



The Great American Salad Bar Project

“Imagine a healthy salad bar in every school!”

PROJECT OUTLINE



WHAT: The Great American Salad Bar Project, an initiative of TheLunchBox.org.

GOAL: **A healthy salad bar in every school** across America so *all* school kids may have access to fresh fruits and vegetables, whole grains and healthy proteins, every school day.

WHY: The time is ripe for 31 million schoolchildren. We need a solution and we need it *now* to deal with these unhealthy facts:

- According to The Center for Disease Control, children born in the year 2000, one-third will contract diabetes. And, these children will be the first in our country’s history to die at a younger age than their parents.
- 70.1 percent of Americans are overweight; 4.3 million children ages 10 – 14 will become overweight or obese in the next 24 months.
- Rates of childhood obesity are soaring. About 12 percent of children ages 2 to 5 are obese compared with 17 percent of kids 6 to 11, and 18 percent of kids ages 12 to 19.^{i ii}
- ***“The number one thing any school can do to improve their school food is to add a healthy salad bar and allow children to make their own choices.”*** – Chef Ann Cooper, AKA The Renegade Lunch Lady and cofounder of The Lunch Box Project and Food, Family, Farming Foundation (F3)

HOW: The Lunch Box.org is launching The Great American Salad Bar Project (GASP) on August 11, 2010 with Whole Foods Market as its inaugural partner with a commitment to raising funds for at least 300 salad bars to begin in schools across the country in 2011. Funds will be raised through Whole Foods Market shopper donations as well as by visiting saladbarproject.org to give funds directly. We’re confident other partners will soon align with The Great American Salad Bar project so that thousands of salad bars may be shipped at no cost to those schools who want to make real, healthy change happen in their schools.

TO APPLY: The Lunch Box Project’s nonprofit foundation, F3 Foundation, will serve as a granting institution whereby any Elementary School, Middle School or High School participating in the National School Lunch Program, located within 50 miles of a Whole Foods Market store is eligible to apply online to be chosen for a salad bar, utensils and training tools. Visit www.saladbarproject.org to apply as of Sept. 1,

2010. A school representative must apply and secure the signature of their district's superintendent, school principal and school nutrition director. Grant awards will be based on need, potential for impact, commitment to the program and potential for future viability when the grant period has ended.

WHAT: Schools chosen for GASP grants receive a 5-well portable CAMBRO salad bar kit which includes all the necessary pan inserts, chilling pads and utensils, and training tools TheLunch Box.org provides additional Salad Bar training tools from videos to a salad bar map to training manuals.

CONTACT: If you have any questions about The Great American Salad Bar Project please contact info@saladbarproject.org and include salad bar grant in the subject line.

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About The Lunch Box Project and the *Food, Family, Farming Foundation*: *Founded by Chef Ann Cooper, the Food, Family, Farming Foundation is a 501(c)3 nonprofit organization created to change the food system in the U.S. to an ecologically sound, sustainable model. By empowering schools, families, farms and producers to operate sustainably, F3 enables schools to serve nutritious whole food to all students. F3 educates through training programs, direct services, a web portal and collateral resources. F3's vision: Ensure that all children have access to healthy food at school to grow their bodies, minds and future. F3 is focusing its efforts on The Lunch Box: Healthy Tools To Help All Schools. The Lunch Box.org is a web-based portal that enables all schools and school districts to make a healthy difference for all children in America by providing relevant information and the pragmatic tools necessary to make good food available for all kids.*

ⁱ NHANES data on the Prevalence of Overweight Among Children and Adolescents: United States, 2003–2006. CDC National Center for Health Statistics, Health E-Stat.

ⁱⁱ Ogden CL, Carroll MD, Flegal KM. High Body Mass Index for Age Among US Children and Adolescents, 2003–2006. *JAMA* 2008; 299:2401–2405.