Know your goals. Before doing a taste test, establish a few goals that are easy to communicate.

Form a group of Carrot Leaders. Try to include the school nutrition director, cafeteria manager, school principal, parents, teachers, and students. This group will help plan and lead the taste test.

Plan the taste test. With the Carrot Leaders, think through the taste test details:
- What kind of carrots will you try?
- Where will the carrots come from?
- If you will include a dip or dressing, what recipe will you use?
- How much will the ingredients cost?
- Does the kitchen or school have the staff and equipment to prepare the taste test?
- Who will prepare it?
- Where will the taste test be served and who will serve it?
- How will you survey students?

Be respectful of school nutrition staff and teachers. Both have tough jobs with a lot of time demands.

Offer hands-on experiences to accompany the taste test. Children who help grow or prepare food for a taste test are more likely to try it!

Thoughtfully set up your taste test serving area. The taste test should be separate from the normal cafeteria line, but situated so most students still have to pass by.

Collect and use your data. Get tallies on the following questions to get student insight and engage them even more (see back for survey template):
- Did you try it?
- Did you like it?
- Would you try it again?

Share the results! Post the taste test results on a bulletin board, share with cafeteria staff and school and district leadership, and send them to Georgia Organics!

For more information, visit georgiaorganics.org/for-schools/rooting-for-carrots. For questions, contact us at 678-702-0400 or emilycd@georgiaorganics.org.