



FLAGSHIP PROGRAM

Lesson Outline

Pure Food Kids: A Recipe for Healthful Eating

Lesson Time: 2.5 hours

Lesson Outline:

- 1. Introduction**
- 2. Pre Class Quiz**
- 3. Food Packaging**
 - Analyzing food packages in groups
 - Food Detective – What Are They Selling Us? handout
 - Group sharing
- 4. Whole vs. Processed Foods, Nutrition Statement and Ingredient List**
 - Food Detectives – Is It True? handout
 - Group sharing
- 5. Kitchen Safety**
 - Hand washing
 - Knife Skills
 - Cooking tools and safe food-handling practices
- 6. Cooking: Hearty Vegetable Chili**
 - Students work in teams to prepare ingredients for chili
- 7. Food Additives (while chili cooking)**
 - Food Detectives – What's Really in There? handout
 - Group sharing
- 8. Post-Class quiz and discuss Healthy Snacks**
- 9. Eat chili!**



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

PURE FOOD KIDS – PREPARATION

Page 1 of 2

Activity Supplies

Investigating Food Packaging

- 5 packaged foods (3 packages each) such as cereals, breakfast bars, and cookies. Choose 3 selections of foods that make a health claim on the package and that contain several food additives. Choose 2 that *are* healthful choices with no additives.
 - Common claims on packaged foods include “Heart Healthy”, “Good Source of Calcium”, “Whole Grain” and “Low in Fat”

Recipe—Hearty Vegetarian Chili

Ingredients:

- 1 can black beans (15.25 oz.)
- 1 can kidney beans (15.25 oz.)
- 1 large can of whole tomatoes (28 oz.)
- 1 red bell pepper
- 1 green bell pepper
- ½ onion (unpeeled)
- ½ bunch of cilantro
- 4 cloves garlic (unpeeled)
- 1 cup corn (fresh or frozen)
- salt
- cumin
- black pepper
- chili powder
- oregano
- vegetable oil
- Olive oil

Tray Materials

- strainer
- can opener
- 16 cutting boards
- 1 liquid measuring cup
- 4 sets measuring cups
- 1 pair safety scissors
- 16 kid knives
- 7 bowls
- 2 sets measuring spoons
- 3 small bowls for spices
- 5 trays

Other Cooking Materials

- soup pot
- stirring spoon
- tasting spoons
- dish soap and dish rag
- portable burner
- ladle or serving spoon
- tasting cups
- 5 – 10 dish towels

Props

- Beaker with 60 gr sugar
- Quart of motor oil



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

PURE FOOD KIDS – PREPARATION

Page 2 of 2

DVD or flash drive

- Includes video integrated PP presentation

Student Handouts

- Pre-class quiz
- Post-class quiz
- Teacher's survey
- Food Detectives handouts (one set per team)
 - Part one - What are they selling us?
 - Part two – Is it true
 - Part three
 - Food additive charts
- Hearty Vegetable Chili Team Recipe in plastic sleeve (one per team)
- Take-Home Sheet with Family Recipe
- Flagship Program Pamphlet



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

PURE FOOD KIDS – CLASS OUTLINE

Page 1 of 2

Introduction of instructors and Lesson (3 minutes)

Pause

Pure Food Kids

Break the class up into 5 working groups

- Introduce the Flagship program
 - Learn how to read a food package
 - The message on the package
 - The difference between whole and processed foods
 - The nutrition statement
 - The ingredient list
 - Understand common Food Additives

1 % of ALL Beecher's, Bennett's Pure Food Bistro and Pasta & Co sales go to the Flagship Program.

Lesson Overview (2 minutes)

Begin PP presentation

VIDEO –

- Kurt's intro
- Food Detective
 - Just look at all these packages of foods! Today, we're going to learn how to recognize and assess processed foods and additives by reading the labels and packaging on the food we buy and find out the truth about what's in the package!
 - We're going to learn more about the foods we eat every day and what's going on inside the package.
 - The food we eat provides us with three major things:
 - the fuel or energy we need to function – we need fuel not only to run and play but even sit in your chair and blink
 - the building blocks to grow our bodies strong and healthy. You are literally growing the bodies you're going to live in for the rest of your lives – “YOU ARE WHAT YOU EAT!”
 - It provides our bodies with tools or ammunition to fight off illnesses and diseases like colds and flu and even *cause* disease.
 - Learning about the food we eat, and committing to making healthy food choices make a difference in our health and how we feel.
 - I'll be back in just a few minutes first we want to test your knowledge with a little quiz.

FACILITATOR

⇒ Hand out Pre-class quiz



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

PURE FOOD KIDS – CLASS OUTLINE

Page 1 of 2

Investigating Food Packaging

Food detectives pt 1
(10 minutes)

Video

Food Packaging

- **VIDEO –**
 - Food Detective excerpts
 - The companies that made these foods are trying to get us to buy them and may use
 - *bright colors*
 - *pictures and characters*
 - *bold nutrition statements*
 - Today we will learn tools that will help you to decide which foods are healthy.
 - Do you recognize the brand? You probably do. But do you know how to “READ” the package?
 - What is the reputation of the brand?
 - What do the various messages on the package tell us about the product?
 - These are examples of product “marketing”. Marketing is what companies do to get us to buy their product. They want to build your trust and loyalty so you pick their brand above all others.
 - You can often look at product packaging and see who it’s being marketed to.

