What is Rooting for Carrots?

**Rooting for Carrots** is a state-wide effort to get kids across Georgia eating, growing and participating in carrot-themed activities during **October Farm to School Month**.

Why Carrots?

- **Carrots are a tasty, colorful powerfood** that are delicious either raw or cooked.
- **Carrots are rich in vitamin A and loaded with beta-carotene**, and improve your skin and eyesight.
- **Carrots are the perfect back-to-school plant to grow in Georgia!** The need cooler temperatures, so are great to grow once students get settled into their routines in August or early September.
- **Colorful carrots are exciting for kids to taste test** (especially purple, red, white, and yellow varieties).
- **Carrots are fun to harvest** from the garden because the bright taproot is hidden beneath the soil and green leaves.
- **Growing and trying carrots will make students more likely to eat them** when they are served as part of school meals.

How do I participate in **Rooting for Carrots** at my school?

**Sign-up!**
Sign-up online and you will receive electronic resources to help you plan and implement your **Rooting for Carrots** activities.
The first 400 people to sign-up will get a free packet of carrot seeds and a Georgia Planting and Harvest Calendar for school gardens.

**Plan your school’s Rooting for Carrots activities by using the electronic resources that we send you.**
- Form a leadership team (your class, PTA members, other teachers, etc.) to help choose and plan activities.
- Review the activities and lesson plans on the **Rooting for Carrots** website and Pinterest board.
- Do you want to cook carrots? Make a delicious dip for taste testing carrots? Grow carrots in different conditions and see which ones grow best? Host a carrot taste test? Grow and taste different varieties of carrots? The possibilities are endless!
- Connect with cafeteria staff to discuss serving carrots as part of a school meal in conjunction with your **Rooting for Carrots** activities.
- Set a date and location.

**Implement your activity!**
Don’t forget to take pictures and post them to social media with #RootingForCarrots. **A special prize will be awarded to the person who posts the most #RootingForCarrots photos.**

**Tell us about your Rooting for Carrots activities!**
We’ll send out a short survey in early November asking what you did and what the students thought. **Last year, over 15,000 students participated! Help us break that goal this year!**

For more information, visit [georgiaorganics.org/for-schools/rooting-for-carrots](http://georgiaorganics.org/for-schools/rooting-for-carrots).
For questions, contact us at [678-702-0400](tel:678-702-0400) or [emilycd@georgiaorganics.org](mailto:emilycd@georgiaorganics.org).