RETHINKING SCHOOL LUNCH

CALIFORNIA FOOD FOR CALIFORNIA KIDS

CENTER FOR ECOLITERACY
The Living Environment

The Flow of Matter and Energy

What is the web of life? How do organisms interact with each other and with the physical environment?

Living organisms need food energy to survive. How do we get and use this energy? By investigating our place in the web of life we begin to understand the effect of human activities on the kingdom.

Energy is Living Things

Identify or indirectly, most living things get their energy from the sun.

Food Web

The food energy in this leaf of bread can be traced back to wheat plants, which make their food using the sun's light energy.

Plants Making Food

Green plants make their own energy-rich food through photosynthesis. Some of the food energy is used to grow and reproduce; some is released as heat, and some is stored.

Matter Cycle

Matter moves from one organism to another in a food web. A decomposing jar becomes food for microorganisms.
FRESH. DELICIOUS. CALIFORNIA FOOD.
TRIPLE WIN

• benefits local economy
• supports student wellness
• good for the environment

AND…

…students learn where their food comes from
can a brand foment change?
teach where our food comes from?
value the farmer?
create a better food culture?
Serve a freshly prepared meal every Thursday made with California-grown ingredients.
Serve a **freshly prepared** meal every Thursday made with California-grown ingredients.

- Fresh ingredients
- Prepared in your district
- NOT heat and serve
Serve a freshly prepared meal every Thursday made with California-grown ingredients.

- California grown
- California processed
- California Company

2013–14 school year piloted at Oakland Unified School District.
15 districts participate in statewide launch for Food Day on October 23, 2014.
42 districts participate in statewide launch for Earth Day on April 23, 2015.
CALIFORNIA THURSDAYS
Sample Media Coverage – April 23, 2015 Statewide Robust Broadcast and Front Page Newspaper

Eric Span – Sweetwater Union High School District
HR-15
Assembly Member Susan Eggman
District 13

a powerful tool
California Thursdays network serves approx. 1,000,000 lunches per day

what does that look like in a bowl?

One day

- Chicken: 144,000 lbs.
- Cilantro: 20,000 lbs.
- Brown rice: 89,000 lbs.
- Sweet red pepper: 53,000 lbs.
- Green pepper: 26,000 lbs.
- Onion: 56,000 lbs.
- Olive oil: 500 gallons
- Lime juice: 665 gallons
- Garlic: 2,000 lbs.
- Jalapeno pepper: 2400 lbs.
One day a month

Chicken   1,296,000 lbs.
Cilantro 180,000 lbs.
Brown rice  801,000 lbs.
Sweet red pepper   477,000 lbs.
Green pepper  234,000 lbs.
Onion  504,000 lbs.
Olive oil  4,500 gallons
Lime juice  5,985 gallons
Garlic  18,000 lbs.
Jalapeno pepper   21,600 lbs.

One day a week

Chicken   5,184,000 lbs.
Cilantro  720,000 lbs.
Brown rice  3,204,000 lbs.
Sweet red pepper   1,908,000 lbs.
Green pepper   936,000 lbs.
Onion  2,016,000 lbs.
Olive oil   18,000 gallons
Lime juice   23,940 gallons
Garlic  72,000 lbs.
Jalapeno pepper   86,400 lbs.
industry knows it…

- distributors
- local businesses
- startups

1 billion school meals a year

$2.03 billion federal + state
a bite-sized implementation strategy
MARKETING AND COMMUNICATIONS

The Goal

To help school districts successfully promote healthy meal programs and meaningful learning environments to parents and students.
23 barrels of oil to make one automobile.
“Through sourcing locally, we reduce our impact on the environment, support our local food heroes, while teaching students about food and the impact of their decisions.”
FOOD AND HEALTH

THE GOAL

To offer nutritious, appealing, school meals and increase education about nutrition so that students can achieve their full academic potential and learn to make healthful choices.

RED BEANS, SPINACH, AND BEEF

<table>
<thead>
<tr>
<th>Nutrition Information</th>
<th>Serving Size</th>
<th>% Daily Value</th>
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<tbody>
<tr>
<td>Calories</td>
<td>346</td>
<td></td>
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<tr>
<td>Total Fat</td>
<td>13g</td>
<td></td>
</tr>
<tr>
<td>Saturated Fat</td>
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<tr>
<td>Cholesterol</td>
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<tr>
<td>Sodium</td>
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<tr>
<td>Total Carbohydrate</td>
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<td>Dietary Fiber</td>
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<tr>
<td>Sugars</td>
<td>1g</td>
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</tr>
</tbody>
</table>

Serving Size: 1 bowl (303g)

Ingredients:
- Red beans
- Spinach
- Beef
- Tomato
- Onion
- Garlic
- Olive oil
- Salt

Nutritional Value per Serving:
- Calories: 346
- Total Fat: 13g
- Saturated Fat: 5g
- Cholesterol: 25mg
- Sodium: 562mg
- Total Carbohydrate: 40g
- Dietary Fiber: 21g
- Sugars: 1g
PROCUREMENT

THE GOAL
To find practical ways to supply the school meal program with healthy, fresh, local, and sustainably grown produce and products.

