A goody bag filled with vegetables can be just as enjoyable as one filled with candies: Findings from an immersive agricultural-themed learning for preschool children

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Studies have shown that today’s children consume more added sugar than the recommended six teaspoons or less. Unfortunately, instead of taking measures to reduce this trend, there are more opportunities than ever for kids to indulge in unhealthy sweets. Several studies have examined children’s food preferences based on marketing strategies, but these findings have not been effectively used to promote healthier food choices and discourage unhealthy sweets. Given that dietary habits developed in childhood can persist through adulthood, this article explores an immersive agricultural-themed learning environment for preschool-aged children through a series of play-based interventions. Through various activities, children are exposed to the ecosystem and taught to cultivate a positive inclination for vegetables. The findings suggest that using a playful approach to introduce vegetables to children can spark an interest and potentially lead to healthier dietary habits with a lasting impact.

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Image 2. CSA Vegetable Goodie Bag Day Display.