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High School Culinary Arts Teaching Guide for Using Herbs

Introduction

This teaching guide is designed to help high school culinary arts teachers educate students on the use of various herbs. The guide includes activities for herb identification, exploring markets for herbs, marketing strategies, and using herbs to create recipes and teas. The herbs covered in this guide are: Basil, Borage, Chives, Cilantro, Echinacea Purpurea, Marjoram, Lemon Balm, Mint, Oregano, Parsley, Rosemary, Sage, Shiso-Green, Shiso-Red, Thyme, and Yomogi.

Learning Objectives

1. Identify various culinary herbs by sight, smell, and taste.
2. Understand the culinary uses of different herbs.
3. Explore and identify markets for herbs.
4. Develop marketing strategies for herbs.
5. Create and taste teas made from different herbs.

Introduction to Herbs

Activity 1: Herb Identification

- **Materials Needed:** Unlabelled packages of herbs, magnifying glasses, herb identification guides.
- **Procedure:**
 1. Divide students into small groups.
 2. Provide each group with unlabelled packages of herbs.
 3. Use magnifying glasses and herb identification guides to examine the herbs.
 4. Have each group identify the herbs based on visual characteristics, smell, and taste.
 5. Discuss the findings as a class and correctly label each herb.

Culinary Uses of Herbs

Activity 2: Cooking with Herbs

- **Materials Needed:** Kitchen supplies, herbs, recipes (available at [Lakeport Herbs Recipes](https://www.lakeportherbs.com/recipes)).
- **Procedure:**
 1. Select a few recipes that use the identified herbs.
 2. Divide students into groups and assign each group a recipe to prepare.
 3. Discuss the flavor profile and culinary uses of each herb in the recipes.
 4. Have students present their dishes and share tasting notes.



Activity 3: Evaluating the Herbs

- **Materials Needed:** The [lakeportherbs.com](https://www.lakeportherbs.com/feedback) feedback form
- **Procedure:**
 1. Have students complete the form
 2. Have the students photograph the completed form with their form and text the photo to: 415.771.2555

Exploring Markets for Herbs

Activity 4: Market Identification

- **Materials Needed:** Internet access, research materials, notebooks.
- **Procedure:**
 1. Discuss different types of markets where herbs can be sold (e.g., farmers markets, grocery stores, online).
 2. Assign students to research local markets and online platforms where herbs are sold.
 3. Have students create a report on their findings, including market demand, pricing, and competition.

Marketing Herbs

Activity 5: Marketing Strategies

- **Materials Needed:** Presentation materials, computers with internet access.
- **Procedure:**
 1. Teach students the basics of marketing, including target audience, branding, and promotion.
 2. Divide students into groups and assign each group an herb to market.
 3. Each group will create a marketing plan, including branding, target audience, and promotional strategies.
 4. Have groups present their marketing plans to the class.

Herbal Teas

Activity 6: Creating Herbal Teas

- **Materials Needed:** Tea-making supplies (kettles, cups, strainers), herbs.
- **Procedure:**
 1. Introduce the concept of herbal teas and their benefits.
 2. Provide students with a variety of herbs to create their own tea blends.
 3. Allow students to experiment with different combinations of herbs.
 4. Have students taste each other's tea blends and provide feedback.

Exercise: Making Various Teas

- **Procedure:**
 1. Assign students to research the benefits and flavor profiles of each herb.
 2. Each student will create a unique tea blend using 2-3 herbs.
 3. Students will document the process and the reasoning behind their blend choices.
 4. Conduct a tea tasting session where students can share their blends and discuss the flavors and benefits.

Assessment

- Herb identification quiz.
- Group presentations on cooking with herbs.
- Market research report.
- Marketing plan presentation.
- Herbal tea blend creation and tasting notes.

Additional Resources

- [Lakeport Herbs Recipes](#)
- We are looking for interns interested in evaluating whether lakeportherbs.com is a viable business opportunity.