FACILITATOR

➡ Explain and hand out worksheet: *Food Detectives – What Are They Selling Us?*

- Pass out packaged foods. (3 of same item per group.)
- **By just by looking at the front package**, have each group write down what, if anything, they think makes their food healthy or why they would want to buy it - Walk around and help students—point out health claims. Some foods may claim to be healthy, but can still contain ingredients that are not good for us.
- **Give teams 7 minutes to identify**
 - Call on one person from each group to share what they found. (45 sec per team)



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

PURE FOOD KIDS – CLASS OUTLINE

Page 1 of 2

Explanation of Nutrition Statement Label

Food Detectives pt 2
(12 minutes)

Video

Nutrition Statement

Food Nutrients Tree
Graph

- **VIDEO –**
 - Food Detective excerpts
 - The foods we eat come in many different forms. The most basic form is the “whole” form. When we talk about a “whole food” we’re referring to unprocessed ingredients that are in much the same form as they occur in nature.
 - In addition to grains, there are other kinds of whole foods too. When you eat an apple, you are eating the whole fruit and getting the benefit of the healthy nutrients from the entire apple. Meat and Seafoods from the market are other examples of whole, unprocessed foods.
 - When you change the food from its original state – do anything to it – cut it, cook it, add something – you change the nutritional value of that food – usually for the worse. The more processing – usually the fewer nutrients left. So, how do we know what’s in the food we eat?
 - *By knowing how to find the clues on the packaging, that’s how.*
 - Most packaged food products are required by the US government to display two labels: the Nutrition Facts label and the ingredients list. Labeling is not required for foods in their natural or whole states – fruits, vegetables, meat, seafood and whole grains because they still have all the nutrients they started out with.
 - The nutritional components of food products are divided into these categories. They are listed on the package along with the amount of each category that is contained in one serving of the product. The Nutrition Facts label provides the first set of clues to what is REALLY inside the food packaging.
 - The first thing we look for is the “Serving Size.” Even though a package LOOKS LIKE a single serving, you have to look here to see if it really is. If you eat a whole package of something that is really FOUR servings, you have to multiply all the Nutrition Facts numbers by 4 – even the calories!
 - A calorie is a measurement of the amount of energy a food provides – calories are the fuel your body uses. Most of us need about 2000 calories a day but it depends on your activity level. The more active you are, the more calories your body needs. The less active you are the fewer calories you need! If you take in more calories than you use, your body will store it as fat. Too much fat makes it hard for your body to work right and can lead to diseases like Type II diabetes. Not enough calories and your body can’t function well and will use itself to fuel the brain. You need to balance your calories with your activity for good health.



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

PURE FOOD KIDS – CLASS OUTLINE

Page 1 of 2

Explanation of Nutrition Statement Label – cont'd

- The next clue we'll look for is how many calories are in each serving? Some calories come from sugars in the food, while others come from fat and still others from protein. This label shows you how many calories come from fat.
- Our bodies NEED fat for brain development, healthy skin and hair and to metabolize some vitamins and minerals. But too much fat is harmful. And there are good fats and bad fats, so we need to be careful what kind we eat.
- Good fats include Monounsaturated Fats and Polyunsaturated Fats. We need to have some of these to keep our bodies healthy, but too much of even the good fats are bad for us.
- Too much saturated fats is bad for us and *trans fats* should ALWAYS be avoided. Trans fats are hard on your heart and can clog your arteries. You have to be a real food detective though. A Nutrition Facts Statement can state 0 grams trans – fats and still have .5 grams per serving! You have to read the ingredient list and look for the words “Hydrogenated oil” or “Partially Hydrogenated oil” these are tran-fats. Avoid them.
- The Nutrition Facts label provides clues about the fats in food. Knowing that a food contains saturated fats or trans fat helps us make the decision to NOT eat it.
- Another clue about what's in the food package is Carbohydrates, comprised of simple sugars and complex sugars also known as starches.
- The Nutrition Facts label identifies the amount of total carbohydrates per serving, and also lists the amount of dietary fiber and sugars within that group.
- The Nutrition Facts label also shows you how much protein is contained in one serving. And it lists the vitamins and minerals by percentage.
- It will show Vitamin C which we need to heal.
- Vitamin A which we need for our eyesight.
- Calcium for our bones and Iron for our blood.



