

project lunch

Presented by Teens Turning Green and Whole Foods Market in partnership with Marin Academy Eco Council, students, schools, chefs, food purveyors, farmers, eco businesses and community to promote healthy school lunches.

Goals

We seek to engage in dialogue, pool resources, inspire thought, and mobilize action to ensure that **students, administrators and communities collaborate around one goal: creating healthy, nutritious, locally-sourced, and organic food offerings; every school day**, with zero waste and a small footprint along each aspect of meal preparation, service and cleanup.

This multi-layered project seeks to motivate students, administrators, businesses and communities to honor the **vital relationship between healthy food and healthy minds, bodies, and earth**, and to collaborate under this common vision. In the process we will partner with existing healthy lunch programs, highlight best practices and facilitate change.

Framework

At Michelle Obama's "1,000 School Chefs" gathering at the White House on June 4, 2010, Ms. Obama called on each school with a healthy lunch program in place to mentor another school in need. We are responding to her call to action, and taking it further by **engaging as many stakeholders as we can** in the Bay Area, a community rich in wisdom, organic farming, and dedicated eco food companies, and beyond to guide us toward productive and successful outcomes.

The Team

We look forward to partnering with **Whole Foods Market** leadership and store teams throughout Northern California along with a strong collective of advisors including; students, chefs, thought leaders, farmers, NGOs and leading organic food companies to provide wisdom, strategic alliances and a framework for success. These advisors will help us build **Project Lunch** throughout the summer, culminating with a back-to-school August event in partnership with Whole Foods Market Novato called, **Make A School Lunch**. We will follow the launch with additional resources posted on the website including a collection of **healthy school lunch menus** from school chefs, a step-by-step guide for a **BYO Lunch plan** highlighting healthy food options and zero waste containers for packing lunch. As well, we will develop additional events with our partners throughout the summer and into November leading up to the **Lunch Line** event on November 12 and 13.

The Event – The Lunch Line

Friday, November 12: Project Lunch: Dialogue and Discussion

Venue: Marin Academy San Rafael, California
(4:00-9:00pm)

Students, faculty, administration, school chefs, purveyors and business leaders will come together for dialogue and discussion. TTG campaign members will moderate panels with esteemed thought leaders in the healthy school lunch space. Following the panels will be a series of hands-on workshops. **The goal of the evening is to share ideas, spark dialogue, get to know each other, and frame collective strategies and next steps.**



The evening will conclude with a communal dinner prepared with specific criteria by local companies working with students. The meal will demonstrate healthy lunch offerings using locally-grown, sourced and organic provisions as well as within a budget range. As part of the dessert offerings we will share tastings of healthy snacks that could be sold in school vending machines and school stores.

Potential panel topics

- Healthy food at reasonable prices
- Public policy influencing school food
- Connecting schools with the farm community for mutual benefit
- Learning by example - healthy eating patterns start at home

Potential Panelists

- Thought leaders: Eric Schlosser, Michael Pollan, Alice Waters, Ann Cooper, Anna Getty, Andy Berliner (Founder, Amy's Kitchen) Arran Stephens (Founder, Natures Path) George Siemon (Founder, Organic Valley), Myra Goodman (Founder, Earthbound Farm), Gary Hirshberg (Founder, Stonyfield), Helge Helberg (Director, Marin Organic)
- School chefs: Chef Bobo, Jason Hull
- Commercial chefs: Jamie Oliver, Tyler Florence, Guy Fieri, Heidi Krahling (Owner, Insalata)

Saturday, November 13: The Lunch Line

Venue: Whole Foods Market, Novato
(11:00 am - 5:00 pm)

A day long event hosted at the recently opened Whole Foods Market Novato in Marin County. The "Lunch Line" will be an inspiring, educational and fun event where celebrity and school chefs, thought leaders, farmers, business leaders, community leaders, and sustainable food purveyors will engage in **dialogue, tastings, an educational forum, and Eco Top Chef Cook Off.**

11:00 am - 3:00 pm: Sampling and Educating

Throughout WFM Novato, chefs and food purveyors will prepare healthy breakfast, lunch, and snack food options to:

- Raise awareness of the healthy school lunch movement
- Introduce favorite organic, sustainable and/or locally-sourced products and ingredients
- Educate around thoughtful ways to reduce lunch waste and eco footprint (at school and for students who BYO Lunch)
- Provide a forum for learning: a stage will host 5 minute talks from thought leaders and esteemed chefs and farmers throughout the day

3:00 pm - 5:00 pm: Eco Top Chef

Noted chefs will face-off to prepare nutritious, sustainable, organic and cost effective lunch menus for schools. Their teams will include: students (the end consumers), school chefs, farmers, and thought leaders. An esteemed panel of judges will select the winning team. All menus will be published on teensturninggreen.org, wholefoodsmarket.com and other partnering businesses and programs.

Project Lunch Toolkit

This resource will feature a **how to** including the wisdom from our collective team and will be posted in phases from August through November.

The Toolkit will include:

- One year's worth of school lunch menus gathered from chefs; will include tips such as how to source, prep and upsize menus
- An invitation to all schools to share thoughts through a blog
- Submission link for suggestions of resources, vendors and contact info
- Link to existing programs and projects in many communities highlighting effective projects and best practices
- Links to local businesses and organizations to identify mentors and collaborators to help lunch programs transition to incorporate sustainability into their mission

