

Eating, Learning, Growing

Celebrating Students' Cultures and
California Fruits and Vegetables

Your Guide to Installing
Vibrant Graphic Environments



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pera

txiv moj coos





CENTER FOR
ECOLITERACY

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Published by Learning in the Real World

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CALIFORNIA FOOD
FOR CALIFORNIA KIDS®



Eating, Learning, Growing

Celebrating Students' Cultures and California Fruits and Vegetables

Every school community strives to beautify its campus, connect with its diverse student body, and offer educational experiences throughout the school day. These goals include healthy students enjoying healthy eating—ready to learn and grow.

But every school in California is unique. How can one graphic system meet all these goals, be easy to use, and make an appealing impact?

Introducing Eating, Learning, Growing, a collection of vibrant graphics designed by the Center for Ecoliteracy to transform your dining areas, hallways, gymnasiums, offices, and more. Showcasing fresh fruits and vegetables and featuring 18 of the many languages spoken in California, these striking materials are designed to fit where you want them and are optimized for grades 6–8. Farm to school education is most effective when students can see themselves in the material. We think you'll find these graphics express appreciation for California's cultures and nurture a sense of belonging with your students.


We are grateful your school will showcase these materials. Our hope is that they will inspire you to develop beautiful installations for your school communities to enjoy.

Alexa Norstad
Executive Director
Center for Ecoliteracy

Thank you to the staff at Natomas Unified School District in Sacramento for their insights and guidance in the development of these materials. Natomas is ranked by niche.com as the “#1 Most Diverse District in California.”

Posters

This set of eight posters featuring fresh fruits and vegetables and 18 languages spoken throughout California. Even if all of these languages are not spoken at your school, the posters provide an introduction to the beauty and diversity of California's cultures.



Onion

पिआन
cebolla
củ hành

Onions are thought to be native to Southwestern Asia and now are grown around the world. Onions, garlic, scallions, and shallots are all members of the onion family.

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Pear

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Pears are grown and enjoyed around the world. Pear trees are native to Europe, North Africa, and Asia. They were cultivated in China as early as 2000 BC. An ancient Roman recipe recommended stewing pears with honey.

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Lettuce

상추
lechuga
salade

Lettuce originated in the Mediterranean region thousands of years ago. It is pictured in Egyptian tombs as early as 3000 BC. There are dozens of varieties and colors of lettuce grown year round in the United States and throughout the world.

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Peppers

พริกไทย
pimientos
piperrak

Native to Mexico, Central and South America, peppers come in many colors. Some peppers are sweet and some are hot. An ancient Aztec recipe combines peppers, tomatoes, and salt in what might have been the world's first salsa.

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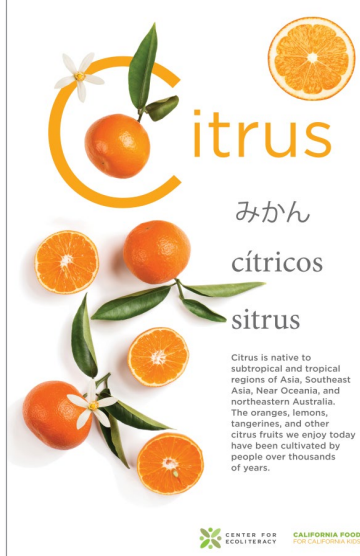


Beans

फलियाँ
etl
frijoles

Most of the beans we eat began as wild vines that grew in Central and South America. Black beans, pinto beans, kidney beans, and many others are relatives of beans cultivated by indigenous peoples over thousands of years.

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Citrus

みかん
cítricos
sitrus

Citrus is native to subtropical and tropical regions of Asia, Southeast Asia, Near Oceania, and northeastern Australia. The oranges, lemons, tangerines, and other citrus fruits we enjoy today have been cultivated by people over thousands of years.

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Tomato

помідор
tomate
pomodoro

Tomatoes are native to the South American Andes. They have been domesticated by humans for over 2,000 years. It is thought the first cultivated tomato was small and yellow. Today tomatoes come in many colors, including red, orange, yellow, and purple.

