

Elevating Food Education through the FFVP

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Think about the last time your school served a fruit or vegetable through FFVP (or otherwise) that really clicked with students -- what made it successful? Turn and share your example.



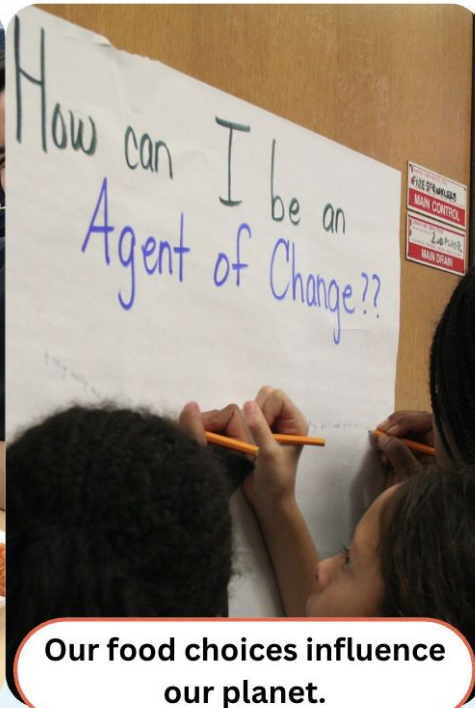
Why is food education important?



When we connect to food, we connect to our world.



Our food choices influence our health.



Our food choices influence our planet.



Our food choices impact our collective future.

“Food is a central activity of mankind and one of the single most significant trademarks of a culture.” - Mark Kurlansky

Food education can shape a better country, and support you in your goals!



- **The Cost of Inaction**

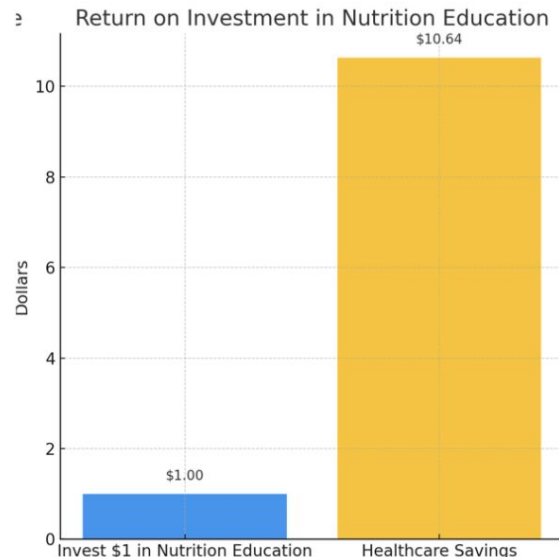
- The U.S. spends \$1.1 trillion annually on diet-related diseases, equal to what all Americans spend on food.
- Proven prevention: Every \$1 in nutrition education saves up to \$10.64 in healthcare costs.

- **Limited Food & Nutrition Education**

- American students receive less than eight hours of food education annually.
- SNAP-Ed cuts will further decrease this.

- **Food Education & School Meals**

- In one Pilot Light study, we saw that student participation in school meals increased 21% when the classroom connected to the cafeteria.





Enter Pilot Light.



We equip teachers with the tools, training, and resources to deliver food education directly in their classrooms, making the work sustainable, scalable, and embedded in everyday learning.



We meet the moment by building teacher leadership in food education.

- We have over 10 years of experience investing in *teachers* to make food education a part of everyday learning for their students.
- In 2018, we published and validated the nation's first Food Education Standards, a framework for PreK-12 food education.
- Our programs are scalable, reaching students from coast to coast.
 - From one Chicago classroom to schools across the country, our programs span urban, rural, and suburban communities.



But, what *IS* food education?



THE FOOD EDUCATION STANDARDS

Developed through consensus with 30 national experts and community members in fields related to food, nutrition, and education, Pilot Light published* and validated national standards detailing the knowledge, skills, and behaviors students need to have informed relationships with food.

1. Food connects us to each other.
2. Foods have sources and origins.
3. Food and the environment are interconnected.
4. Food behaviors are influenced by external and internal factors.
5. Food impacts health.
6. We can make informed food choices.
7. We can advocate for food choices and changes that impact ourselves, our communities, and our world.

*Sutter, Carolyn, et al. "Defining Food Education Standards through Consensus: The Pilot Light Food Education Summit." *Journal of School Health*, vol. 89, no. 12, Dec. 2019, pp. 994-1003. Wiley-Blackwell, <https://eric.ed.gov/?id=EJ1233712>

5 Food impacts health.

FOOD EDUCATION STANDARDS



“What I love about these standards is how they relate to food, culture, family, and community—what really counts in promoting healthy diets. These should make learning about food enormously enjoyable as well as useful.”

