

FCS Food Nutrition, and Wellness

How Kale Became the Next Big Thing



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Overview: This lesson will challenge students to create a website geared to a specific age demographic to promote kale consumption. Students will identify key dietary benefits for their age group and showcase why and how that group can incorporate kale into their current meal plans. They will utilize digital skills to create a webpage showcasing their knowledge.

Time Needed: 1-3 class periods with option to do additional work outside of class.

Standards:

- FCS-FNW-3. Students will identify the factors that affect food choices and dietary quality.
 - Describe the importance of sensory attributes and the influence of marketing techniques, such as packaging, advertising techniques, and the physical environment on food choices.
- FCS-FNL-8. Students will explain the nutritional requirements of the aging individual.
 - Describe the biological aspects of aging and life expectancy in relation to current demographics in the U.S.

Objectives:

- Students will understand changing trends in advertising and how the targeted customer directs webpage design.
- Students will use digital skills to create a webpage.
- Students will use research data and nutritional information to determine the benefits to kale.
- Students will find data on kale varieties and health benefits for their assigned age group to incorporate into the webpage.

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Materials:

- NPR: The Best Piece of Trivia you Learned All Week: Pizza Hut Edition: <https://www.npr.org/templates/transcript/transcript.php?storyId=393823329>
- National Geographic: Who owns Kale - <https://www.nationalgeographic.com/people-and-culture/food/the-plate/2016/08/who-owns-kale-/>
- Georgia Organics October Farm to School Month Campaign: <https://georgiaorganics.org/for-schools/octoberfarmtoschoolmonth>
- National Kale Day- <http://nationalkaleday.org/>
- ABC News: Happy National Kale Day all you Haters - <https://abcnews.go.com/Health/happy-national-kale-day-haters/story?id=25869490>
- American Kale Association - <http://www.americankaleassociation.com/>
- Dietary Guidelines for Americans (p.97-98): https://health.gov/dietaryguidelines/2015/resources/2015-2020_Dietary_Guidelines.pdf
- Food labeling requirements - <https://www.foodpackaginglabels.net/food-labeling-requirements/>
- Food labeling ebook - <https://www.foodpackaginglabels.net/downloads/fda-food-label-requirements-in-a-nutshell-foodpackaginglabels.net.pdf>
- Food labeling history - <https://www.fooducate.com/app#!page=post&id=57A32269-8B2D-7EF6-48CE-A29E619C9AE8>
- Sample Web Project Rubric- <http://wwwcs.uwstout.edu/soe/profdev/upload/rubric6.pdf>