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The Name That Seed Contest

Goals of Activity: Encourage participants in a public event to consider where their food comes from, help them make the link between seeds, crops, and final food product, and acquire email addresses and names for an e-list.

Length: Each participant needs about 5 minutes to complete the contest. The contest can be set up at a table at a public event for as long as needed, with as many people as needed.

Materials required: samples of lettuce, canola, tomato, sorghum, soybean, wheat; six small seed containers; a cardboard box; six small pieces of cardboard; pens; and ballots, box cover, crop display, banner, response email and solution. Optional: stereo or computer for playing quiz show music.

Set up:

1. Preparation:

- a. put each of the six seed samples in one of the small seed containers (see right for soybean).
- b. Using duct tape, mount each of the seed containers on a small piece of cardboard. Write on the cardboard, just below the seed container, the following letters:
 - A – for the sorghum seed sample
 - B – for the canola seed sample
 - C – for the sorghum seed sample
 - D – for the wheat seed sample
 - E – for the lettuce seed sample
 - F – for the tomato seed sample
- c. Find a small cardboard box, and cut a hole in the top, approximately 20 cm by 4 cm. Print out the box cover file, cut out a hole of the same size in the middle, then past the box cover page onto the box. This will be the ballot box.
- d. Print out the crop display and banner documents, in colour if possible.
- e. Optional: download an audio file of a popular quiz show tune, and save it to your computer or on a CD.
- f. Ask friendly local farmers in the region for donations of fresh local produce, and store in a cool place. Prepare a sign acknowledging the generous donation of these farmers, noting the name of the farms. If you're a registered charity, you might want to consider giving the farmer-donors a charitable tax receipt for their gift of produce.
- g. Print and cut copies of the ballot.



2. The day of:

- a. Set up table with some of the donated food around the corners, the ballot box at the centre back and the cardboard-mounted seed samples in the centre front. Hang up the banner above the table, or hanging from the side of the table. Post the crop display



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pages – which show each of the crops, ie tomatoes– in a prominent place, ie. on the wall, or around the table. Put ballots on the side.

- b. Optional: play the quiz show music on the computer or stereo.
 - c. Welcome people to the table, encouraging them to match the seeds in front of them with the crops that they grow on the wall. Hand them a copy of the ballot, noting that they have to mark their email addresses to participate. They put an “x” in the column of the crop that they think grows from the seed named corresponds to the seed noted on the horizontal. As each participant completes their ballots, they deposit them in the box. Encourage them to write neatly!
3. Follow-up:
- a. Make a “solution” version of the ballot, based on the solutions listed above
 - b. Go through all the ballots, separating the correct ones from the incorrect ones
 - c. Count the number of correct ballots, and type up the corresponding email addresses . Count the number of produce items you have. Divide the latter by the former to calculate how many items each winner will get.
 - d. Send an email to the winners (see the response email file for a template). Attach the solutions as well. Note that this email should give them an opportunity to “opt out” of future communications with you, ie. take their email off your mailing list, for privacy reasons.
 - e. As each winner stops by your home/place of work to pick up produce, you can get to know them, and make good contacts with food-savvy folks!
 - f. Type up the email addresses from each of the losing ballots. Send them an email (see the response email file for a template). Attach the solutions as well. Note that this email can give them an opportunity to learn more, and should give them an opportunity to “opt out” of future communications with you, ie. take their email off your mailing list, for privacy reasons.