

A Taste of The Conscious Kitchen, January 2017

Building a Farm to School Movement

The Conscious Kitchen is gathering support to expand into the West Contra Costa Unified School District. This expansion is our next big milestone to systemically transform school dining across the country.

Our first step is a demonstration week at the end of January, where we will prepare FLOS (fresh local organic seasonal non-GMO) meals at two schools in the District; Peres in Richmond and Madera Elementary in El Cerrito. School breakfasts and lunches will be prepared by 15 noteworthy Bay Area farm-to-table chefs. Each chef will source ingredients from local organic farmers, ranchers and purveyors. Impacts on classroom outcomes, waste, environmental impact and food intake will be tracked and measured. An accompanying media campaign will cover the week to show what is possible within a community designed framework, where multi sectors collaborate toward a shared goal: the health, well-being, and life outcomes of our children.



The Details

Who: 1,100 students at two schools in the West Contra Costa Unified School District: Madera Elementary, El Cerrito, CA, Peres Elementary, Richmond, CA.

What: A Taste of The Conscious Kitchen intends to provide breakfast and lunch service to children and staff in each of the three schools. The meals will be prepared to FLOS standards, meeting USDA requirements and exceeding nutritional guidelines. Each chef will work with one school and serve one meal over the course of this week. Chefs will source ingredients from local organic farmers, ranchers and purveyors supporting the local economy. Lunches will include a main course, side, fruit and milk or water at a cost of \$1.70 – 2.45. Breakfast will feature the same components prepped and served by a group of parents at each school. The cost of breakfast will be between \$1.00-1.25.

When: Monday, January 30 – Friday, February 3, 2017

Why: To prove that serving the highest quality FLOS food to children in a school setting is possible within school budgets, exceeding USDA nutritional guidelines. TCK will establish baseline data and track impact (led by UCSF Family Health Outcomes Project). We will demonstrate that even in one week tremendous benefits can ensue that are relevant to health of mind and body, classroom outcomes, environment and community. We hope this week will serve as the launch for a full transition to The Conscious Kitchen framework in each of these schools.

How: Through collaborations with farmers, ranchers, local businesses, chefs, parents, faculty and students from local communities we intend to purchase, prepare and serve 2,200 FLOS meals to children and staff during each of the five days of this program. We will observe, measure and capture the story as it unfolds.