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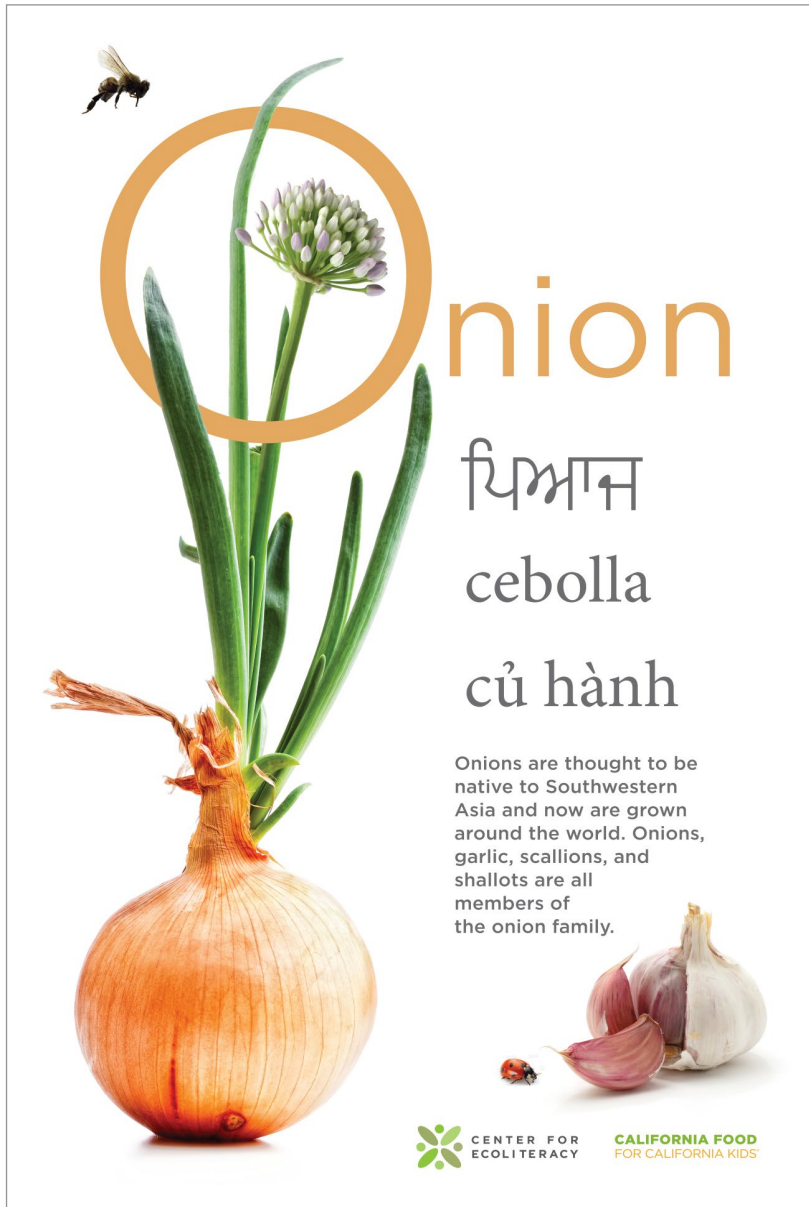
Enjoy!

بالهنا و الشفا!
Bon appetit!
האנאע האבן!
¡Buen provecho!

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What's in a poster?

These are common elements in every poster.



Photography: Each poster includes photographs of a fruit or vegetable and some elements from nature, such as blossoms, birds, or insects.

Languages: English and Spanish are included on every poster with the addition of two other languages. For example, this poster includes:

- English
- Punjabi
- Spanish
- Vietnamese

Crop description: There is a description of where the crop originated. Some posters include a brief description on how it migrated and/or how it is enjoyed by different cultures.

Poster size: Each poster file is designed to be printed 24 inches wide by 36 inches high.

Banner

This 7 foot by 7 foot banner can be printed on vinyl with grommets for ease and flexibility of use. The banner can be displayed decoratively and students may pose playfully with it. It can be zip-tied to outdoor fencing or supported on indoor walls with screws or hooks.



What's in the banner?

The butterfly banner is made from an assortment of legumes.

