



re:TH!NKing Healthy Food Systems

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re:TH!NK and Winnebago County Public Health

Through effective community collaboration,
we **create an environment that enables healthy lifestyle choices**
and **deters substance abuse** in order to improve the quality of life
for all Winnebago County residents.



Public Health
Prevent. Promote. Protect.

**Winnebago County
Health Department**

re:THINK[®]
Your **Life. Your Choice.**
  www.rethinkwinnebago.org

People make it Happen

re:TH!NK Staff (WCHD)

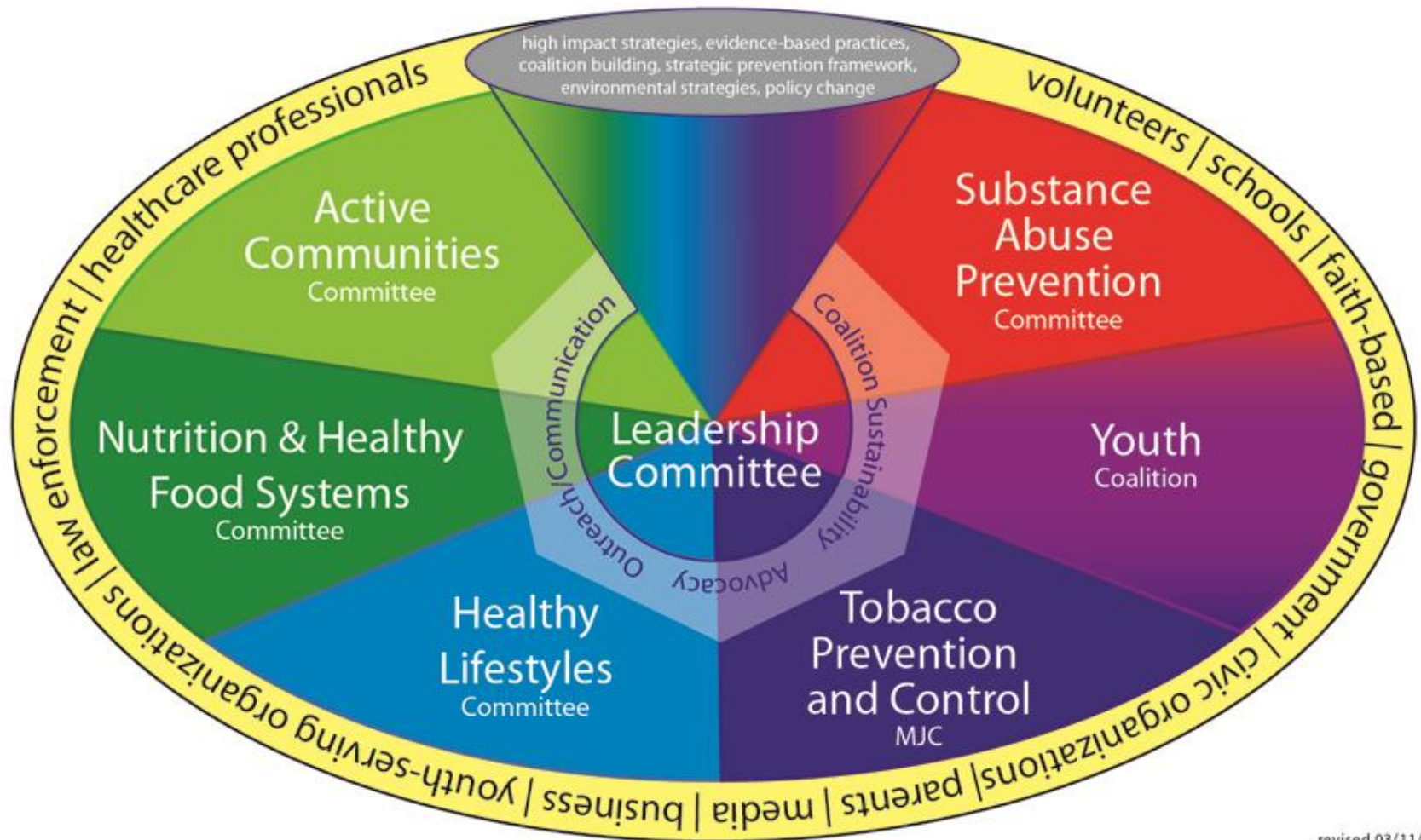
- 2 full-time coordinators
- 4.5 health educators
- 3 AmeriCorps members

Staff is almost entirely grant funded.

