

## Board of Directors

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## Impact Statement Summer 2013

*Mara Fleishman,*  
*Executive Director*

### Direct Services

The Food Family Farming Foundation (F3) programs have impacted more than 800 school districts and 1,385,112 students throughout the country.

### The Numbers

- 25: States with schools now serving [Healthy Breakfast 4 Kids](#) universal classroom breakfast
- 49: States with [Let's Move Salad Bars to Schools](#) salad bars
- 117: Schools serving healthy breakfast
- 2,679: Schools with Let's Move salad bars
- 15,529: Average monthly visits to [The Lunch Box - Healthy Tools for All Schools](#)
- 33,132: Children living in poverty who now have access to healthy breakfast in school
- 45,612: Total number of children now eating healthy breakfast in school
- 1,339,500: Children with daily access to fresh fruits and vegetables in schools
- 1,385,112: Children eating healthy in school as a result of F3's direct service programs.

### Current Community Partnerships

[Gretchen Swanson Center for Nutrition](#): F3 has contracted with the Gretchen Swanson Center for Nutrition to conduct outside evaluations of two of F3's programs: Let's Move Salad Bars to Schools and Healthy Breakfast 4 Kids. The Center has completed its evaluation of our breakfast program, and you can read their [report](#) on the F3 website.

[1% for the Planet](#): F3 is now a nonprofit member of 1% for the Planet. We're currently searching for other members with which to team up and raise funds for school food that support healthy food systems.

[Jamie Oliver Food Foundation](#): F3 is teaming up with the Jamie Oliver Food Foundation to expand nutrition education in schools!

[EVOL Foods](#): EVOL and F3 are partnering for healthy breakfast. EVOL is creating a school breakfast burrito, and a percentage of proceeds will benefit F3. Not only will each burrito provide a child with a healthy start in the morning, but it will also support F3's work to ensure every child in every school has access to fresh, healthy food every day.

[The Colorado Health Foundation](#): F3 received a two-year, \$475,000 grant from the Colorado Health Foundation to expand and update The Lunch Box. The Lunch Box Expansion Project (LBEP) will give schools the tools they need to meet the new USDA guidelines and to increase student participation in healthier nutrition programs.

[LiveWell Colorado](#): F3 is also partnering with the LiveWell@School Food Initiative to pilot the LBEP in Colorado. We're teaming up to reach over 90 Colorado school districts and to train school food staff on the new and improved tools.

[Whole Kids Foundation](#): F3 is partnering with Whole Kids Foundation on the 2013 Salad Bar Nation campaign, which is committed to improving the nation's nutrition by challenging Americans to eat a salad every day. The campaign will fund 2,013 salad bars in schools across the country.

### **Recent and Upcoming Community Outreach, Education, and Advocacy**

One of F3's main avenues for helping schools transition to healthy, fresh, scratch-cooked meals is education. We teach families, schools and children about food systems, where food comes from, how to read labels, and how to make informed eating choices. A consumer market that has learned to value local, fresh, whole food supports healthy food systems, sustainable agriculture, and healthy eating for a lifetime.

#### **Chef Ann Cooper, President**

- Chef Ann Cooper conducted a cooking workshop for families at the Mile Hi Church in Denver, CO through the [Clinton Health Initiative](#).
- Chef Ann's guest blog post "Salad Bars – Not Just for Restaurants" appeared on [Food Tank](#).
- Chef Ann was one of 29 experts and organizations that sent an [open letter to the FDA](#) regarding the Dairy Council's petition to remove non-nutritive sweetener labeling from the front of milk containers.
- Chef Ann traveled to London to take part in a [Jamie Oliver Foundation](#) nutrition education training.
- Keynote Speaker at the following Spring 2013 events:
  - Early Childhood Conference, University of Wisconsin, Platteville, WI
  - Virginia Crigler Speaker Series, Carolina Foothills Garden Club, Greenville, SC
- Presenter at the following Spring 2013 events:
  - Food Family Faith Workshop, Denver, CO
  - Building a Healthier Future Summit, Partnership for a Healthier America, Washington, DC
  - Charleston Cooks!, Greenville, SC
  - Colorado Association of Nutrition and Dietetics, Fort Collins, CO
  - WomenShare National Conference, La Cross, WI
  - Making Local Food Work, Steering Committee, Boulder, CO
  - The Bean Institute, Dallas, TX