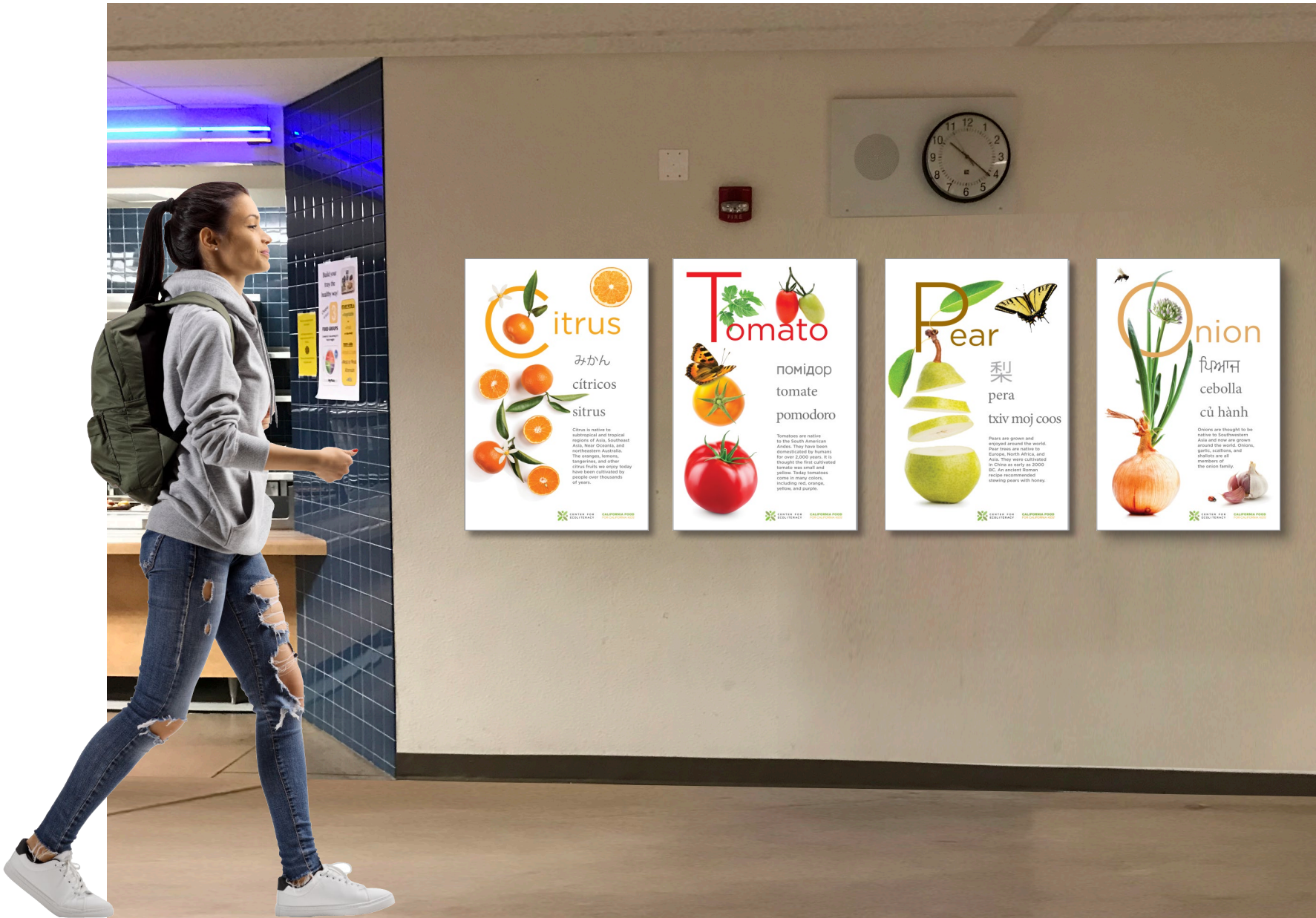


Legumes are central to many cuisines and core to increasingly popular plant-forward menus. The legumes featured in this banner include favorites from many cultures in California:

- Red lentils
- Yellow lentils
- Black lentils
- Yellow split peas
- Black beans
- Lima beans
- Pinto beans
- Chick peas
- Black-eyed peas

