



Our mission is to inspire kids to eat their vegetables.
We teach low-income elementary children cooking and
nutrition to improve our health, community
and environment.

YOUR DOLLARS AT WORK

New Schools

We always promised to expand the number of schools receiving food literacy education—and we're building on that promise. As our budget grows, we invest your dollars directly into programs, reaching more kids and providing longer exposure. All new schools receive 13 weeks of food literacy programming in their first year. In their second year, we expand to 30 weeks.

YEAR	# OF KIDS	# OF SCHOOLS
2012-13	120	1
2013-14	380	3
2014-15	735	5
2015-16	840	7



Summer School

We launched our first summer school program with ginger generous help from Sun & Soil Juice Company and Insight Coffee Roasters. The 2-month program ran at Leataata Floyd Elementary, where 100% of the students are on free and reduced lunch.

AWARDS & HIGHLIGHTS

Amber Stott, Chief Food Genius's Awards & Honors:

Changemaker Fellow, *TEDx Sacramento*

20 Innovators Protecting the Planet, *Food Tank*

Social Entrepreneur of the Year Award,

New Leaders Council Sacramento

America's Farm-to-Fork Capital, *Steering Committee*

Golden 1 Center Arena Sourcing Charter,

Advisory Board



Food Literacy Center's Awards:

Snail of Approval Award, *Slow Food Sacramento*

Top 10 Most Inspirational Capital Region Nonprofits,

Comstock's Magazine & Kamere

Gold Participant, *Guidestar Exchange*



COURTNE'S STORY

Courtne is in third grade and has been a Food Literacy Center student since Kindergarten. Back then, she didn't like eating fruits and vegetables. She said her mom would buy them, but she didn't want to eat them.

"I only loved apples and bananas, and I didn't like carrots" she remembers. "Now I pretty much eat all the fruits and lots of vegetables. Now I really like carrots," she says with a smile.

In our cooking and nutrition classes for low-income elementary kids, our focus is on inspiring kids to eat their vegetables.

During every class, we provide Produce of the Day—a bite of a new, seasonal fruit or vegetable combined with fun facts about what kids are tasting.

Our goal is to expose kids to a wide variety of produce to improve their attitude towards healthy foods. Kids often hesitate the first time they encounter a new food, but with repeat exposure, they begin to grow adventurous—even excited to taste new foods.

"My favorite part is learning, and that at the end of class we get to taste the different foods," our food adventurer, Courtne, beams.

Studies show that kids' early experiences eating fruits and vegetables are critical to building a lifetime of healthy eating habits.

Kids like Courtne repeatedly tell us that the Produce of the Day is their favorite part of food literacy classes. Imagine that! Our students learn to love exploring new foods. We call them Food Adventurers!

"My favorite part is learning, and that at the end of class we get to taste the different foods," our food adventurer, Courtne, beams.



"When everyone's talking I get sad," she says, "because I want to hear what the teacher is saying."

Courtne's first memory of food literacy class is from Kindergarten when she learned to follow a recipe and make a sun butter and apple sandwich. Using apples instead of jelly means the recipe has less sugar and more healthy fiber that kids need.

"At first I didn't think it was going to be a great sandwich," she recalls. "But then I tasted it and it was good!"

Today, Courtne makes lots of peanut butter sandwiches at home, experimenting with different fruits—and even vegetables!

"One time I tried it with carrots," she winces. "It wasn't the best."

Courtne's no longer afraid to try tasting new foods on her own. In fact, she tells us that she asks her mom to buy her more produce so she can make the recipes she's learned in class. She says her mom has started to buy "all kinds" of fruits and veggies.

"Whenever I eat, I make sure I have a fruit or a vegetable," Courtne declares proudly.

WHY FOOD LITERACY MATTERS



Only **25%**
of kids eat enough
fruits and veggies.



40% of Sacramento
kids struggle with obesity.



58% of Sacramento
kids use free/reduced
lunch programs.

**Only 6% of kids eat their
daily recommended veggies.
Thankfully, Food Literacy
Center is here to help.**

EVALUATION DATA

We conduct rigorous evaluations to determine how well our programs are working. In the last year, we saw the following positive changes in knowledge, attitude and behavior of food literacy students:

Knowledge:

76% of kids can provide an example of a healthy vegetable.

83% of kids know how to read an easy recipe.

82% of kids know how to make a healthy snack.

81% of kids know how to choose foods that are healthy.

Attitude:

73% of kids agree it matters where our food is grown.

Behavior:

48.5% of kids took more apples at the end of the program

58.5% of kids took fewer chips at the end of the program

38.5% of kids took more carrots at the end of the program

BOARD OF DIRECTORS

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PROFILE OF A FOOD GENIUS



Diego Jauregui lives in Sacramento and studies dietetics at CSUS. He attended our intensive 28-hour Food Literacy Academy and is a newly trained Food Genius, certified to lead our classes. Since Diego discovered Food Literacy Center in December 2014, he has donated 126 hours to inspiring kids to eat their veggies!

Q: What made you want to attend the Food Literacy Academy?

I wanted to be more than a volunteer. I wanted to become a leader in the nutrition field.

Q: Could you tell us one fun tidbit from the course?

I really enjoyed meeting and interacting with people in the academy. Everyone had something to offer and was passionate about nutrition, which was a nice bolt of energy each week.

Q: What was your favorite aspect of the course?

