

BILLIE'S CARROT QUEST



WRITTEN BY THE CCFE & ILLUSTRATED BY N-V-R



Canadian Centre
for Food & Ecology



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Story concept for Billie's Carrot Quest by Alisa Daly, Nicole Stroll & Toby Rubb, First Foundations, Jewish Community Preschools.

ABOUT THE CCFE

The Canadian Centre for Food & Ecology is a national charity helping people make conscious food decisions that are good both for them and the planet.

ABOUT FLAVOUR HARVEST

Flavour Harvest is a collaboration between the Canadian Centre for Food & Ecology, and Toronto-based partners The Sweet Potato and Healthy Moms. We are creating joyful, play-based experiences for toddlers and preschoolers and their parents to learn about how our food is grown and why it matters to taste, nutrition and nature.

Our goal is to amplify the work of our partners and come together to help people shift to more regular purchases of local food that parents can truly feel good about, like Pfenning's Organic carrots (grown in-season in New Hamburg, Ontario).

Billie the Bunny, Babs the Badger, and Bailey the Bear were having lunch at school. Bailey was happily munching on his blueberries. Babs was enjoying her crunchy apple. But Billie wasn't too thrilled about his carrot.



Teacher Bobbie noticed that Billie wasn't crunching or munching on his carrot.

"Did you know that there are two types of carrot patches? Some are dry and drab while others are bright and cheery!"



“Let’s go together and visit two carrot patches
to find out where your lunch carrots came from!”