—Marion Nestle, PhD, Professor of Nutrition, Food Studies, and Public Health, Emerita, New York University



This Standard Means:

- Health is a state of complete physical, mental and social well-being.
- Food is integral to the support of our physical and mental health.
- The relationship between nutrition and how our bodies function in the short and long term is complex.
- We can be curious about different foods and their impact on overall health.
- Different foods contain different nutrients that affect our bodies in different ways.
- It's important to know what it means for a food to be nutrient-dense, and be able to identify which foods are nutrient-dense.
- Varying life circumstances and needs will impact what nutrients are needed to be healthy.
- Students who demonstrate understanding can communicate the relationship between nutrition and health.

Standard 5 in Action

“

Our class has been learning how food can build strong bodies. We talked about the benefits our bodies get from various types of foods. In previous lessons we discussed protein, fiber, and vitamins. Their job was to plan a meal that would give them these nutrients and of course taste good to them. I supported them by showing them different foods with these nutrients and they picked the foods and with support, cooked it. They made chicken wings, mixed vegetables, and rice. One of my picky eaters said it was 10/10!”

—Mrs. Dixon/Elementary SpEd/Chicago, IL

Our programs & resources are guided by the Standards.



Food Education Fellowship

Goal: To build teacher capacity and leadership in integrated food education through professional development, classroom instruction, and student-led advocacy projects. **Reach:** 140 current and past Fellows over six years
Grades: PreK-12
Subjects: All
Presence: Nationwide



Classroom to Cafeteria

Goal: To build a school-wide culture of food education through meaningful collaboration opportunities for instructional staff and school food professionals and to bridge the gap between the classroom & cafeteria to increase school meal participation.
Reach: 45 NYC public school teachers.
Grades: PreK-12
Subjects: Literacy
Presence: Available nationwide

SnackTime Explorers

Goal: To support integrated student experiences and maximize the impact of the USDA Fresh Fruit and Vegetable Program through adaptable mini-lessons for teacher implementation.
Reach: 90 teachers this school year
Grades: K-8
Presence: Currently midwest



Food Education Center

Goal: To provide a free resource to teachers nationwide looking to make food education a part of everyday learning.
Grades: PreK-12
Subjects: All
Presence: Virtual



School nutrition programs provide a natural entry point for food education, and it can support you in your goals!

**What makes
collaboration
challenging
within your
school building
or district?**



**Instructional
Staff**

**School Nutrition
Staff**

At Pilot Light, we offer programs and resources connecting Classroom to Cafeteria.



90 Teachers

976 Students

7 Food Education Lessons

17.5 hrs Teacher Professional Development

- **Seven lesson program tied to literacy instruction**
- **Goal:** to build a school-wide culture of food education by fostering collaboration between educators and school nutrition professionals

94%

of teachers reported that they were likely or extremely likely to continue using Food Education in their classroom regularly

89%

of teachers reported that their students were willing and eager to participate in food education lessons

98%

of teachers agreed that Food Education increases student engagement and learning



Creating reciprocal learning opportunities...



- 20 New York City Public School Teachers met with the district School Nutrition Director's Chief of Staff.
- Teachers learned about the complex system in which school nutrition team's operate and the challenges they encounter

“ I learned so many interesting facts about the cafeteria, and it helped to know what is ok to do with leftovers.

“ Tomorrow, I am going to speak with my principal about getting Halal meals for my students.

“ I learned how to reach out to food services.

“ I loved learning about how menus are designed for the cafeteria.

“ I learned that changes to a single cafeteria system take a lot of time, skills and knowledge, let alone changes to the food system as a whole.

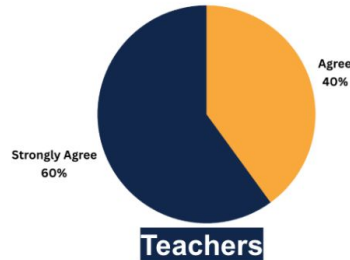
“ I'm going to request to have my students involved with the taste testing.



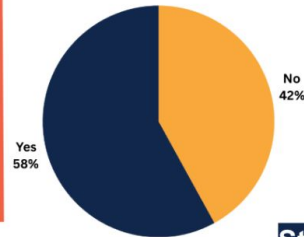
...and demonstrating that education about school meals *can* influence school meal participation.

- **Five teachers** in the Noble Network of Charter High Schools in Chicago were provided with a set of lessons that tied to new menu items and **12 hours of professional development**
- **950 students** engaged in lessons and participated in school meals
- **Students also received menu item samples** in their classrooms
- **Lunch participation rates were up to 20% higher** on the days the menu item paired with Pilot Light lessons was offered.

