Participant Poll!

What’s your level of engagement with this “freezer meal” or “meal kit” trend?

Background

- Learn from and share ideas with your colleagues!
  
  (The idea for my Freezer Meal Classes/Take Home Meals were NOT my own)
- Universal shortage of time.
- Need for affordable access to family meals.
- Opportunity for community partnerships.
Freezer Meal Classes

• The Pre-Planning
  – Choose a facility and determine how many people you can host in your facility.
  – Decide how many meals are feasible to make in your allotted time.
  – Set registration fees and deadlines.
  – Have a backup list in case of cancellations.

• Pre-Planning, continued
  – Select your meals and prepare a grocery list.
  – Decide where you will order your supplies from.
    • Consider local.
    • Consider bulk pricing from box stores or foodservice departments in schools to get discounts.
  – Gather sponsors/supporters of your event!
  – MARKET and promote!

Materials Available

• The materials referenced (meal lists, recipes, registration flyers, etc.) are all available for download at the end of this webinar, along with a “Tips for Success” two-page document.
Resource Ideas

- “The Healthy Make Ahead Cookbook” (Donovan)
- “Not Your Mother’s Make-Ahead & Freeze Cookbook” (Fisher)
- “The Ultimate Freezer Meals” (Soule)
- “Fix, Freeze, Feast” (Neville & Tkacsik)
- The Pioneer Woman’s Blog
- www.HappyMoneySaver.com
- www.OnceaMonthMeals.com
- K-State Research & Extension

Chat Time!

What are your favorite freezer meal recipes or blogs?

(Type in the chat box)

Partnerships Established

- Local Extension Agent
- County Farm Bureau Agent
- Grocery Store
- Local Charities
- Local Companies
- State-Level agri-food companies (See handout on “Tips for Success” for complete list)
Chat Time!
What other partnerships might be good for this type of project?

What specific groups are available in your area that might be potential partnerships for you?

Day-Of the Event
• If possible, have the meat pre-browned when your attendees arrive.
• Organize groceries/supplies by recipe, so they’re easy to find for your attendees.
• Have labels/packaging prepared and ready to fill!
• Create a plan for collecting the recyclable items.

Lessons Learned
• Prep as much in advance as possible!
• Provide childcare.
• Bring a buddy/apron/favorite knife.
• Provide snack breaks.
• Provide alternative education/break opportunities.
• Be prepared for funny stories!
Follow-Up

- **Local Grocery Store:**
  - “Take and Make Meal Kits”
  - “Tasty”-style videos
    Example
  - Sold our recipe books in store for $5!
Monthly Take-Home Meal Program

- Students select a monthly menu and price the ingredients, promote and take preorders.
- Orders are collected via Google Forms, Facebook, and email.
- Monthly “pick up date”.
- Give the customers a full recipe with nutrition facts.

Student-Created Flyers using Canva.com

- Flyer 1: "T.A.K.E. MEALS"
  - Cost: $12.00
  - Meals serve 4-6 people
- Flyer 2: "MEALS"
  - Cost: $15.00
  - Meals serve 8-10 people

Student-created flyers using Canva.com to promote the monthly take-home meal program.
FCS/FCCLA Integration

- Students explore homemade vs. store-bought benefits.
- Calculate meal costs and consider bulk ordering.
- Create Nutrition Facts Labels
  (I have used several, but I prefer www.recipal.com)
- Community Service
- Customer Service
- Marketing and Promotions

FCCLA at the Table

- On the 3rd of each month, we have a free FCCLA dinner night for members and their families. ([Recruit Local Sponsors])
- Families RSVP to attend and we “test” out our Take Home Meal recipe.
- Families can pre-order their freezer meal at this event.

Family Meals on the 3rd
Dining In For Healthy Families  
December 3

• Have a “Take the Pledge” table/display at the Freezer Meal Workshops, with students describing what FCS Day is.
• Local Restaurant Partnerships
• Local Grocery Store Promotion

Now What?

• Host a “Tasting Event” to try out freezer-friendly recipes, open to the public.
• Charge $2 per ticket at the door.
• Offer free tickets to corporate sponsors.
• Keep eyes/ears open for more great ideas!

Questions?
Contact Information

Janet Holden, CFCS
Kansas Affiliate Member
jholden@usd247.com
620-249-3311
Twitter: @jeholden3

Thank You!