Community Partners

- 556 individual supporters and members
- Over 60 agencies represented
- All municipalities in Winnebago County and beyond

COALITION STRUCTURE





Drug & Alcohol Prevention



Youth Engagement



Tobacco Prevention



Mental Health Access



Nutrition & Healthy Food



Active Communities

How it fits together

re:TH!NK

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graph TD; A[re:TH!NK] --> B[Nutrition & Healthy Food Systems]; B --> C[Farm 2 School];
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Nutrition & Healthy Food Systems

Farm 2 School



NUTRITION & FOOD SYSTEMS

Getting Food to Schools

Farm 2 School

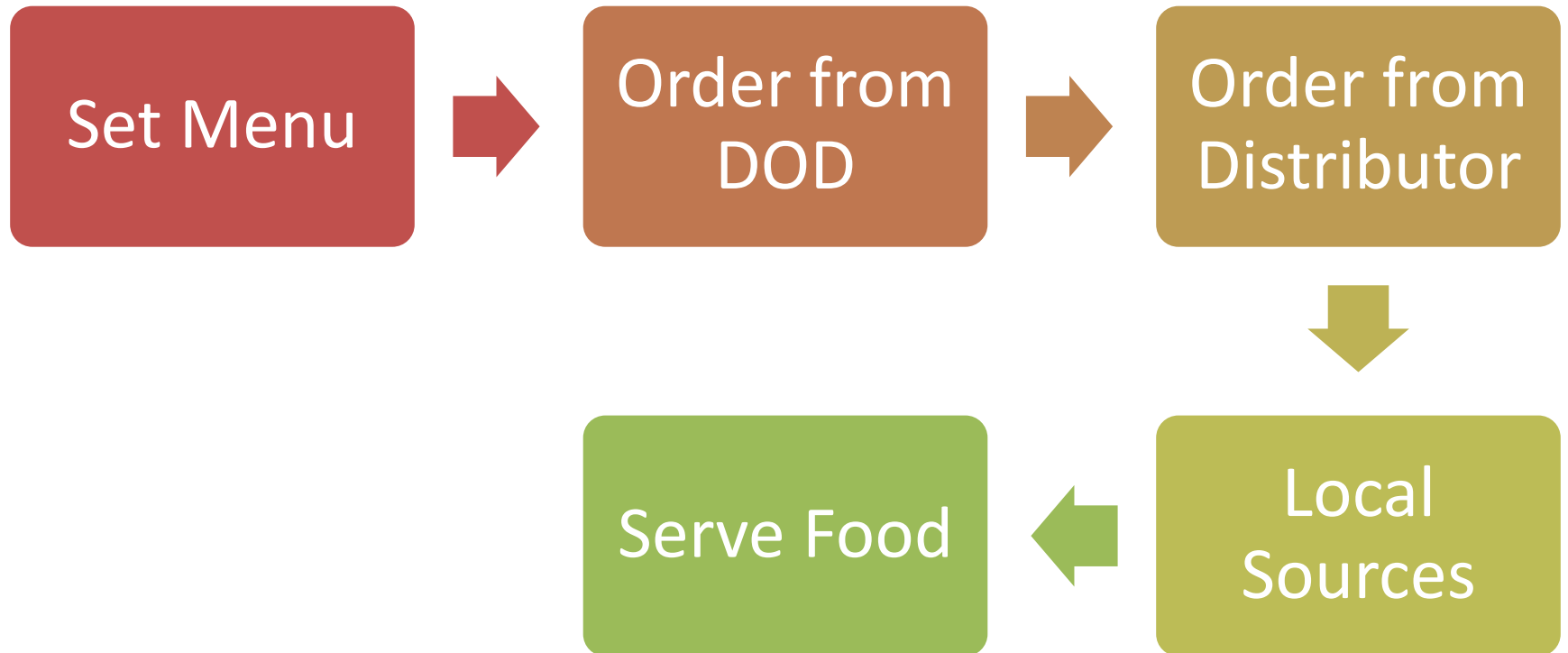
- Nutrition Education
- School Gardens
- Local Food Procurement





GETTING FOOD TO SCHOOLS

Basic Process



Setting the Menu

- Planned 2-3 months ahead of time
- Food ordered a few weeks ahead of time
- Meals/Day
 - 1000 Winneconne
 - 2000 Menasha
 - 5000 Oshkosh



