Lunch Lessons: Changing the Way We Feed Our Children

Ann Cooper, BVSD Director of Food Services

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Do One Thing!
Hungry Children Can’t Learn!
Malnourished Children Can’t Think!
Buying Locally Grown Food
Food with a Face & Place
Organic Food: No Chemicals
Antibiotics – Hormones - Dyes

US Food Companies Add 15M #s of Synthetic Dyes to Our Food Every Year!

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Antibiotics: Tell the FDA to Stop!

29M #’s - 80% of all Antibiotics Utilized in Animal Husbandry

2011 29.9M

2011 7.7M

millions of pounds sold

antibiotics sold for meat and poultry production

antibiotics sold to treat sick people
GEs/GMOs: NO Mandatory Testing
Or Labeling: Support “Just Label It”
Pesticides & Herbicides

US Agriculture
1.2 B #s of Pesticides Per Year
5 #s For Every American
"DDT is good for me-e-e!"

The great expectations held for DDT have been realized. During 1946, exhaustive scientific tests have shown that when properly used, DDT kills a host of destructive insect pests, and is a benefactor of all humanity."

This advertisement appeared in the June 30, 1947 edition of *Time* Magazine.
Sustainable Food

Triple Bottom Line: People - Planet - Prosperity

Healthy Food
Healthy Earth
Healthy Kids

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What Does Sustainable Agriculture Really Have to do with Our Lives?

In 200 years:
A Nation of Farmers
A Nation Consumers
< 2% grow our food.

2.3 M prisoners
1.9 M farmers
Sustainable Food Challenges:

- Corporate Profit
- Big Agribusiness
- & Lobbyists
- Commodity Foods
- Processed Foods
What Is Agribusiness

Monsanto and DuPont Control 90% of All Commercially Produced Seeds.

10 Companies Control 90% of Our Food Supply
Industrialized Agriculture Mass-Produces Food:

- Peanut Butter Uncrustables
- ½ Billion Eggs
- 36 M #s Turkey
What To Eat vs What is Subsidized & Often On Ours Kid’s Plates!!
CDC: 1 in 3 Children Born in 2000
Diabetes in Their Lifetime!
1st Generation in Our History To Die at A Younger Age Than Their Parents.

cdc.gov

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Cancer: Leading Cause of Disease Related Death In Children > 15 – 41% of Americans Expected to Contract Cancer!

In the Past 25 Years – the Prevelence of Childhood Obesity Has Tripled!

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Our Food IS Making Us FAT!

Food Companies in America are Spending $17 – 20 B per year Marketing to Children
$25M per Day Marketing JUNK FOOD to Kids!

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Super Sizing Our Kids!
Social Justice - Social Equity!

Life Expectancy & Achievement Gaps Between Rich and Poor are Growing!
School Food Challenges:
Food
Finance
Facilities/Equipment
HR/Staff Training
Marketing & Education
Moving From Conventional Purchasing Toward Systemic/Sustainable Procurement
We Must Get Junk Food Out of Our Schools!

Making $$ off Our Kids Health!

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Whole Grain Chicken Nuggets: NOT Healthy School Food!!
We Can Change the Future – Cook & Eat Real Food – Mediterranean Diet!
Sustainable Procurement
Purchasing “Real” Whole
Nutritious/Delicious Farm Fresh Food

Fresh Fruit
Fresh Vegetables
Whole Grains
Healthy Protein
Chicken Nuggets
Fries
Fruit Cocktail
Chocolate Milk

Fresh Cooked Pasta
Fresh Veggie & Fruit Salad Bar
Organic Milk or Water

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Farm to School Programs & Food Corps

Fresh Food from Local Farms Means:

Delicious Food on Kid’s Plates
Scratch Cooking is the Centerpiece of Sustainable School Lunch Programs

Equipment and Training Are Key!
Training & Uniforms
Education: Cooking Classes & Iron Chef Competitions
Gardens as Classrooms

Teaching Students Where Their Food Comes From
Gardens In Every School!
Lunch & Learning About Food - As Part of Curriculum

1 Out of Every 4 Meals is Fast Food

1 Out of Every 4 Meals is Eaten in a Car

1 in Front of a Blue Screen
Elementary school menu
<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tbody>
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<td>Cheese Pizza</td>
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<td>Cheese Pizza</td>
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<td>Sausage Pizza</td>
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<td>Sausage Pizza</td>
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<td>Sausage Pizza</td>
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<td>Sausage Pizza</td>
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<td>25</td>
<td>Sausage Pizza</td>
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<td>30</td>
<td>Sausage Pizza</td>
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</tr>
</tbody>
</table>

**Whole Foods**

**March**

*March is a month with 31 days.*

**SCHOOL FOOD PROJECT™**

**LOCAL PARTNERS**

**CALLICRATE BEEF**

**Hannah Petersen**

*Whittier Elementary*

I like school lunch at my school because... *They provide fresh veggies!*

Healthy foods I like to eat are... *Corn, peas, black olives, and broccoli.*

I like to stay active by... *Jump roping, running, playing soccer, playing football and dance!*

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EATWISE
Educated and Aware Teens Who Inspire Smart Eating
Healthy Kids Meal Wheel – At the Smithsonian

- Fruits: 3-5 servings
- Vegetables: 4-9 servings
- Calcium: 2-3 servings
- Lean Protein: 2-3 servings
- Whole Grains: 4-9 servings
- Fats: 3-4 servings
- Healthy Red Meat: servings
- Added sugars: rarely

*as a part of daily protein intake, less than 2-3 servings per week

Daily exercise, sleep, water, fun!
Universal Breakfast
In the Classroom:
The Most Important Meal of the Day!