CALIFORNIA THURSDAYS
2012-2015 Baseline Report
Oakland Unified School District & Center for Ecoliteracy

Local produce is defined as 330 miles of Oakland.

In 2014-15 OUSD spent $3,906,288 on local food serving 6.8 million meals to OUSD kids. That’s 57% of food sourced from California.
We’re bringing California Food to California Kids starting every Thursday across the district. This is the next step for Farm to School in Oakland with an entire lunch menu sourced from California. We’re moving Farm to School beyond produce to include meats, grains, and dairy products produced right here in California.

**The Timeline:**

We’re rolling out CA Thursdays in the 2013-2014 school year, with once monthly California Thursdays in October, November, December, January, February, and March. Then, beginning Earth Day 2014, California Thursdays will be on the menu every week.

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**Sample OUSD Menu: Earth Day 2014**

**Italian Chicken with Lemon and Oregano**

- **chicken drums,** raised without antibiotics, Mary’s, Sanger, CA
  
  5,120 lbs, $7,321.50

- **sugar snap peas,** Tomahawk Farms, Santa Maria, CA
  
  510 lbs, $1,180.00

- **organic strawberries,** ALBA, Watsonville, CA
  
  2,048 lbs, $3,706.88

- **brown rice,** Sunwest, Sacramento, CA
  
  1,854 lbs, $1,019.70
Sample OUSD Menu: Earth Day 2014

Italian Chicken with Lemon and Oregano

- Total pounds – 9,612
- Total dollars – $13,228.18
- Total impact on local economy (using Ecotrust multiplier x $1.86) – $24,604.41
- Imagine the impact of serving this meal 1 x per month – $246,044.14
- Imagine the impact of serving this meal 4 x per month – $984,176.56

a communications platform
Image Sizes

We have provided six images of selected crops in two resolutions for you to use and share as part of the California Thursdays program:

High resolution
We have provided high resolution (300 dpi) images at 300 dpi. They are suitable for posters, T-shirts, truck wraps, and other large format work.

Low resolution
For smaller applications like communicating with partners via social and print media, we have provided these images in a low resolution (72 ppi) wide highest quality.

Truck Wraps, Large Truck

If you maintain vehicles, truck wraps can provide visibility throughout your district. These moving billboards promote California-grown fruits and vegetables, showcase your program, and make your commitment visible to everyone.

Healthy Food
Displays the healthy fruits and vegetables that go into your message.

Message
Keep it short, use a moving vehicle, people will only have a moment to read your message as the truck passes by.

Partners
Include logos for your district and partners. Show the community the strength of your support.

This Thursday, our district is serving fresh California fruits and vegetables.
barrels of oil to make one automobile

Serving Real Fresh California Food for California Kids

CALIFORNIA

Thursday

CALIFORNIA

Thursday

CALIFORNIA

Thursday

CALIFORNIA

Thursday

CALIFORNIA

Thursday

CALIFORNIA

Thursday

CALIFORNIA

Thursday

barrels of oil to make one automobile
43 innovative districts
250,000,000 meals
What is California Thursdays™? California Thursdays is a collaboration between the Center for Ecological Literacy, participating school districts, and allied organizations to serve healthy, freshly prepared school meals featuring California-grown fruits and vegetables. Launched on October 23, 2014, the California Thursdays network includes 15 school districts that together serve 190 million meals a year.

Join the Network
The Center for Ecological Literacy is expanding its network of Earth Day 2014 partners. The Center will continue to grow its network of California Thursdays events, as well as open new schools to participate. Join us in promoting healthy, fresh, and delicious California-grown foods in school meals.

School Meals Featuring California Fruits
School meals featuring California-grown fruits are healthy, nutritious, and delicious. In schools across the nation, California kids are enjoying the fruits of California Thursdays. For more information, visit www.CaliforniaThursdays.org.

For Students

For Teachers

California Thursdays Success Stories
California's school food service directors are transforming the school lunch. They are using California-grown fruits and vegetables to make school meals healthier and more enjoyable for students. Here are some of their success stories:

- **Yosemite Unified School District**: Serving up healthy, fresh school meals made with local ingredients.
- **Sacramento Unified School District**: Integrating California-grown fruits and vegetables into school lunches.
- **San Diego Unified School District**: служит с северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной стороны, северной сторон
call to action
Dear Zetta Reicken,

"Much love for everything you do."

Peter Harvey

Peter Harvey | San Francisco, CA