



CANADIAN CATHOLIC ORGANIZATION FOR

**Development  
and Peace**

devp.org/activities

# AWARENESS ACTIVITY

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## TASTE TEST: LOCAL FOOD VS. IMPORTED

Why do we import fruits and vegetables? Is our produce better the faster we get it from the field, or when ripening is controlled and timed for transportation and purchase? How do these factors affect flavour and texture? Test this out for yourself by comparing an imported fruit or vegetable vs. a local, seasonal option (such as apples, tomatoes, peaches, or cucumber). If you are feeling adventurous try out an organic option or visit a farm and taste the food right from the source! You might be surprised!

### OBJECTIVES //

- Demystify the source of food
- Examining our perceptions of where our food comes from
- Raise awareness of the availability and benefits of choosing local foods
- Encourage participants to act individually and collectively

**TIME //** 25-30 minutes

**PARTICIPANTS //** Unlimited

### MATERIALS //

- One plate or napkin (think cloth!) for each participant
- One ballot per person
- Sufficient quantity of a selected food (e.g. tomato, apple, carrot, ...)

### HOW TO DO THE TASTE TEST

NUMBER EACH GLASS/PLATE AND FILL WITH THE CORRESPONDING FOOD CHOICE

- PLATE 1 – IMPORTED FOOD
- PLATE 2 – LOCAL FOOD

DISTRIBUTE THE BALLOT TO EACH PARTICIPANT TO INDICATE WHICH PRODUCT THEY FEEL HAS THE BEST:

- SMELL
- APPEARANCE
- TASTE

HAVE EACH PERSON CHOOSE WHICH SAMPLE THEY PREFERRED.

INSERT COMPARISON CHARTS FROM FRENCH 'L'EAU EMBOUTEILLÉE'

### TALLYING RESULTS AND DISCUSSIONS QUESTIONS

- CALCULATE THE WINNING OPTION EITHER WITH RAISED HANDS OR A TALLY BOARD.
- REVEAL WHICH OPTION CAME FROM WHICH SOURCE. REVEAL THE COSTS, LOCATION OF WHERE IT WAS GROWN, DISTANCE TRAVELLED, AND ANY OTHER PERTINENT INFORMATION ABOUT EACH OPTION.
- ASK PARTICIPANTS TO DISCUSS THE PREFERENCES WITH THE GROUP: ARE THEY SURPRISED?
  - WHICH FOOD OPTION WAS FRESHER?
  - WHAT ARE THE BENEFITS TO CHOOSING LOCAL FOODS? (SUPPORTING SMALL-SCALE FARMERS, REDUCING OUR ENVIRONMENTAL FOOTPRINT, SUPPORTING AND BUILDING COMMUNITY RATHER THAN SUPPORT CORPORATE PROFITS)



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APPEARANCE			
TASTE			
MY CHOICE			

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