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

PURE FOOD KIDS – CLASS OUTLINE

Page 1 of 2

Explanation of Nutrition Statement Label – cont'd

FACILITATOR

➡ Review

- Carbohydrates
 - Sugars
 - Simple – quick burning (sugar blues)
 - Complex – sustaining
 - Starch
 - Fiber – helps with elimination
 - Proteins – muscle development, body maintenance
 - Fats – insulation, helps process vital nutrients, hair and skin health
 - Vitamins and Minerals – help cells communicate
- Water – vital element for health

Explanation of Food Ingredient List (3 - 4 minutes)

Video – Ingredient List Comparison

- **VIDEO –**
 - Food Detective excerpts
 - Another way to decide if a food is healthy for us is to look at the list of ingredients. The ingredients are listed in order by weight from greatest to least which means the first ingredient is found in large quantities in the food and the last ingredient is found in small quantities in the food.
 - Let's look at the list of ingredients for each food labels and compare what is in each. The Hearty Vegetable Chili is made of ingredients that are whole foods and that the canned chili is made of ingredients that are processed.
 - **Two Rules of Thumb –**
 - Shorter the list, usually the better
 - If you can't pronounce the ingredients or don't know what it is, avoid it or wait to find out what it is.

FACILITATOR

➡ Review

- Proteins – muscle development, body maintenance
- Carbohydrates
 - Sugars
 - Simple – quick burning (sugar blues)
 - Complex – sustaining
 - Starch
 - Fiber – helps with elimination
- Fats – insulation, helps process vital nutrients, hair and skin health
- Vitamins and Minerals – help cells communicate.
- Water – vital element for health
- *Ingredients are listed from greatest to least on the label.*



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

PURE FOOD KIDS – CLASS OUTLINE

Page 1 of 2

Explanation of Food Ingredient List – cont'd

➡ Explain and hand out worksheet: *Food Detectives – Is it true?*

- Have each group look at the Nutrition Facts Statement and Ingredient List.
 - How many servings per container – you have to multiply all the rest of the numbers by the number of servings per container
 - Check how high sweeteners are listed – remember greatest to least.
 - Is the food as healthful as they thought?
 - Is the message represented on the package truthful?
- **Give teams 7 minutes to identify**
 - Call on one person from each group to share what they found.

➡ Collect packaged food

Introduction to Cooking (.5 minutes)

FACILITATOR

- Now that we've learned a bit about whole foods and processed foods, we are going to make a whole food vegetable chili without any additives. This is the same chili from the food label we looked at earlier.

Kitchen Safety (2 minutes)

Overhead – Knife and Cooking Safety overhead series

FACILITATOR

- Any professional chef will tell you that the two most important things to remember in the kitchen are to be clean and to be careful. Being clean means that **we always wash hands before we handle food. We also wash all fresh food that we are going to cook with.**
- Being careful means understanding the tools we are working with and following directions about proper use of the tools. Following directions will keep you from hurting yourself or anyone else.
 - **Cooking Trays**
 - Do not touch anything on the tray until everyone in your group has clean hands and your teacher tells you to start. When you are done using something from the tray, put it back on the tray, not on your desk. Put all trash on your tray.



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

PURE FOOD KIDS – CLASS OUTLINE

Page 1 of 2

Kitchen Safety – cont'd

- **Knives**
 - In order to cook, you must know how to use your knife safely (**demonstrate proper cutting and how to pass a knife to someone else safely**). These knives are plastic but they are very sharp. The most important rule when using a knife is:

**NEVER POINT YOUR KNIFE AT YOURSELF
OR ANYONE ELSE!!!**

*If you do not follow this rule then you **cannot** work with knives in class anymore.*

This is very important. We get special permission to bring these knives into class for cooking and if anyone is hurt because they did not follow directions we may not be able to use them anymore.

Review hand washing behaviors and hand washing (7 minutes)

FACILITATOR

- Now we are going to get ready to prepare our recipe so we need to review how to wash hands (warm water, 20 seconds, clean dry towel).
 - Review where germs like to hide (between knuckles, under fingernails, under jewelry).
 - Have teacher to direct kids to wash hands by groups.

Cooking Trays (.5 minute)

FACILITATOR

- Pass out cooking trays and team recipes to each team.
- Tell the students that they may look with their eyes, but they may not touch.

Prepare and Cook Recipe (15 minutes)

FACILITATOR

- Explain to students that they must follow the recipe exactly, and that they should understand every step in the recipe before they begin. Then they can start cooking.
- *Make sure every one in team gets a chance to participate in preparation.*
- Walk around to each learning team and give them instructions regarding their ingredients as needed. Have the students place the chopped ingredients into the bowl on their cooking tray.
- Once every team is finished preparing their ingredient, begin preparing the soup in front of the class. Call on one person from each team to bring up their ingredients as you need them.
- Explain that the soup needs to cook for about 25 minutes. While the soup is cooking, we will do some other activities about food labels and food additives.