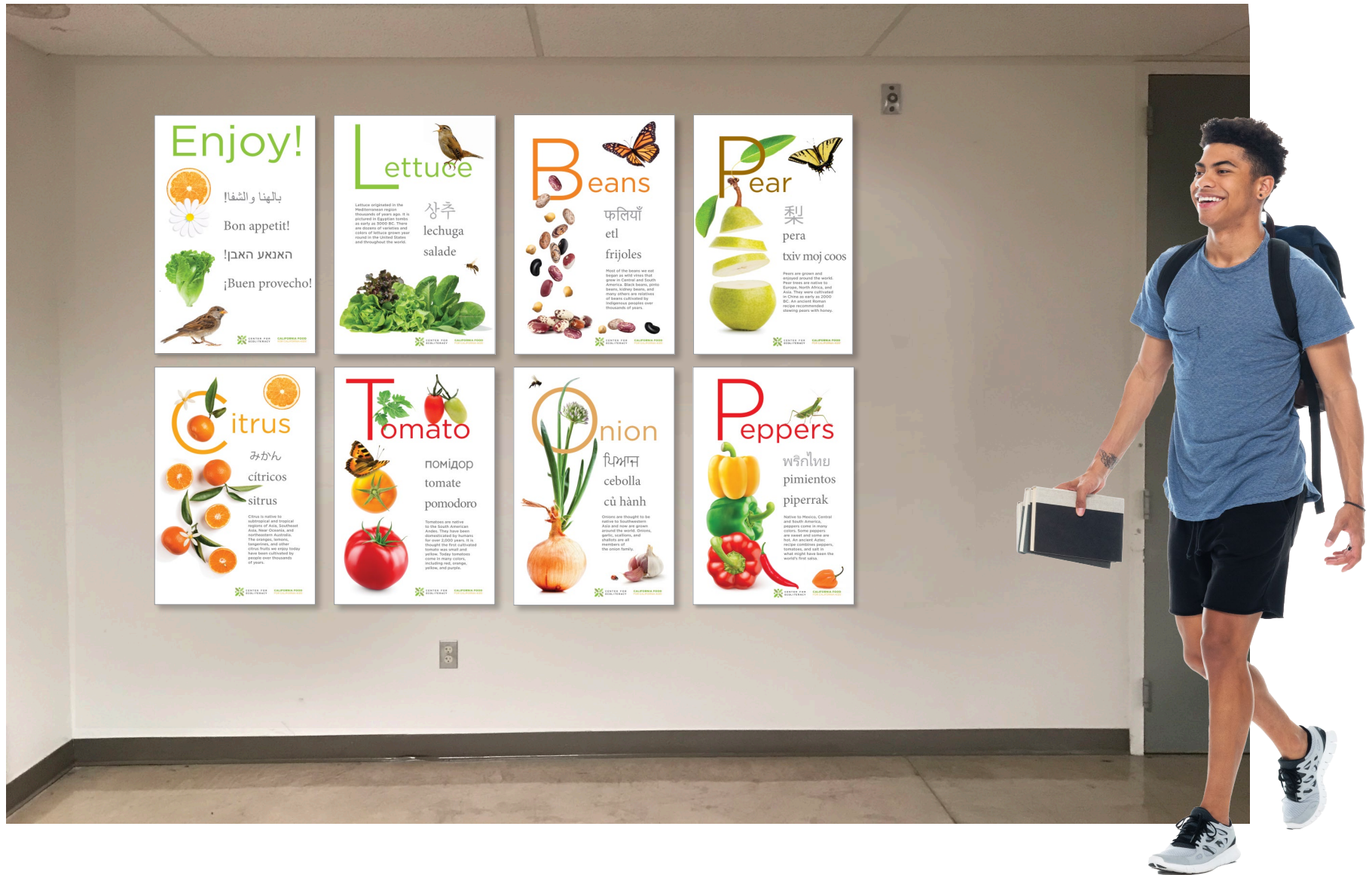
Cafeteria installation example

Brighten a plain wall in a cafeteria service area with a simple array of posters.



Hallway installation example

When you have the space, arrange posters in a double stack to make a large mural.



Banner interior installation example

If students are posing with the banner, consider installing it away from major foot traffic areas.



Banner exterior installation example

The banner can also be installed outdoors on decks, on fences, and in garden settings.