### F3, The Lunch Box, and Let's Move Salad Bars to Schools

- The Lunch Box blog and the F3 newsletter lets over **10,500 subscribers** know what's new with F3 and with the national movements for school food reform and sustainable school food.
- Between F3's and Chef Ann's Twitter feeds and Facebook pages, **30,095 followers and fans** are staying up to date on F3 activities and other news they can use.
- Read F3's [May Newsletter](#).

### **Highlights of Recent Media**

- "Top 15 Crusaders for Health in America's Food Industry." [Greatist](#), June 24
- "The Awakening That's Happening Around Local, Sustainable Food." [Toward Freedom](#), June 18
- Radio interviews, June 15, Austin, TX
  - The Good News Health Show, KLGO 1490 AM
  - The Let's Get Healthy Show, KJCE 1370 AM & 96.3 FM
  - The Healthy Choices Show, KLBJ 590 AM
- "A New Food Future." [1% for the Planet](#), June 13
- "Got Diet Milk?" [Chicago Tribune](#), May 9
- "Ted Talk Collection." [Nourish Boston](#), March 3

### **Awards and Recognition**

Through awards and recognition, F3 is able to reach larger and more diverse audiences who care about school food and its sources.

#### 2012

- [IACP](#) Humanitarian of the Year Award presented to Chef Ann.
- [FoodService Director](#) named Chef Ann as one of its inaugural "Influential 20."
- Greatist.com has selected Chef Ann as one of their top [15 Crusaders for Health in the Food Industry](#) along with Michael Pollan, Jamie Oliver, and Alice Waters.
- [School Food Politics: The Complex Ecology of Hunger and Feeding Around the World](#), for which Chef Ann wrote the foreword, won the 2012 Critics Choice Book Award from the American Educational Studies Association.

#### 2011

- Chef Ann received the [Women Chefs and Restaurateurs](#) Community Service Award as part of their "Women Who Inspire" Awards program.
- The Susan B. Komen Foundation sponsored a Special Inspirational Award for Chef Ann from The Inspiration Awards for Women.

#### 2009

- [The National Resources Defense Council](#) awarded Chef Ann a "Thought Leader" Growing Green Award.

### **F3's Current Activities and Future Goals**

1. F3 recently completed the Healthy Breakfast 4 Kids program and contracted with the Gretchen Swanson Center for Nutrition (GSCN) to complete an external evaluation of the program. You can read their report [here](#). We are currently exploring avenues through which to expand our breakfast work in Colorado and throughout the country.
2. F3 is also working with the GSCN to determine program effectiveness of Let's Move Salad Bars to Schools as well as barriers to service. The two reports will be available in September.
3. Our goal for Let's Move Salad Bars to Schools is 6,000 salad bars throughout all 50 states (we're in 49 states now!). The program will continue through 2014.
4. We have developed specifications for the Lunch Box Expansion Project, developed an RFP, and are working with Colorado-based software development firms to identify the best development partner to help us build the site. We expect the new site to launch in June 2014.
5. The biggest need in the field right now is for recipes that are compatible with the new USDA guidelines. Schools need recipes that help them meet requirements for whole grains and fresh fruits and vegetables, and they need the recipes to be in a format they can use. F3 is developing new, explodable recipes to meet these needs. Our goal is to have 50 new recipes up by November 2013, another 50 up by June 2014, and a total of 200 new recipes by the end of 2015.
6. In May, the F3 staff and board of directors participated in a one-day retreat to map out a three-year strategic plan. We incorporated feedback from various stakeholder groups, including professionals in the field of school food, partnering organizations, sponsors and funders, and individual supporters and advocates. A one-page summary of our three-year strategic plan will be available in July.