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

PURE FOOD KIDS – CLASS OUTLINE

Page 1 of 2

Discussion of Artificial Food Additives and Why We Should Avoid Them (8 minutes)

Video –

Food Additives

- **VIDEO –**
 - Food Detective excerpts
 - Chances are that during your investigation, you have come across some ingredients listed on your food packaging that fall into the category of Food Additives. It's also likely that some of them were impossible to pronounce. So remember our rule about ingredients you can't pronounce!
 - A food additive is described as anything that is added to food to change it in some way. Additives are often not really food themselves, so it's important to know about them, so you can make smart eating choices.
 - Sweeteners

Some additives make food sweeter or enhance the flavor in some way. Other additives are preservatives designed to make the food last longer in the stores. And some change the food's color or are used to make the food "healthier" with nutritional supplements.

One additive category is sweeteners. Things like high fructose corn syrup, maltodextrin, and even plain old sugar are all highly refined. They provide your body with calories or energy, but they contain no nutrients. They can leave your body still craving food, because it needs the nutrients like vitamins and minerals that the sweetener doesn't provide.

Many refined sweeteners end in OSE, like dextrose, sucrose and lactose... if it rhymes with gross, it's a sweetener!

Artificial sweeteners such as Splenda and Aspartame, or Nutrasweet, are created to satisfy our sweet tooth without the calories. That sounds great to some people, but unfortunately, many artificial sweeteners have been linked to a variety of health problems including cancer.
 - Flavor And Texture Enhancers

Other food additives are flavor and texture enhancers. Flavor enhancers turn up the volume when added to foods. Many flavor enhancers don't have flavors of their own. They just amplify the flavor of the food they're in.

One example is *Monosodium Glutamate* or *MSG*. It's used as a flavor enhancer in all sorts of things: snack foods, soups and sauces, and fast foods – french fries are often coated in MSG! – Remember, the can of chili we looked at contained MSG, too.

Many people are allergic to MSG. Eating it can cause headaches, rapid heart beats, red flushing in the face and neck or swelling in the hands and feet.



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

PURE FOOD KIDS – CLASS OUTLINE

Page 1 of 2

Discussion of Artificial Food Additives and Why We Should Avoid Them - cont'd

Some other flavor enhancers will be listed in the Ingredients list as “natural flavoring”. These ingredients can originate from just about anything in nature – even “animal by-products.”

Ingredients listed as artificial flavoring includes everything else. Essentially, they can come from anything – even petroleum!

Some food additives serve more than one purpose. Hydrogenated Fats are used as both texture enhancers AND preservatives. They make the cookies crispier, make the bakery frosting stand up just right, and keep the fats in food from going bad on the shelf. But remember Hydrogenated Fats are Trans Fats which we always want to AVOID!

- Preservatives

Speaking of preservatives... many of the foods we buy at the store contain ingredients that make the food last longer – on the grocery store shelf and in our refrigerator. Not all preservatives are bad for us. For example, ascorbic acid is a form of Vitamin C.

But other preservatives, such as BHA, BHT and EDTA have really, really long chemical names so they can fit onto the ingredient list! BHA and BHT have been linked to cancer. EDTA may cause kidney damage all three of these additives are being studied for there health risks. Other preservatives including Benzoates, nitrates and nitrites have actually been proven to cause cancer, but they are still used in our foods.

- FOOD COLORING

You might be surprised to learn that most food coloring products actually are derived from petroleum or coal tar! Yes, petroleum is what we make motor oil and gasoline from. And coal tar is what we pave our streets with.

Every food coloring that starts with the name of the color, followed by a number is made from petroleum or coal tar. Many of these coloring products have been pulled off the market after being proven to cause cancer. But you can still find a lot of them on the ingredients list of the foods you eat.

There are natural food colorings too, and most of them are fine. They're made from things like annatto seeds, grape skins and beets.

But just because they're natural doesn't mean they're always good. For example, one food coloring, which is listed as Carmine or Cochineal is actually made from crushed beetles! Some people are allergic to it. Others avoid it because they're vegetarians, or have religious objections to eating it.

PURE FOOD KIDS – CLASS OUTLINE



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

Discussion of Artificial Food Additives and Why We Should Avoid Them - cont'd

- **FOOD COLORING**
The last group of food additives are the nutritional supplements. These are vitamins and minerals that are added back into food. You don't necessarily need to avoid nutritional supplements, but if you see them in the ingredient list, it often means that the other ingredients are highly processed and may contain other food additives also. This is an important clue for any food detective.

The best thing to do is to eat foods that have good vitamins and minerals in the Nutrition Facts Statement, but don't show them in the ingredient list. This means that the nutrients occur naturally within the food ingredients, which are the best nutrients of all.

Ingredient List/ Food Additive Activity - Food Detectives What's Really In There? (10 minutes)

FACILITATOR

- Re-pass out packaged food (same foods to same teams)
- Explain and hand out worksheet: *What's Really In There?*
 - Have each group find the ingredient list on their food. Each team will note up to 2 ingredients in each category that they think might be food additives. If you can't pronounce it, it's probably an additive!
 - Have one person from each group share the words they found in their ingredient list. Discuss findings as a class.