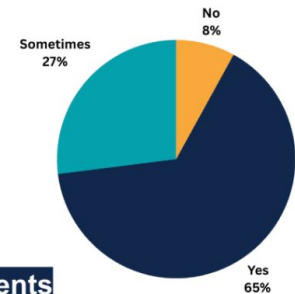
The Pilot Light curriculum raised my awareness of school lunch as an educational opportunity.



Did you tell any of your family or friends about the Pilot Light lesson or lunch items?



Did the lesson raise your awareness of the meals served in the lunch room?





The Fresh Fruit and Vegetable Program is another opportunity to connect classroom and cafeteria.

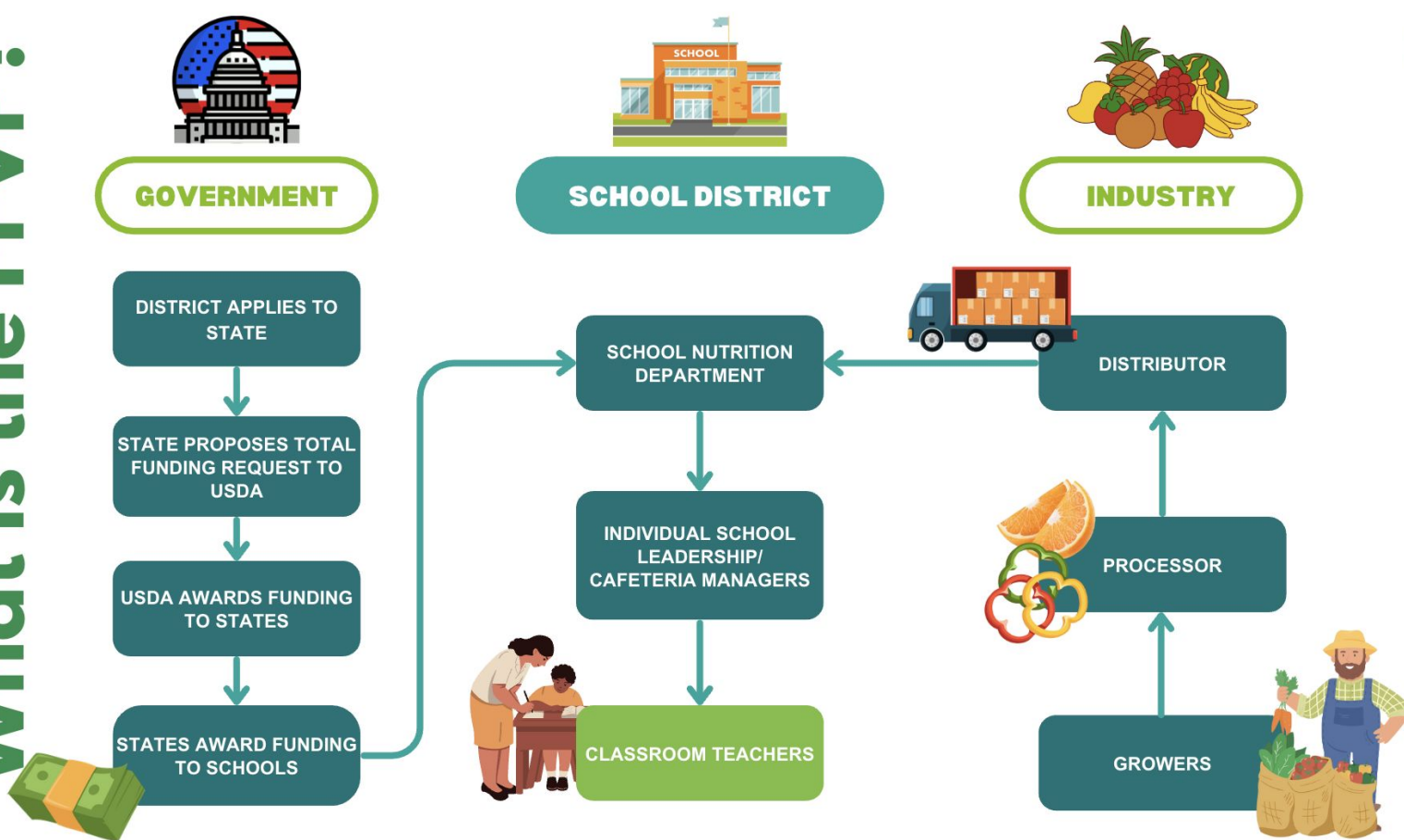
The Fresh Fruit and Vegetable Program is a USDA program providing fresh fruits and vegetables to **elementary children** at eligible schools during the school day.

The goal of the FFVP is to **introduce children to fresh fruits and vegetables**, to include **new and different varieties**, and to **increase overall acceptance and consumption** of fresh produce.

