



The Salad Bar Project FAQs

Q: What is The Great American Salad Bar Project?

A: A vision for bringing healthier food to school kids across America. Whole Foods Market is partnering with Chef Ann Cooper to provide healthy salad bars to schools across the country. We are jump starting the movement by raising money for a Salad Bar in one or more schools in the community surrounding each of our stores in the U.S. That's almost 300 schools!

Q: Is this related to what Whole Foods Market did last year?

A: Yes, last year (2009), we partnered with Chef Ann Cooper to raise awareness about the need to improve school lunch both nutritionally and by incorporating fresh, real food. We are teaming up with Ann Cooper, the Renegade Lunch Lady, again this year to partner on The Salad Bar Project. With the assistance of her nonprofit group, Food Family Farming Foundation (F3), we will help collect and review grant applications submitted by schools and award Salad Bars to schools based on their grant application as well as their school's commitment to the ongoing support and sustainability of that Salad Bar. Whole Foods Market is the first company in the U.S. to partner with Chef Cooper and her foundation on The Salad Bar Project, which is the newest tool added to TheLunchBox.org, which we helped to build last year.

Q. Where did the money Whole Foods Market raised last year go?

A: The funds raised last year were used to build out a FREE online toolkit for schools anywhere to use to revolutionize and improve their school lunch programs. The website is LIVE at (www.thelunchbox.org) and provides:

- More than 120 school-tested, nutritionally-sound, fully scalable recipes for both elementary and secondary students – check them out!
- Menu school calendars, customizable to each district's needs
- Training videos for school lunch service providers
- Budget and inventory templates for purchasing their supplies as well as financial planning models
- Educator and parent marketing materials
- Resource section so activists can access the latest information to help them make real change happen
- A social community accessible to educators (school faculty are prohibited from accessing social networking sites at school, so thelunchbox.org provides an approved open forum)

Q. Why raise money for Salad Bars in schools?

A: As Whole Foods Market is committed to healthy eating, we continue to raise the bar on our commitment to helping change the kind of foods served in school cafeterias. We realized that one of the single most impactful and sustainable ways to make immediate changes to school lunches is to implement healthy salad bars with fresh fruits and vegetables, whole grains and healthy proteins. Operationally and logistically, this fits into the current model of school lunch finance by replacing the vegetable portion of the school lunch meal. Rather than being served the typical vegetable — french fries or tater tots — students make a trip to the salad bar where they find fresh fruits and vegetables.

Q. How much is a Salad Bar?

A: A Salad Bar costs about \$2500. This includes the actual Salad Bar, 5-well Cambro, NSF-approved unit with all of the insert pans, cutting boards and utensils as well as the shipping costs. (NSF International is the organization that develops national standards for schools pertaining to health and safety.) The more your local store raises, the more salad bars will go into your local schools, i.e. for every \$2500 raised, that's one more school that gets a salad bar.

Q: Will Whole Foods Market provide the food that goes on the salad bar?

A: No. Whole Foods Market's fundraising will underwrite the salad bar. The school district will continue to work through their normal buying channels for procuring food. Through our fundraising efforts last year, though, thelunchbox.org site provides great educational tools for schools to use for continued support and guidance on maintaining the Salad Bar and keeping it a sustainable part of the school lunchroom.

Q: How can I donate?

A: Either in our stores or online. We will have donation coupons at the register for \$1 and \$5 donations to add to your total as well as a general fund option so you can easily donate your change. Or visit www.saladbarproject.org.

Q: How do you decide which schools get a Salad Bar?

A: The Salad Bars will be donated to schools through a formal grant process. School administrators will need to apply online and be chosen for the Salad Bar grant by Ann Cooper's F3 Foundation. The grant money, raised by customer donations, will be used to buy the actual Salad Bar as well as necessary equipment to go with it such as pans, cutting boards, utensils and knives.

Q: Where do schools get a grant application?

A: The grant application process will be handled online by Ann Cooper's F3 organization at saladbarproject.org. F3 will be accepting grant applications from September 1st through November 1st.

Q: Why do a formal grant process?

A: In order to ensure that the support structure is in place to make the Salad Bar

Project a success in each school, the grant process involves getting buy-in from the school principal, district superintendent and nutrition director. It's not a complicated grant, but we do want to make sure we don't give a salad bar to a school that won't use and successfully sustain it.

Q: Who can initiate a grant application?

A: Any teacher, school administrator or food service team member can initiate the grant process through a simple 2-page application. They will need to work with the specific school to gain their buy-in and to complete the application. The actual online application must be done by a school administrator.

Q: What types of schools are eligible to apply?

A: Public schools – either Elementary schools, Middle schools, or High schools – within a 50-mile radius of a Whole Foods Market store are eligible to apply for a Salad Bar Project grant.

Q: When will the schools learn if they will get a salad bar and when will they receive their salad bar kit?

A: It will take some time to go through the grant review process. We will work with Ann Cooper's foundation to announce the schools receiving salad bars in January, with the hopes of getting the salad bars in the schools for the second half of the 2010/2011 school year.

Q: Why is school food so important?

A: More than 30 million children rely on the National School Lunch Program every school day. For many of these kids, school lunch is their only complete meal of the day. Also, lifestyle and diet related health problems are on the rise among children:

- At least 1/3 of children are overweight
- Childhood obesity has more than doubled in the last 20 years
- The CDC estimates that 1 in 3 children will develop diabetes