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30 Minute Lunch - Periods Recess Before Lunch – Salad Bars in Every School
School Finance: School Lunch 10.5M Lunches/ Day - $11.5B per year!
Diet Related Illness: $260B/ year!
Federal & State Reimbursement Rates Must Be Increased – 6 Cents is NOT Enough

New Nutritional Guidelines Must Be Implemented
Do One Thing: NO Highly Processed Foods
Do One Thing: No A la Carte/Competitive Foods Allowed In Schools!
Do One Thing: Vending Must Change!

USDA Competitive Food Guidelines: No Junk Food in Schools

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Do One Thing: Family Style Meals For Pre-K & All of Our Youngest!
Do One Thing: NO TransFats!
Do One Thing: No High Fructose Corn Syrup!

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Do One Thing: NO Fried Foods!
Do One Thing: NO Refined Sugars – Causes Diabetes!

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Do One Thing: NO Refined Flours!
Do One Thing: NO Soda, Candy or Chips!
Do One Thing: NO Antibiotics or Hormones!
Do One Thing: NO Chemicals, Preservatives, Food Colors or Additives!
Do One Thing: NO Chocolate Milk
It’s Soda In DRAG!
Do One Thing: Healthy Cold White Milk!
Just Do One Thing: Unlimited Free Water!

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Do One Thing: Composting & Recycling in All Schools!
Do One Thing: Reusable Dishes
Glasses & Silverware!
Do One Thing: Work in the Garden!
Do One Thing: Plum Tastings!

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Do One Thing: Garden Tastings!

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Do One Thing: Salad Bars with Healthy Options in EVERY School!
Do One Thing: Hummus Tastings!
Do One Thing: Whole Grains at Every Meal!

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Do One Thing: Wellness As A Core Value of Education!

Do One Thing: Recess Before Lunch!
Do One Thing: Update School Wellness Policies!

Model Wellness Policy Guide

Compiled and produced by:
The Center for Ecoliteracy in collaboration with Slow Food USA and Chez Panisse Foundation

Available at www.ecoliteracy.org
Do One Thing: Prioritize Our Children’s Future!

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Do One Thing: Evaluation: BUSD Students
Eat: 3X More Vegetables – Less Sugar – Changed Their Food Choices @ Home!
Do One Thing:

27 BVSD Schools Received Awards in 2011!
The Five Meal Components - You Pick

Full Meal - Hot
- Vegetable
- Fruit
- Meat or Meat Alternate
- Milk
- Grains

Full Meal - Salad
- Fruit
- Salad Greens
- Vegetable

Remember you must choose at least one fruit or one veggie or one cup of salad greens:
- 1/2 Cup of Fruit
- 1 Cup of Salad Greens
- 1/2 Cup of Vegetable

Wrong
- Wrong
- Why?
- Right
- Why?
- Right
- Why?
- Right
- Why?
- Right

Choose at least 2 out of the 5 meal components. Be sure to include:
- 1/2 cup of fruit
- 1/2 cup of vegetables
- 1 cup of salad greens

Brought to you by: School Food Project

Do One Thing: Healthy Complete Meals!
Do One Thing: Support Local Family Farms & A REAL Food - Farm Bill!
Healthy Hunger-Free Kids Act 2010

The school day just got healthier!

Under the new nutrition standards, school lunches have:

- Less unhealthy fat
- Less salt
- Fewer calories
- Low and non-fat dairy
- Double fruits and veggies
- More whole grains

Visit www.schoolfoods.org/back2school for more information.
Different Fruit & Veggies Every Day!
Dark Green/Orange Veggies 3 X per Week!
Cooked Beans Every Week & Whole Grains Every Day!

What a proper lunch looks like

Under new science-based standards, school lunches are “right-sized” and reflect a healthy balance between food groups. With more fruits, vegetables, and whole grains; only fat-free and low-fat milk; limits on unhealthy fats; less salt; and appropriate calorie ranges, school lunches support students’ health and academic achievement.
Food Family Farming Foundation

Founded by Chef Ann Cooper, the Food Family Farming Foundation is a 501(c)3 nonprofit organization created to empower schools to serve nutritious whole food to all students. Changing the outlook of our children's future through the power of choice, food and flavors – real whole foods in schools will impact our families and our food system in a profound way. F3 supports positive change through educational training programs, direct services, a web portal and collateral resources.
We Should Be Optimistic!

The First Lady’s Let’s Move Campaign

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Let’s Move Salad Bars to Schools

6,000 Salad Bars

SALAD BARS + SCHOOLS = MORE FRUITS AND VEGETABLES FOR CHILDREN

www.saladbars2schools.org
MAKE A RAINBOW at the SALAD BAR

RED
- Lycopene and anthocyanins! The delicious variety of red fruits and veggies can prevent cancer and help keep you from getting sick.

YELLOW
- Eat yellow for antioxidants and an abundance of Vitamin C. Eating yellow also helps to maintain healthy skin and strengthen bones and teeth.

PURPLE
- Purple-colored fruits and veggies can help reduce your risk of getting a number of life-threatening diseases.

ORANGE
- Lots of antioxidants! Vitamin C and beta carotene (vitamin A) galore. Fight off those colds and help out your eyes.

GREEN
- So many veggies are green! Lots to choose from and lots of nutrients to gain. Eat dark leafy greens for your heart and eat broccoli and zucchini for reducing your chance of getting cancer.

BLUE
- Berries. The magical fruit that helps improve your memory and aid in brain function.

Make a RAINBOW at the Salad Bar today!

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Eating The Rainbow!
Our Salad Bars Cost 18 – 22 cents per Student & Replaces Side Vegetables & Fruit
Healthy Universal Breakfast In the Classroom
Do One Thing!
It Should Be a Birthright in Our Country:
That Every Child Has Healthy Delicious Food in School – Every Day!

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