Eat, reflect on making healthier snack and Post-class quiz (8 minutes)

FACILITATOR

- Pass out Post-class quiz
 - Have the students brainstorm ideas to create healthier versions of their food product that would be made without harmful food additives.
- Serve and eat chili
- Pass out Take-Home Sheet (recipe) and Flagship Program Brochure



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

Appendix A

- Lesson Materials

- Team Recipe Sheet
- Vegetarian Chili Nutrition Facts Statement
- Tray Set Up



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

Team Recipe

Hearty Vegetable Chili

Makes: 6 – 1 1/2 cup servings

Ingredients:

1 tablespoon vegetable or olive oil	1 cup whole-kernel corn (fresh or frozen)
1 cup chopped onion	1 tablespoon chili powder
1 cup chopped green bell pepper	1 ½ teaspoons leaf oregano
1 cup chopped red pepper	¾ teaspoon ground cumin
4 cloves garlic, minced	1 teaspoon sea salt
28 oz. whole peeled tomatoes	¼ teaspoon ground black pepper
1 can (15.25 oz.) kidney beans	½ bunch cilantro, chopped
1 can (15.25 oz.) black beans	(up to 1 c. Water if chili looks too thick)

Onion and Garlic (2 peelers, 2-3 choppers, 1 measurer)

Peelers: Cut the ends of the onion and peel of papery outer layer. Separate 4 cloves of garlic from bulb. Smash the cloves with side of knife. Peel the papery skin off the four cloves.

Choppers: Chop onion into small pieces. Mince (chop very small) the garlic.

Measurer: Measure 1 cup of onion, put into **larger** bowl. Put garlic into **smaller** bowl.

Red Pepper and Spices (1 washer, 2-3 choppers, 2 measurers)

Washer: Wash the red pepper.

Choppers: Quarter pepper and remove the seeds. Throw away seeds. Chop pepper into ½-inch pieces.

Measurer: Measure 1 cup of red pepper into **larger** bowl. Measure oregano and cumin, put into **smaller** bowl.

Please do not mix spice in with the peppers.

Green Pepper and Spices (1 washer, 2-3 choppers, 2-3 measurers)

Washer: Wash green pepper.

Choppers: Quarter pepper and remove the seeds. Throw way seeds. Chop pepper into ½-inch pieces.

Measurer: Measure 1 cup of green pepper into **larger** bowl.

Measurer: Measure chili powder, salt, and pepper, place together in **smaller** bowl and stir.

Please do not mix spice in with the peppers.

Beans and Tomatoes (2 can openers, 2-3 choppers)

Openers: Open both cans of beans, take to sink with strainer and one bowl. Over sink, put beans into a strainer and rinse. Pour beans into a bowl. Rinse strainer.

Choppers: Open tomato can. Drain the tomatoes through strainer over other bowl. **Save the juice the tomatoes are in.** Pull the tomatoes out of the juices and chop them into bite sized pieces. Place tomato pieces in with the juices in another bowl.

Cilantro and Corn (1 washer, 2 stemmers, 2-3 choppers, 1 measurer)

Washer: Wash cilantro. Pat cilantro dry between paper towels. If it is too wet, it will stick to the knife.

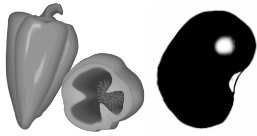
Stemmers: Pick cilantro leaves off of stems and place leaves on cutting board. **Throw stems away.**

Choppers: Coarsely chop cilantro leaves into small pieces. Place in small bowl.

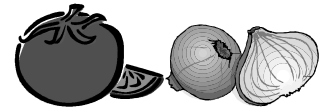
Measurer: Measure 1 cup of corn, place in separate small bowl.



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.



Hearty Vegetable Chili



Nutrition Facts	
Serving size: 1 1/2 cups (370g)	
Servings Per Recipe 6	
Amount Per Serving	
Calories 251	Cal. from Fat 33
% Daily Value*	
Total Fat 4g	6%
Saturated Fat 1g	4%
Cholesterol 0mg	0%
Sodium 400mg	15%
Total Carbohydrate 46g	15%
Dietary Fiber 11g	45%
Sugars 7g	
Protein 13g	
Vitamin A 35%	Vitamin C 145%
Calcium 15%	Iron 30%
* Percent Daily Values is based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
	Calories 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2400mg 2400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9	Carbohydrate 4 Protein 4



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

Tray Set Up

Team 1

- 1 tray
- 4 cutting boards
- 4 knives
- 1 small bowl
- 1 medium bowl
- 1 measuring cup
- at least 4 cloves garlic
- 1 onion

Team 2

- 1 tray
- 3 cutting boards
- 3 knives
- 1 medium bowl
- 1 small bowl
- 1 set measuring spoons
- 1 measuring cup
- oregano
- cumin
- 1 red bell pepper

Team 3

- 1 tray
- 3 cutting boards
- 3 knives
- 1 measuring cup
- 1 small bowl
- 1 medium bowl
- measuring spoons
- salt
- black pepper
- chili powder
- 1 green bell pepper

Team 4

- 1 tray
- 3 cutting boards
- 3 knives
- 1 medium bowl
- 1 large bowl
- strainer
- can opener
- 1-15.25 oz. can kidney beans
- 28 oz. can whole tomatoes
- 1-15.25 oz. can black beans