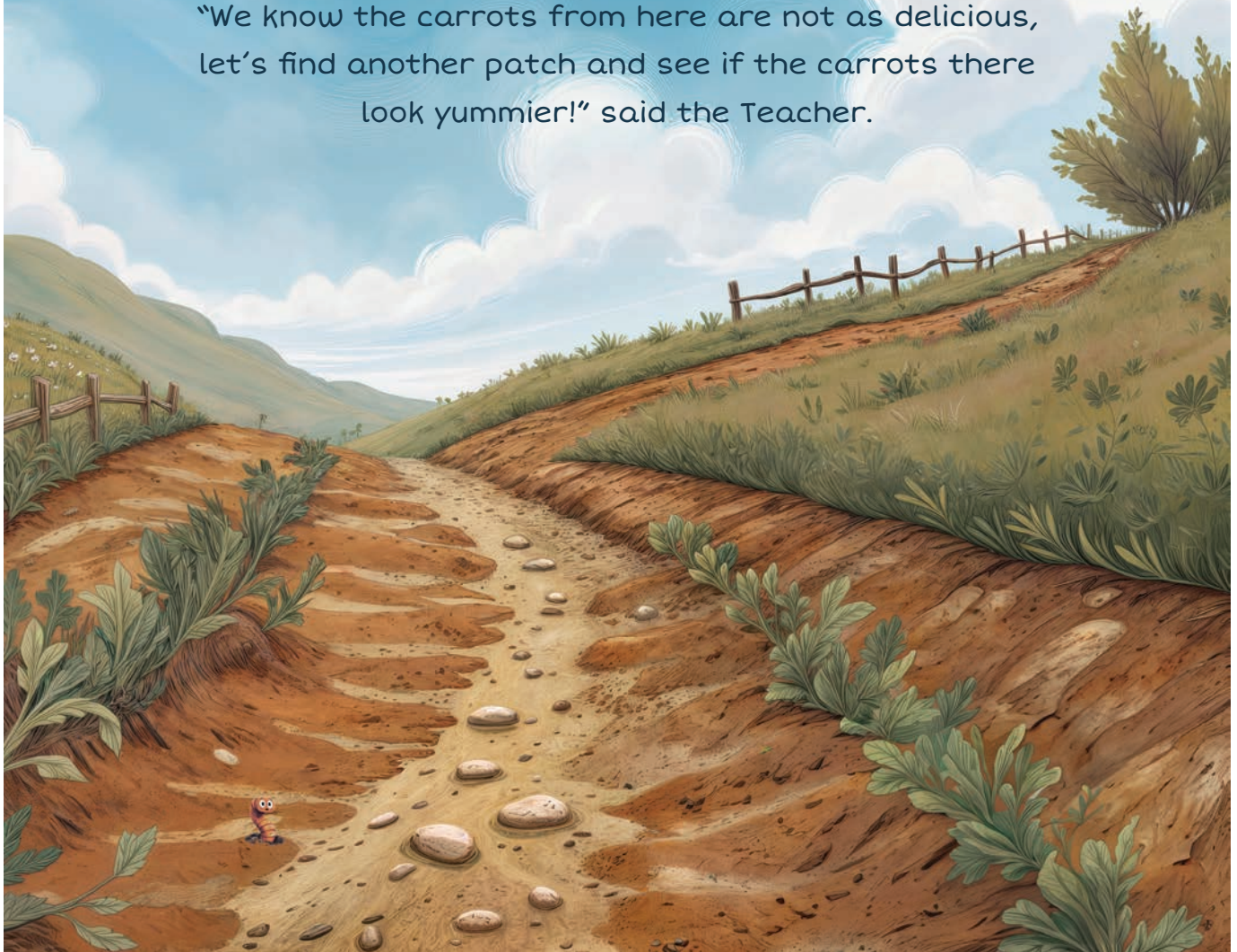


Off the friends went on a fun journey to the carrot patches!



As they made it to the first carrot patch
they noticed that the carrot patch wasn't exciting at all;
it wasn't bright or colourful.

"We know the carrots from here are not as delicious,
let's find another patch and see if the carrots there
look yummier!" said the Teacher.



At the next carrot patch the friends could see buzzing bees,
chirping birds, beautiful butterflies, wiggly worms
and tiny living things in bright brown soil!



"I LOVE this patch!
It has everything we need to feel great,
I want to eat these carrots!" said Billie.

"Even the birds are singing,
they must be feeling happy too!"



Wow! What an awesome patch you created!
Your carrot patch gives carrots everything needed
for us to hop high and feel strong!



After all that hopping,
Billie and his friends were so hungry!
They decided to head over to
the grocery store!





When they arrived at the grocery store they searched high and low for the special carrots, just like the ones they saw in the bright and colourful carrot patch.

Billie, Babs, Bailey and Teacher Bobbie found
the special carrots and tasted them!

“Wow!” said Billie, “This is the yummiest carrot I ever had!
I can’t wait to buy some and take them back to school
to munch on with our friends”



When they arrived back at school,
Billie's tummy was rumbling because he
was SO hungry. Together, they washed
and scrubbed the carrots
and shared a delicious lunch!



"Wow, my body feels so much better!" cheered Billie.

"These carrots really did the trick!"



“Think of all of the things we can make using our special carrots!” Billie exclaimed.
“We could enjoy them for breakfast, lunch, dinner and even snack time!”



Outside in the mud kitchen,
the friends worked as a team
to cook delicious and nutritious meals
using their carrots and special recipes.



In the end, Billie was glad he trusted his taste buds.
Everyone's tummy was full and happy.



What a fun adventure with Billie and his friends!
Next time you head to the grocery store,
take your bunny along to find
the sweet carrots too!



KEEP THE CONVERSATION GOING

Flavour Harvest focuses on three messages for families, all about how food is grown and why it matters. We invite readers to learn and share in their own way, at their own pace, with their young children.

PUT THE CARE BACK IN CARROTS

Soil is home to 59% of all life on earth.¹

Farming in ways that support and—better yet—regenerate soil life, improves the biodiversity (animals, birds, insects, fungi, bacteria) above and below ground. Farmers that improve soil health also provide incredible benefits for the climate.⁴

CARROTS WITH 3X THE NUTRIENTS FOR THE WIN

Our food contains nutrients—substances that provide the energy our bodies need to function.⁶ Nutrients are so small that we can't see them.

Nutrients can be broken into two categories:

macronutrients (carbohydrates, protein, fats) and micronutrients (vitamins and minerals such as calcium, iron, vitamin C⁶). Our bodies need micronutrients in small amounts to grow and prevent us from getting sick (from chronic diseases).

Not all food is created equal. Farming in ways that boost life in the soil gives more micronutrients to the food being grown.⁵ For example, new research is showing carrots grown in soil that is well taken care of (without harmful pesticides and with natural fertilizers such as compost) can have up to 3x more nutrients.² The difference is even higher for specific nutrients: one carrot can have the same amount of calcium as six others.²

TRUST YOUR TASTE BUDS

A lot of people think what's grown better, tastes better.

We invite parents and young children to taste Pfenning's Organic carrots to see if they taste different and better to you.

While taste varies for everyone, a growing body of research from sources we trust makes a connection between the way food is grown, its nutrient content and the resulting complex flavours. Many farmers have learned that a lot of life above and below ground on their farm brings benefits to the flavours we taste.³

LEARN MORE

To learn more why growing food in living soil matters to taste, nutrients and nature:

Watch with your kids:

Biggest Little Farm (movie)

on CBC Gem, Apple TV+ and Amazon Prime Video

For grown ups:

Article "Cultivating Better Health" by Michael Behar

Eatingwell.com/longform/7909032/soil-microbiome-gut-health/

The latest research into nutrient density:

Bionutrient.org



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