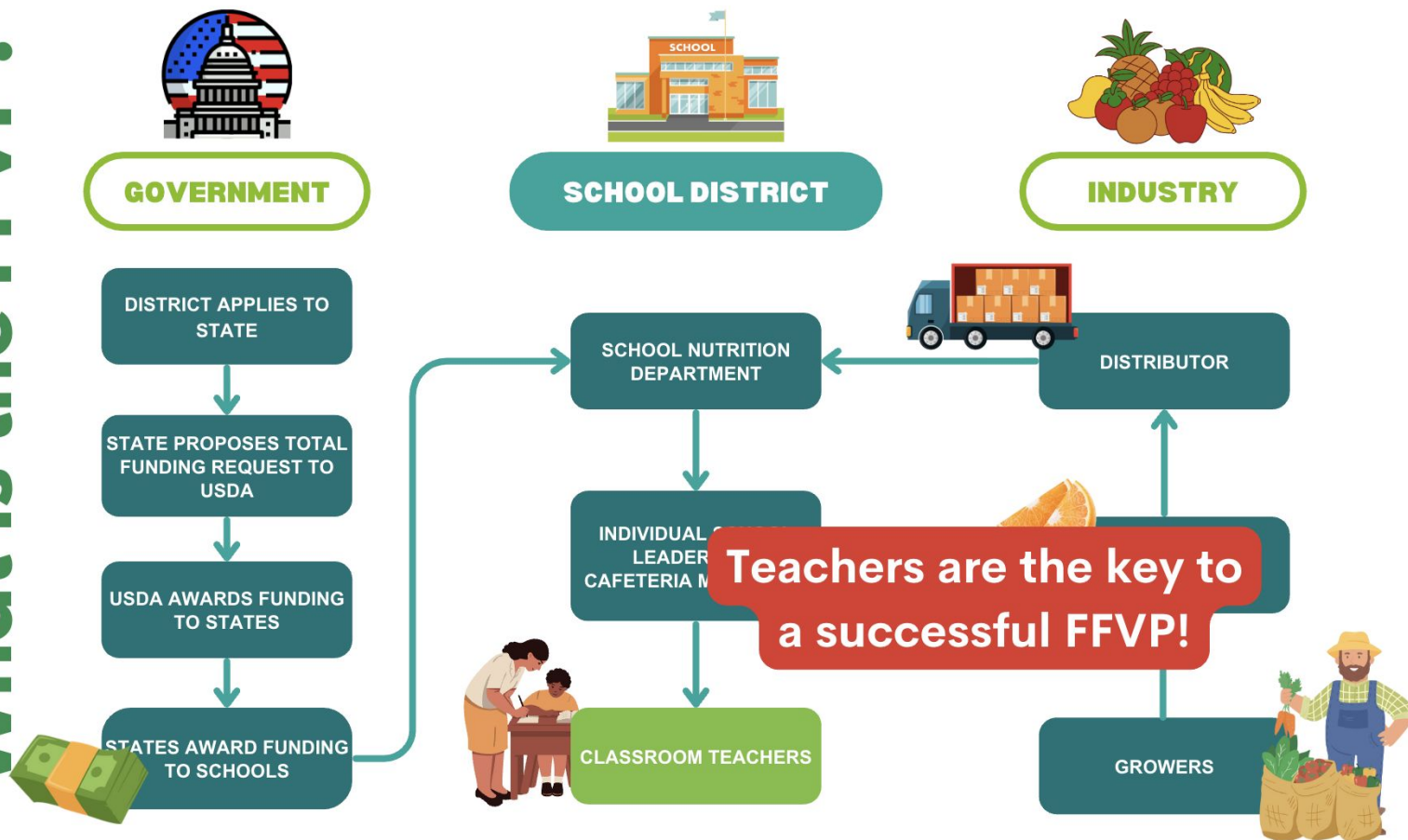




What is the FFVP?



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SnackTime Explorers



**Lessons and Supplemental
Materials Designed around FFVP
and SEL**



Ongoing Support for Teachers



**Professional Development
Workshops, Continuing Education,
and Leadership Opportunities**



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2024-2025 Outcomes



Improving Teachers' Perception of FFVP

The percentage of teachers agreeing with the statement, "Using the FFVP snacks is a strong use of our class's instructional time," increased by 40% from the start of the program, to an impressive **81%** among participating teachers.



Before STE



"I feel connected to my teachers and classmates when we try new foods together."



Successful Engagement with Fruits and Veggies

After STE, the percentage of teachers agreeing with the statement, "I notice that my students are always willing and excited to try new fruits and vegetables," increased from 33% to **57%**.



Before STE

“My students learned how to be more thoughtful about the things they eat and that there are so many more connections they have with food, the environment, their ownership to their choices”



Thank You!



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