Team 5

- 1 tray
- 3 cutting boards
- 3 knives
- 2 medium bowls
- 1 set measuring cups
- ½ bunch cilantro
- 1 package corn



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

Appendix B

- Handouts
 - Teacher Survey
 - Pre-Workshop Quiz
 - Post-Workshop Quiz
 - What Are They Selling Us?
 - Is It True?
 - What's Really In There?
 - Food Additive Tree Chart
 - Food Additive Table Chart
 - Notes Sheet
 - Teacher's Notes
 - Program Overview
 - “What We Learned Today” to be copied with Family recipe as a “Take Home” Sheet
 - Family Recipe
 - Nutrient Symbol Explanation



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

Name _____

School _____

Date _____

Food Knowledge Pre-Workshop Quiz

1. True or False:

A picture of fruit on a label means the food contains fruit. (circle one) True / False

2. What is a calorie? (circle the correct answer)

- a. A measurement of fat
- b. A measurement of energy
- c. A vitamin
- d. Don't know

3. About how many calories do you need in a day? (circle the correct answer)

- a. 1,000 calories
- b. 3,500 calories
- c. 2,500 calories
- d. Depends on your activity level
- e. Don't know

4. Ingredients on a food label are listed: (circle the correct answer)

- a. Randomly – in no special order
- b. In order of least amount to greatest amount
- c. In order of greatest amount to least amount
- d. Don't know

5. Draw a line between the food additive on the left to the category on the right to which it belongs.

High Fructose Corn Syrup

Preservative

Monosodium Glutamate

Sweetener

F D & C Red #40

Flavor Enhancer

BHA/BHT

Food Coloring



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

LET'S BE FOOD DETECTIVES!

WHAT ARE THEY SELLING US?

1. Looking only at the front label of your packaged food, can your group find at least two things that make you think it's healthy?

1. _____

2. _____

3. _____

2. Who do you think the manufacturer is trying to get to buy it?

(Examples: parents, kids, athletes, people who want to eat healthy, etc...)

3. List at least two things that make your group want to buy it.

(Example: picture, prizes or other offers, looks like it would be healthy; the flavor looks good, etc...)

1. _____

2. _____

3. _____



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

LET'S BE FOOD DETECTIVES!

IS IT TRUE?

1. Look at the **Nutrition Facts Statement** to find the following:

What is the serving size? _____

How many servings per container? _____

Is it reasonable (really how much you eat or drink)? Yes / No

How many grams of Trans Fat per serving? _____

How many grams of sugar per serving? _____

2. Look at the **Ingredient List** to find the following:

Is the ingredient list: Long / Short

Do you understand MOST (90%) of the words? Yes / No

Does it have *hydrogenated* OR
partially hydrogenated oil (TRANS FAT)? Yes / No

Is there anything that makes you go ...
HUH?? Why did they put that in my food? Yes / No

What is the first sweetener listed? _____

What order in the list is the first sweetener listed? _____

Does the flavor come from what you expected? Yes / No

3. Is this food as healthful as you first thought? Yes / No



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

LET'S BE FOOD DETECTIVES!

WHAT'S REALLY IN THERE?

1. Find up to two Sweeteners

1. _____

2. _____

How many total Sweeteners found? ____

None found ____

2. Find up to two Flavor or Texture Enhancers

1. _____

2. _____

None found ____

3. Find up to two Food Colorings

1. _____

2. _____

None found ____

4. Find up to two Preservatives

1. _____

2. _____

None found ____

5. Find up to two Nutritional Supplements

1. _____

2. _____

None found ____



*Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.*

**Examples of
Food Additives**

Sweeteners

Acesulfame-k
Aspartame
Corn Syrup
Fruit Puree
Concentrates
High Fructose
Corn Syrup
High Maltose
Corn Syrup
Honey
Juice Concentrates
Malt
Maltodextrin
Sugar
‘Ose (rhymes
with gross)
Fructose
Glucose
Lactose
Sucrose
Sucralose
(Splenda)

**Flavor and
Texture
Enhancers**

Artificial Flavors
Calcium
Phosphate
Ester of
Wood Rosin
Glycerin
Natural Flavors
Hydrogenated
Fats
Mono &
Diglycerides
Monosodium
Glutamate
(MSG)
also known as –
Any
Hydrolyzed
Protein
Yeast Extract
Yeast Nutrient
Propylene Glycol

**Food
Colorings**

Blue #1
Blue Lake #1
Blue #2
Green #3
Red #3
Red # 40
Yellow #5
Carmine
Cochineal
Extract
Tartrazine

Preservatives

Ascorbic Acid
Benzoates
BHA
BHT
EDTA
Hydrogenated
Fats
Malic Acid
Nitrates and
Nitrites
Potassium
Citrate
Sodium Citrate
Sulfites
TBHQ

