of beef? | Estimated | Actual |
| | Pounds of Carbon Dioxide | | |
| | | | |
| Each year, 5 million | Gallons of Water | | |
| acres of rainforest are | WATER | | |
| deforested in South | | | |
| and Central America for | Energy | | |
| cattle pasture. ² | | | |
| The water it takes to | | | |
| produce ONE pound of | Land Used | | |
| beef is equivalent to | | | |
| showering for 12 hours. ³ | | | 1 |

Food Up!

Food Up!

Food Up!

Food Up!

Food Up!



Food Up!

Food Up!



| Numes. | | 1 | 1 |
|----------------------|---|-----------|--------|
| | How much goes into ONE serving size of cheese? (100g) | Estimated | Actual |
| | Pounds of Carbon Dioxide | | |
| | | | |
| Cheese is one of | Gallons of Water | | |
| the top foods | WATER | | |
| contributing to | | | |
| greenhouse gas | Energy | | |
| emissions, as it | | | |
| needs roughly 10 | | | |
| pounds of milk for | | | |
| one pound of | Land Used | | |
| cheese. ⁴ | | | |

Food Up!

Food Up!

Food Up!

Food Up!

Food Up!



Food Up!

Food Up!



| Names: | How much goes into ONE gallon of milk? | Estimated | Actual |
|-------------------------------|--|-----------|--------|
| | Pounds of Carbon Dioxide | | |
| MILK | | | |
| | Gallons of Water | | |
| In the United States, | WATER | | |
| 68 Olympic-size | | | |
| swimming pools of | Energy | | |
| milk are wasted every | | | |
| year. That is | | | |
| equivalent to 45 | Land Used | | |
| million gallons. ⁵ | | | |

Food Up!

Food Up!

Food Up!

Food Up!

Food Up!



Food Up!

Food Up!



| Names: | | | |
|--------------------------|--|-----------|--------|
| | How much goes into ONE chocolate bar? (100g) | Estimated | Actual |
| | Pounds of Carbon Dioxide | | |
| | | | |
| Over the past 60 | Gallons of Water | | |
| years, Côte d'Ivoire Ha | WATER | | |
| lost 94% and Ghana | | | |
| has lost 80% of their | Energy | | |
| forest to cocoa | | | |
| production. ⁶ | | | |
| | Land Used | | |
| | | | 1 |

Food Up!

Food Up!

Food Up!

Food Up!

Food Up!



Food Up!

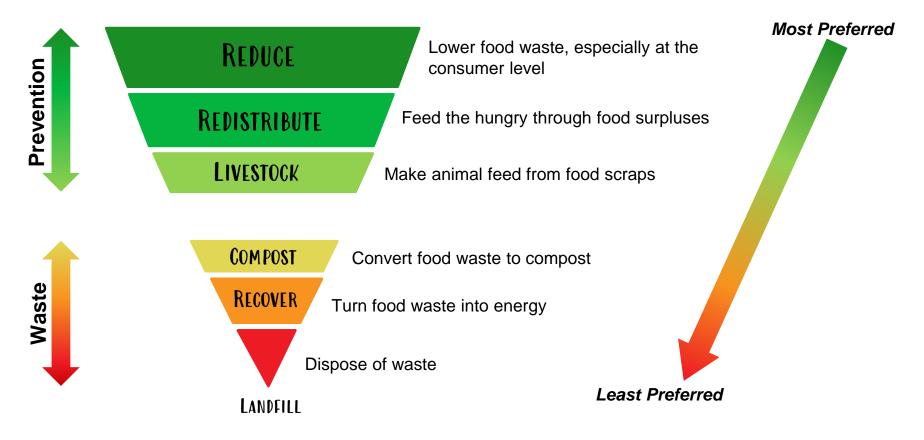
Food Up!



ACTIVITY #2: FIGURE LEGEND

| Pounds of Carbon Dioxide | 1 lbs. | 5 lbs. |
|---------------------------------|--------------------|---------------------|
| Gallons of Water | 50 gallons | 150 gallons |
| Kilocalories of Energy | 100 kcal | 1,000 kcal |
| Land Used in square ft | 10 ft ² | 100 ft ² |

CONNECTING TO THE GARDEN: THE FOOD WASTE PYRAMID



ACTIVITY #3: FOOD FACTS!

- Every year, 1/3 of the world's food is wasted or lost. The edible food we waste is enough to feed 3 billion people.⁷
- Uneaten food takes away 25% of our water supply 18% of our cropland, and 21% of our landfills.⁷
- The average American household tosses out 25% of the food they purchase.⁸
- Half of all produce is tossed out in the United States due to their appearance. This equates to 60 million tons of fruits and veggies.⁷
- Uneaten food accounts for around 10% of greenhouse gases.⁹
- It would only take saving ¼ of the food currently wasted to feed every hungry person.⁹
- If food waste was a country, it would be the third largest emitter of greenhouse gases, right behind the United States and China.⁹
- Food loss is more prevalent in low-income countries, as 40% of their food loss occurs at the postharvest level. However, in high-income countries, more than 40% of food is wasted at the retail and consumer level.⁷

Food Up!

Food Up!

Food Up!

Food Up!

Food Up!

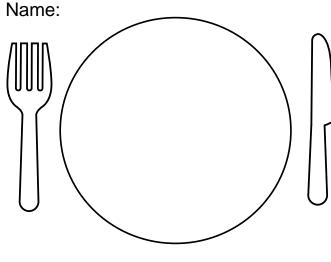


Food Up!

Food Up!



ACTIVITY #4: EXPLORING OUR PLATE

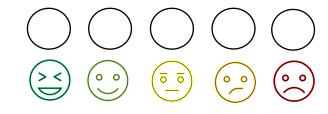


What was on your plate?

Plate Score Key:

| | | \smile | \smile |
|--|-------------|------------|------------|
| How many food items were wrapped in plastic packaging? | | \bigcirc | \bigcirc |
| 😂 0 💿 1 😒 2+ | | \bigcirc | \bigcirc |
| How much food was left on your plate? | | \frown | |
| 0 0 1-2 spoonfuls 3+ spoonfuls | $ \bigcirc$ | \bigcirc | \bigcirc |
| How much of your meal came from other countries? | | \bigcirc | \bigcirc |
| 😂 None 😇 Some 😕 All | | \bigcirc | \bigcirc |
| | | | |

Total Plate Score:



REFERENCES

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Worksheet adapted from "Every plate tells a story," by World's Largest Lesson (<u>https://worldslargestlesson.globalgoals.org/resource/plate-pioneerz-every-plate-tells-a-story/</u>).