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Impact Statement Winter 2013

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The Food Family Farming Foundation (F3) programs have impacted more than 800 school districts and 1,188,000 students throughout the country.

[The Lunch Box – Healthy Tools for All Schools:](#) The Lunch Box is an online toolkit packed with solutions to transform school food into scratch-cooked meals made with healthy, whole, and delicious food from farms, not factories. School staff, parents, and advocates can easily access kid-tested recipes, menu-planners, financial models, training videos, and educational resources. *Each month, more than 16,800 visitors access free tools and resources at the Lunch Box.*

[Let's Move Salad Bars to Schools:](#) F3 partners with the National Fruit and Vegetable Alliance, the United Fresh Foundation, and Whole Foods Markets to provide schools with salad bars that gives every child access to healthy fruits and vegetables every day at school. *We have donated 2,286 salad bars to schools, helping them to bring a variety of fresh fruits and vegetables to over 1,143,000 school children.*

[Healthy Breakfast 4 Kids:](#) We provide equipment grants to at-risk schools to establish in-class universal breakfast programs, which ensure that all children start their day with the energy they need to learn. *We have awarded grants to 117 schools, helping them provide healthy breakfasts to approximately 45,612 children, 73% (33,132) of whom come from disadvantaged households.*

Current Community Partnerships

F3 partners with corporations and nonprofit organizations to ignite positive change in school food reform and to increase the impact and reach of F3's work. Current partnerships include:

[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.

[LiveWell Colorado:](#) F3 is embarking on The Lunch Box Expansion Project, which includes a Colorado-based pilot. We're teaming up with the LiveWell@School Food Initiative to reach over 90 Colorado school districts and to train school food staff on the new and improved tools that will soon be available on The Lunch Box.

[The Colorado Health Foundation](#): F3 is also partnering with the Colorado Health Foundation on The Lunch Box Expansion Project. They have awarded F3 a two-year, \$475,000 grant to give schools the tools they need to meet the new USDA guidelines and to increase participation in healthier schools nutrition programs.

[Whole Kids Foundation](#): F3 is partnering with Whole Kids Foundation to launch Salad Bar Nation, a public awareness and fundraising campaign 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.

[Google People and Innovations Lab](#): Chef Ann Cooper participated in the 4th annual Google People and Innovations Lab research summit this past May. The goal is to help Google employees eat better, but the summit yielded many additional outcomes. The group continues to meet quarterly, and F3 is teaming up with other participating organizations, like the Jamie Oliver Food Foundation, to work across industries on efforts such as increasing nutrition education and encouraging food vendors to expand healthy choices.

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

- On February 16, Chef Ann participated in the TedxManhattan event [Changing the Way We Eat](#) to explain how school food is one of the biggest social justice issues of our time.
- Chef Ann is featured in the movie [Muito Além de Peso](#), a documentary on Brazil's obesity epidemic. Go to time stamp 9:33 to watch Ann's first appearance in the film.
- Chef Ann guest blogged for both Applegate and DevEd. "[The Après-Holiday School Lunch Season](#)," gives parents tips about getting back into the school food groove after the holiday season. "[Lunch Lessons](#)" highlights the importance of healthy, fresh, unprocessed food for children and how schools can make it happen.
- [Share: the Cookbook that Celebrates Our Common Humanity](#), published by Women for Women International, includes a contribution from Chef Ann. Other contributing chefs and celebrities include Jamie Oliver, Meryl Streep, Archbishop Desmond Tutu, and Alice Waters among many others.
- Keynote Speaker at the following 2012/13 Winter events:
 - Raising the Bar: Feeding Academic Success, Washington, DC
 - School Food Summit, Stone Ridge, NY
 - Food For Thought Festival, University of Wisconsin
 - Carolina Foothills Garden Club, Greenville SC

- Presenter at the following 2012/13 Winter events:
 - 36th Annual Mostra Internacional de Cinema Sao Paulo, Sao Paulo, Brazil
 - 7th Biennial Scientific Symposium: How School Environments Affect the Health and Education Performance of Students, Austin TX
 - Let's Move/Salad Bar Nation Event, Madison, WI
 - Partnership for a Healthier America's Building a Healthier Future Summit, Washington, DC
 - Charleston Cooks, Greenville, SC

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

- The Whole Foods Kids Club in the Washington Park neighborhood of Denver hosted an "Eat A Rainbow" day using F3's Rainbow Days activity guide. You can access the guide on The Lunch Box's [resource page](#).
- The Lunch Box blog and the F3 newsletter lets our over 10,500 subscribers know what's new with F3 and with the national movements for school food reform, farm-to-school networks, and sustainable food systems.
- F3's Twitter feed and Facebook page keeps our 13,553 followers and fans up to date on F3 activities and other news they can use. Chef Ann does the same for her 14,860 followers and fans.

Highlights of Recent Media

- ["Ted Recipe."](#) *The Chalkboard Magazine*, February 15, 2013.
- ["Big Ideas."](#) *Food Republic*, February 14, 2013.
- ["Getting kids to eat healthier school lunches is a challenge."](#) *Burlington County Times*, February 10, 2013.
- ["Should Chocolate Milk Be in Schools?"](#) *Avaiya*, January 25, 2013.
- Delta now features Chef Ann's national [TED Talk](#) - viewed over 400,000 times - on their inflight radio.
- [The Clinton Health Initiative](#) features Chef Ann as one of their 2013 pledges on their website front page.

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.

Future Goals

The new USDA guidelines for healthier school food were instituted in 2012 and will be implemented over the next ten years. Already, districts are facing challenges. Students are rejecting healthier portions and fresher food, and schools are struggling to change their kitchen procedures to meet the new guidelines. The USDA has responded by rolling back some of their standards regarding portion size of grains and proteins.

F3 believes that the new USDA guidelines are an important step toward a healthier generation. The challenge facing school districts is not guidelines, however; it’s the lack of resources and training that districts need to meet them and make their school food programs a success.

Thanks to a two-year grant from the Colorado Health Foundation, F3 will begin addressing these current and upcoming challenges through The Lunch Box Expansion Project. We will add new resources to the Lunch Box, update current information, and improve the software structure. The Lunch Box Expansion Project will begin with a Colorado pilot. F3 is teaming up with LiveWell Colorado to reach at least 90 school districts throughout the state in order to:

- help districts grow their nutrition services to meet the USDA requirements through scratch-cooking models;
- broaden student participation in, and enjoyment of, healthy school food; and
- empower districts to support local and regional food systems through focused procurement of farm-raised foods.

We will achieve this through:

- website upgrades and modifications;
- an expanded recipe database that includes a nutritional analysis component;
- a menu planner that syncs with the recipe database to assist districts in designing USDA-compliant menus;
- procurement tools to address challenges regarding purchasing, transportation and storage of regionally-sourced fresh food; and
- outreach to school districts and education and support of school food professionals.

Healthy and delicious school food across our nation is not only possible, it’s crucial. F3 won’t quit until every child, in every school, has access to fresh, nutritious food every day.