**Nutritional
Supplements**

Ascorbic Acid
Calcium
Folic Acid
Phosphorous
Riboflavin
Thiamine
Mononitrate
Vitamin A
Vitamin B₁
Vitamin B₆
Vitamin B₁₂
Vitamin C

Category	Additive Examples	Why should we avoid it	Some Natural Alternatives
Refined and Artificial Sweeteners	Acesulfame-k, Aspartame, Corn Syrup, Fruit Puree Concentrates, High Fructose Corn Syrup, High Maltose Corn Syrup, Honey, Juice Concentrates, Malt, Maltodextrin, Sugar, 'Ose (rhymes with gross – fructose, glucose, lactose, sucrose), Sucralose (Splenda)	<ul style="list-style-type: none"> • Heavily processed sugar with no nutritive value • Linked to obesity and Type II Diabetes • Artificial sweeteners linked to cancer 	Raw sugar, Maple Syrup, Honey, Fresh fruit
Flavor and Texture Enhancers	Artificial Flavors, Calcium, Phosphate, Ester of Wood Rosin, Glycerin, Hydrolyzed Protein, Natural Flavors, Hydrogenated Fats, Mono & Diglycerides, Monosodium Glutamate, Propylene Glycol, Yeast Extract, Yeast Nutrient	<ul style="list-style-type: none"> • Very addicting and can cause headaches, rapid heart beat, flushing and numbness • Flavor enhancers linked to brain lesions • Linked to obesity 	Salt, sea salt
Food Coloring	Blue #1, Blue Lake #1, Blue #2, Green #3, Red #3, Red # 40, Yellow #5, Beta-Carotene, Carmine, Cochineal Extract, Tartrazine	<ul style="list-style-type: none"> • Linked to behavior – aggression, ADD and ADHD • Artificial colors made from Petroleum or Coal Tar • Carmine and Cochineal are made from beetles 	Beets, Lemon rind, Blueberries, Annatto and Turmeric
Preservatives	Ascorbic Acid, Benzoates, BHA, BHT, EDTA, Hydrogenated Fats, Malic Acid, Nitrates and Nitrites, Potassium Citrate, Sodium Citrate, Sulfites, TBHQ	<ul style="list-style-type: none"> • Some linked to cancer • Some linked to high cholesterol – Trans fats • Many still being studied for safety 	Check the label for items with fewer or no artificial preservatives
Nutritional Supplements	Ascorbic Acid, Calcium, Folic Acid, Phosphorous, Riboflavin, Thiamine Mononitrate, Vitamin A, Vitamin B1, Vitamin B6, Vitamin B12, Vitamin C	<ul style="list-style-type: none"> • Not to be avoided • Usually added back into highly processed foods • Many have little nutritional value 	Fruits, vegetables, whole grains



Flagship Program – educating kids on the benefits of pure, all-natural foods.
1% of ALL Beecher's sales go to support the Flagship Program.

TEACHERS QUESTIONS, COMMENTS OR NOTES

Packaging, media message: _____

Nutrition Facts Statement: _____

Calorie needs: _____

Calcium: _____

Vitamins: _____

Ingredient List: _____

Cooking: _____

Food Additives: _____

Sweeteners: _____

Flavor or Texture Enhancers: _____

Food Colorings: _____

Preservatives: _____

Nutritional Supplements: _____

Recap:



Overview

The Flagship Program supports non-profit organizations providing education about the benefits of pure, all-natural food. We believe that if people have a better understanding of the sources of their food and what is in it, that they will make more nutritious eating choices. We also believe these choices will encourage food producers and retailers to grow, make and sell food that is all-natural and nutritious.

1% of ALL Beecher's, Bennett's Pure Food Bistro and Pasta & Co sales go to our Flagship Program.

The **Pure Food Kids: A Recipe for Healthful Eating** workshop, funded through the Flagship Program, is aimed at educating fourth through sixth grade students about the prevalence of food additives and their possible health risks. As part of the workshop, we provide:

- All equipment, volunteers, printed materials and foods
- 2 hour 30 minute in-class workshop taught by our volunteers* with supporting materials

Student learning objectives:

- Learn how to read a food label including the ingredient list
- Understand the difference between whole and processed foods
- Know common food additives and their possible harmful effects
- How to follow a recipe
- Participate in the preparation of a whole-food soup
- Understand the importance of eating healthful food

Our workshop is fully funded and offered free to schools.

There will be no promotion of Beecher's, Bennett's or Pasta & Co in the classroom.

