



Attn: Teachers ~ Win Organic Food For Your Schools!

This fall, we want K – 12 teachers to win organic products for their schools! Yes, that's right. Teachers have the opportunity to win free organic food and national recognition for themselves, their students, and their school!!

Here's how it works: Go Organic! for Earth Day, a project of Organic Trade Association (ota.com), Earth Day Network (earthday.net), and MusicMatters (musicmatters.net), increases awareness of organic products nationally. The Go Organic! campaign educates millions of consumers on the benefits of organic agriculture and products through a network of more than 3,500 retailers with educational coupon books, events, posters and in-store signs. In addition, the campaign boasts a consumer website, OrganicEarthDay.org, that includes information on the benefits of going organic, giveaways and e-Postcards.

The Go Organic! for Earth Day campaign and Earth Day Network are pleased to offer the chance for five outstanding teachers to win organic food for their schools for one day, provided by Go Organic! for Earth Day participating companies: Organic Valley, R.W. Knudsen Family, Santa Cruz Organic, Earthbound Farm, Clif Kid and others!

They can be one of our five winning teachers by submitting the best curriculum on organic food and farming to Earth Day Network. We do not have a maximum limit on the amount of materials (though teachers must offer at least three lesson plans for consideration) that can be submitted. Plans must make the connection between farm practices, environmental health and human health.

Additional consideration will be given to curriculum which includes the above plus any or all of the following categories of organic products: dairy, grains, fruit juices, soy, canned and fresh produce and fiber products. Lessons and curricula should reflect the benefits of organic products.

Submissions must be returned to Earth Day Network by October 8, 2007. The winning curriculum will be determined by October 26, 2007 and the winning

teachers and their schools will be notified by October 31, 2007. The tasty prize will arrive at the winning schools as an Organic Thanksgiving Gift during the week of November 12, 2007, courtesy of our national sponsors!

Curricula or units will be judged by a Go Organic! “panel” of representatives from Earth Day Network, Organic Trade Association and participants in Go Organic! for Earth Day. The judges will determine the best curricula submitted in regard to its educational quality, applicability to the K-12 audience, and how it demonstrates the benefits of organic food and illustrates the connections between farming practices, the environment, and human health.

The winning teachers will have their works published on Earth Day Network’s Teacher’s Corner, as well as publicized via the Go Organic! for Earth Day Campaign’s national media outreach and website.

For submission details or questions on the contest, you can reach us via email, fax or mail:

- education@earthday.net
- Fax 202-518-8794
- Earth Day Network at 1616 P. Street, NW, Suite 340, Washington, DC 20036

Only one winning teacher per school. All entries will become property of Earth Day Network, and may be published without further compensation in a variety of formats.

TO-DO LIST AND DEADLINES

- Develop a minimum of three lesson plans which demonstrate the benefits of organic farming systems that illustrates the connections between farming practices, the environment and human health.
- Consider bonus curriculum by developing lesson plans which include categories such as dairy, grains, fruit juices, soy, canned and fresh produce and fiber products
- Submit curriculum to Earth Day Network by Monday, October 8.
- Submissions must arrive either electronically (PDF preferred) to education@earthday.net or three collated hard copies to:
Earth Day Network at 1616 P. Street, NW, Suite 340, Washington, DC 20036
- Include contact information (name, school, address, grade, and standards information for the lessons).

We look forward to receiving your submissions!



ONLINE RESOURCES FOR ORGANIC CURRICULUM DEVELOPMENT

Organic Trade Association ~ ota.com
Go Organic! for Earth Day ~ OrganicEarthDay.org
USDA National Organic Program ~ ams.usda.gov/NOP
Organic Farming Research Foundation ~ OFRF.org
The Organic Center ~ Organic-Center.org
Research Institute of Organic Agriculture ~ fibl.org/english/index.php
National Sustainable Agriculture Information Service ~ attra.ncat.org
Pesticide Action Network ~ PesticideInfo.org
How To Go Organic ~ HowToGoOrganic.com
The O'Mama Report ~ TheOrganicReport.com