Gymnasium installation example

In this dining space—formerly a gymnasium—a full set of posters covers a wall and commands the room.



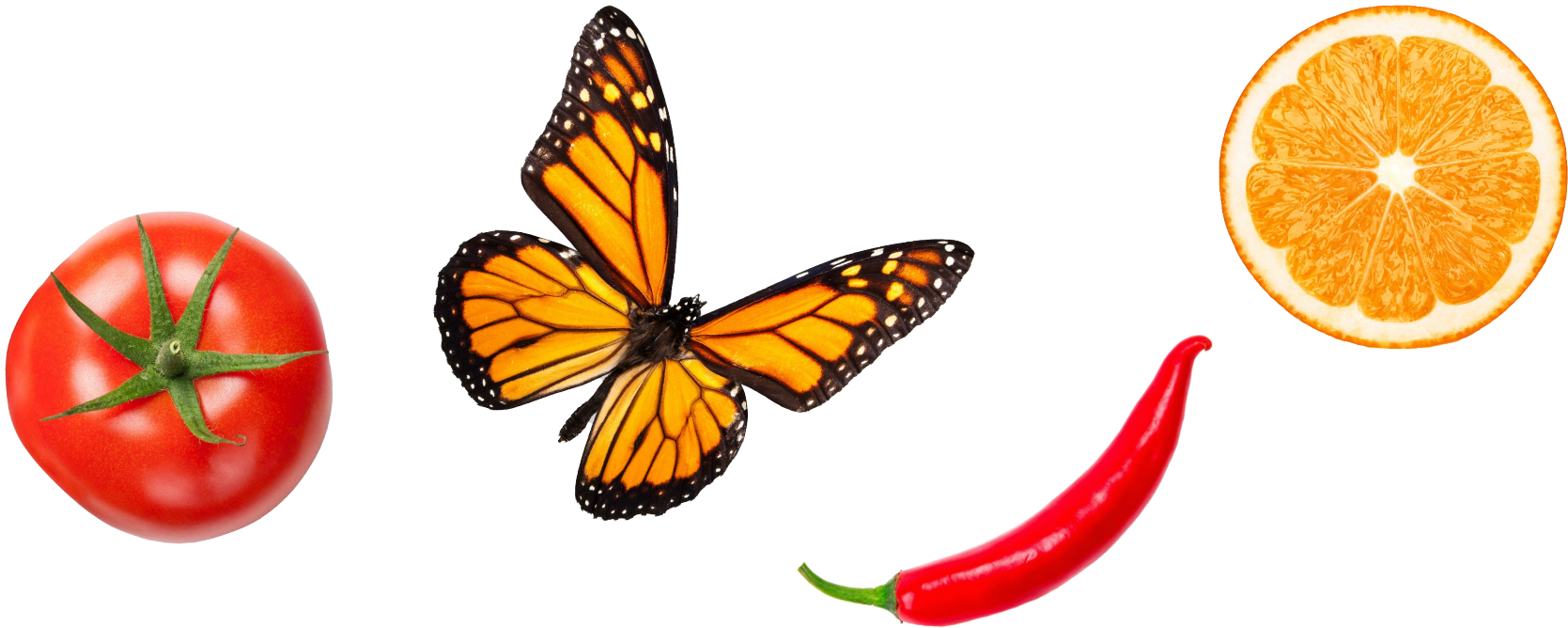
When space is limited

In small spaces, just a few elements can provide bright focal points. You can arrange posters as the background for a taste test or to greet students at the salad bar.



Thank you for using the Eating, Learning, Growing materials to beautify your campus and reflect the cultures of your students and their families.

If you have questions about these materials or want to know more about other resources and programs from the Center for Ecoliteracy, please contact: info@ecoliteracy.org



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Stock photos: istockphoto.com

Printing: Materials for this project were printed by **Dakota Press**. A minority-owned, woman-owned, green certified, union shop, Dakota Press has over 30 years' experience helping its clients produce excellent products. dakotapress.com

Translations: Translations for this project were provided by **Keylingo**. Keylingo is a language solutions provider that ensures translations are both culturally and linguistically accurate, and has been doing so since 2004. keylingo.com