What is Lettuce Try It?

Lettuce Try It is a state-wide effort to get kids across Georgia to eat (and fall in love with!) fresh, local lettuce during October Farm to School Month.

Why Lettuce?
- Leafy greens meet school meal requirements! Romaine, mesclun, spinach, kale, and other kinds of lettuces satisfy the Dark Green Vegetables subgroup in USDA school meal regulations.
- Georgians eat more than 285 million pounds of lettuce a year, but right now we grow less than one-tenth of 1% of that.
- If all the lettuce consumed by Georgians were produced and sold in the state, it would mean an additional $83.6 million of direct revenue for farmers.
- There are lots of great varieties of lettuce that grow well in Georgia. It’s also an easy crop for school gardens to plant in the fall and harvest before the winter break.
- Lettuce has a longer shelf life if bought locally.
- Lettuce is a nutritious vegetable being served in lots of school cafeterias, but not all students are eating it yet.

Why Taste Tests?
- In Georgia, 43% of adolescents eat fruits and vegetables less than once a day.
- Fussiness about food is a normal part of a child’s development. Young children naturally distrust new things.
- New foods need to be introduced to kids anywhere from 7 to 15 times before they can decide if they like it!
- Taste tests are a low-pressure way to create adventurous eaters and encourage a culture of trying new foods.

I want Lettuce Try It at my school! How do I participate?

1) Sign up!
   We’ll send you resources and materials for Lettuce Try It at your school! Sign up at: georgiaorganics.org/lettucetryit.

2) Plan your school’s Lettuce Try It activities.
   - Form a team of Lettuce Leaders.
   - In addition to hosting a taste test, decide if you lead lettuce lessons or a field trip to a farm.
   - Set a date and location.
   - Make a plan for promoting and marketing lettuce before the taste test.

3) Buy lettuce! We’ll send you a list of farmers in your region.

4) Host a lettuce taste test.

5) Tell us about your Lettuce Try It activities!
   Send us the data from the taste test.
   Send us pictures.
   Tell us what the kids thought!

For more information, visit georgiaorganics.org/lettucetryit