



Title: What Do You REALLY Know About Carrots?

Grade Level: 4-5

Standards:

- SS5H6. World War II
- CCSS.ELA-LITERACY.W.4.1. Write opinion pieces on topics or texts, supporting a point of view with reasons and information.
- HE5.2. Students will identify consumer influences, determine target audiences for specific media and advertisements, and create an advertisement designed to promote a healthy choice.

Materials Needed:

- Internet / Projector
- Poster Paper
- Art Supplies

Lesson Plan

Engage (Whole Group): 5 minutes

- Watch: Clip of Bugs Bunny: <https://www.youtube.com/watch?v=9OuFbyyt8k0>
- Discuss: What did you learn about carrots? (Rabbits eat carrots?)

Explore (Small Group): 10 minutes

- Discuss: Are you sure that is true? Is this a reputable source?
- Research: Do rabbits eat carrots?

The answer is no, wild rabbits don't eat (wild) carrots. Rabbits are herbivorous, and their main diet is composed of various plant leaves and stems eaten on the surface. They don't dig for food. It wouldn't be efficient, given the poor nutritional value of wild carrot roots. According to the Smithsonian Vertebrate Zoology Department, wild rabbits do not normally dig up carrots. In a cultivated garden they will enjoy the green tops of the carrots, and generally stick to similar tender greens, leaves and twigs. Since they do not hibernate, their winter forage consists mainly of twigs and tender bark on young trees.

Explain (Whole Group - Modeling): 15 minutes

- Explain: While this misinterpretation was harmless, often times the content consumers see through media outlets are advertisements that can be misleading.



For more information & other resources, visit www.georgiaorganics.org/for-schools/rooting-for-carrots



- Read/watch: This TedTalk about junk food marketing to kids: <https://www.youtube.com/watch?v=0bop3D7-dDM>. If limited on time to watch the entire video, 1:44-5:00 gives a good overview.

Extend (Small Group - Guided Practice): 25 minutes

- Research: Do carrots help you see in the dark like was advertised during WWII?: <http://www.smithsonianmag.com/arts-culture/a-wwii-propaganda-campaign-popularized-the-myth-that-carrots-help-you-see-in-the-dark-28812484/?no-ist>
- Create: An accurate advertisement for carrots and their health benefits to hang around the school during Farm to School month. Both opinions with support and facts with accurate information can be presented. Consider your target audience and build the advertisement to be eye-catching and interesting to that audience.

Evaluate (Independent - Independent Practice): Time varies

- Share: Advertisements to intended audience.
- Assess: Based on accuracy of information and effectiveness of advertisement.



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