For more information, please contact:

Alison Leber
Beecher's Flagship Program
206-322-1644 ext 12
Alison@flagshipprog.org
www.beecherscheese.com

**Background checks are conducted on all volunteers through Washington State Patrol*

In Class today, we had a guest from *Beecher's Handmade Cheese* to teach us the *Pure Food Kids: A Recipe for Healthful Eating* lesson

We learned:

- How to read a food label including the advertising on the packaging, the nutrition statement and the ingredient list -

Nutrition Statement		Ingredient list		
Nutrition Facts	Amount/Serving	%DV*	Amount/Serving	%DV*
Serv. Size: 1oz. (28g) Servings: Varied Calories 120 Fat. Cal. 80 <small>*Percent Daily Values (DV) are based on a 2,000 calorie diet.</small>	Total Fat 9g	14%	Total Carb. 1g	0%
	Sat. Fat 6g	30%	Dietary Fiber 0g	0%
	<i>Trans.</i> Fat 0g		Sugars 0g	0%
	Cholest. 20mg	7%	Protein 7g	
	Sodium 230mg	10%		
	Vitamin A 0% • Vitamin C 0% • Calcium 20% • Iron 0%			

Ingredient list
INGREDIENTS:
pasteurized milk,
salt, culture, enzymes

- To understand the difference between whole and processed foods;
example: Potatoes vs. potato chips
- The definition of a calorie
- To recognize common food additives, why they are used and their possible harmful effects
- How to work in a group and follow a recipe
- How to participate in the preparation of a whole-food soup
- To understand the benefits of eating healthful food

Pure Food Kids is a workshop funded by the Flagship Program, the non-profit group founded by Beecher's Handmade Cheese in 2004. The Flagship Program supports non-profit organizations that educate people about the benefits of pure, all-natural food. The principal philosophies of the Program are that if people have a better understanding of the sources of their food and what is in it, than they will make more nutritious eating choices. In addition, the hope is that these choices will encourage food producers and retailers to grow, make and sell food that is all-natural and nutritious.

**1% of ALL sales of Beecher's Handmade Cheese and its sister companies,
Pasta & Co and Bennett's Pure Food Bistro
Fund the Flagship Program**

*There was no promotion of Beecher's, Pasta & Co,
or Bennett's in the classroom*















Please contact me with any questions or comments.

Alison Leber
Beecher's Flagship Program
206-322-1644 ext 12
Alison@flagshipprog.org
www.beecherscheese.com



Hearty Vegetable Chili – Family Recipe

Makes: 6 – 11/2 cup servings

	Ingredients	Directions	Nutrient
Measure	Vegetable Oil 	Measure 1 tablespoon of vegetable or olive oil and add to a medium soup pot. Heat oil over medium-high heat.	
Chop	Onion and Garlic 	Peel and chop 1 cup of onion into small pieces. Smash, peel, and chop 4 cloves of garlic into very small pieces. Add to the soup pot, stir, and cook for 1 to 2 minutes.	Potassium 
Chop	Green and Red Bell Peppers 	Chop 1 cup each of green and red bell peppers into small pieces. Add to the soup pot and sauté until tender.	Vitamin C 
Measure	Spices 	Measure 1 tablespoon chili powder, 1½ teaspoons dried oregano, ¾ teaspoon ground cumin, ½ teaspoon salt, and ¼ teaspoon black pepper. Add to the soup pot and stir until all of the vegetables are coated with the spices.	
Drain	Black and Kidney Beans 	Open one 15.25 ounce can each of black and kidney beans. Drain and rinse. Add to the soup pot and stir until the beans are coated with the spices.	Fiber Protein 
Chop	Diced Tomatoes 	Open one 28 ounce can of whole tomatoes. Cut into bite sized pieces, add to the soup pot, and stir. Turn the heat up to high and bring the soup to a boil. Reduce the heat to low and simmer for 20 minutes.	Vitamin C 
Measure	Whole Kernel Corn 	Measure 1 cup of fresh or frozen corn. Add to the soup pot and stir. Add up to 1 cup water if the chili looks too thick. Simmer for 5 minutes.	Potassium 
Chop	Cilantro 	Chop ½ bunch of fresh cilantro. Turn off the heat on the soup pot and add the cilantro. Stir the soup and enjoy.	Vitamin A 

Nutrient Symbol Explanation



Protein: a nutrient found in food that helps our body grow, helps cuts heal, and builds strong muscles. Animal sources of protein include fish, chicken, and eggs. Plant sources of protein include beans, nuts, and seeds.



Fiber: a part of foods such as bran, fruits, and vegetables that passes through the body but is partially digested or not digested at all.



Vitamin A: a nutrient found in food that helps our eyes see at night and helps us fight off disease. Animal sources of vitamin A include cod liver, eggs, butter, and milk. Plant sources of vitamin A include sweet potatoes, carrots, cantaloupe, and spinach.



Vitamin C: a nutrient found in food that helps us heal wounds by making collagen, helps make norepinephrine which affects mood, and is an antioxidant. Antioxidants prevent damage from free radicals which are formed in our bodies and through exposure to toxins and pollutants. Fruits and vegetables are good sources of vitamin C, especially oranges, red peppers, tomatoes, broccoli, and strawberries.



Potassium: a mineral found in food that helps prevent high blood pressure and stroke. Potassium is also an electrolyte. Electrolytes help with the normal functioning of our bodies. They are important for nerve impulse transmission, muscle contraction, and heart function. The richest sources of potassium are fruits and vegetables.

References: www.mypyramid.gov
<http://lpi.oregonstate.edu>