My favorite part of the course was the book reading. I had very little knowledge about the entirety of the industry and the author gave me great insight into how broken it was. It made me want to make a difference.

FOOD LITERACY ACADEMY

In 2013, we developed a model to scale our program: our Food Literacy Academy, which trains community members as food literacy instructors. We call them Food Geniuses. In our pilot in 2013, we trained 20 instructors. At the time we were serving 120 kids per year. We completed the pilot in spring 2013 and by the end of summer we had already reached 2,400 kids with our food literacy education!

Today, we reach more than 5,000 kids per year. We have 62 trained Food Geniuses.



VOLUNTEERS

We rely heavily on the cucumber kindness of community members. For every \$1 you donate, we are able to match it with 40 cents of volunteer service. We have only 4 paid staff—and over 100 active volunteers.

We're Growing our Volunteer Network!

YEAR	HOURS	VALUE TO US
2013	700	\$16,149
2014	4305	\$99,316
2015	4836	\$111,567

EDIBLE SCHOOLYARD ACADEMY



We were pluoat pleased to receive scholarships to attend this year's Edible Schoolyard Academy! We received in-depth training on Alice Waters's team's best practices in inquiry-based, hands-on learning in both kitchen and garden classrooms. Our cohort included members of San Diego-based Sage Garden Project, a glowing green bean example of a successful school kitchen and garden program collocated on an elementary school campus.

SACRAMENTO FOOD FILM FESTIVAL



HIGHLIGHTS FROM 2015
10 days
910 attendees
\$35,420 raised
Over 135 community partners

In our elementary classrooms, we make learning fun. Our food film festival takes this same approach. We bring documentaries to town that haven't been screened in traditional theaters. We pair the films with food, fun and activism.

As one of only four other food film festivals in the country, ours is uniquely positioned in California's state capital to create action around important food system issues.

Festival founder Catherine Enfield turned the event over to us, donating the entire festival ownership to Food Literacy Center. We're over the mushroom moon in gratitude for her kindness!



PARTNER HIGHLIGHTS

The Honey Agency & Digital Deployment

We owe our delicious broccoli logo to the creative minds at The Honey Agency, a Sacramento marketing firm that specializes in food and beverage. This year, we partnered up like pea pods to design our new website, which we deem the World's Greatest. Take a look and see for yourself! Bright colors, smiling kids' faces, and all our financials and data just a click away. This website is powerful enough to handle our increased traffic, thanks to the folks at Digital Deployment, who developed and manage the site. Clearly, this is a team that eats its veggies!

Sacramento City Unified School District (SCUSD) Farm to School & Foodservice Department

The veggie-powered people running SCUSD's school food program are committed to Sacramento kids' health. We serve on the Healthy Foods Taskforce with them, working to increase food literacy programming on district campuses. The department works hot pepper hard on filling its cafeteria salad bars with locally-grown foods like mandarins, rice and other produce. We're proud to work with such kale committed colleagues!

NATIONAL CHEFS RAISING KALE WITH US



Dan Barber
Jamie Oliver
Alice Waters
Ann Cooper
Nora Pouillon

FROM THE KIDS



“Fiber allows us to be great!”

“You can eat every part of a beet!”

“Fast food has more fat.”

“Sugar doesn’t give us as much energy as whole grains.”

“You can put vegetables in burritos!”



“I like cabbage in my burritos because it is purple.”

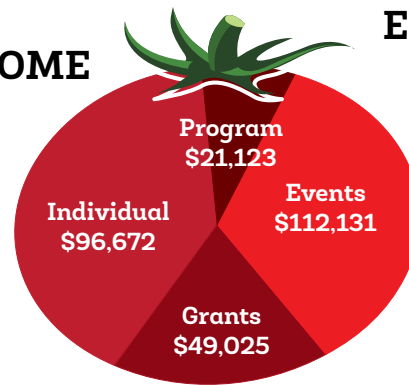
“Seasonal is when you just eat fruit that’s grown in a certain time of year.”

“Beets are made out of iron and keep you strong!”

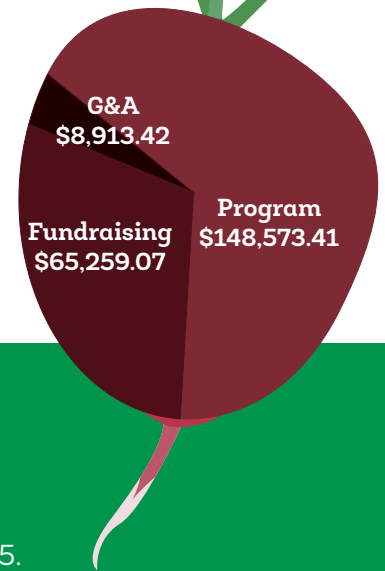
Food Literati [fu: d lita 'rätē]

noun plural: People well-educated in food systems who are invested in changing the current food system by working together and supporting food literacy education. Food literati aren't foodies who eat; Food literati change food—for good.

INCOME



EXPENSE



Members of the Food Literati sustain our grassroots efforts to inspire kids to eat their vegetables! Because we don't accept funding from Big Junk Food, we rely on supporters like you. Thanks to the following donors who supported Food Literacy Center from January 1, 2014 to July 31, 2015. Thanks to the following donors who supported Food Literacy Center with cash gifts from January 1, 2014 to July 31, 2015. For a list of in-kind donors, please visit our website: foodliteracycenter.org.

\$10,000+

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