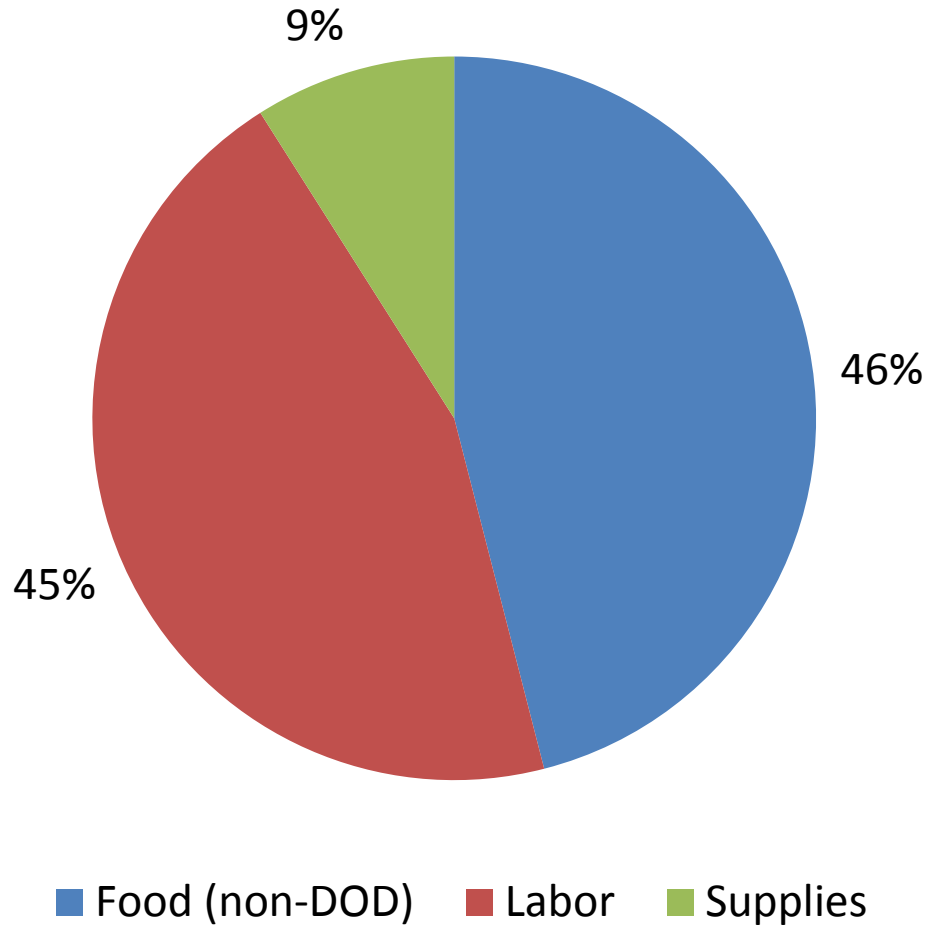
Ordering Food-Dept of Defense

- Contracts through State
- Use federal dollars to purchase certain items (“commodities”)
- Use DOD dollars first (use it or lose it)
- Helps the overall food budget go further



Cost Breakdown

Average School Lunch Cost = \$2.10



Ordering Food-Distributors/Vendors

- Can buy whole or processed fresh foods
- Other vendors for frozen or canned
- Contract with certain vendors for a number of years
- Some products can/are sourced locally



Ordering Food-Local

- From
 - Farmer/Grower
 - Food Hub Cooperative
- If new product, need to consider multiple offers (3 bids and a buy)
- Small percentage of purchases currently
- System isn't set up for this type of purchasing



Serve Food!





FARM 2 SCHOOL NUTRITION EDUCATION

Nutrition Education | School Gardens | Local Food Procurement



Fun Food of the Month: Bok Choy

Over 4,000 elementary students in Oshkosh sampled bok choy, served by over 15 re:TH!NK volunteers and staff.





Asparagus

uh-spar-uh-gus

ASPARGUS is a nutrient-dense and low-calorie vegetable that grows from a flowering plant.

- Under ideal conditions, an asparagus plant can grow 10 inches in a single day!
- Asparagus is a good source of potassium, fiber, folic acid, and Vitamins A, C and B6.
- Rich in antioxidants, asparagus has anti-inflammatory and disease-fighting properties.
- Asparagus is more perishable than most vegetables. To extend freshness, refrigerate with the base of the asparagus spears wrapped in damp towel.
- To trim asparagus before eating, gently bend the spear near the base.; It will naturally break at the point where the vegetable becomes tough and stringy.



Be sure to look for asparagus samples coming soon to your school cafeteria!

easy recipe:

Grilled Asparagus "Rafts"

Easy to prepare and packed with nutrients, this flavorful side dish is an excellent addition to any meal on the grill. Skewers make the asparagus spears easy to flip and grill evenly on both sides. Alternate sliced zucchini or peppers for added color. To prevent wooden skewers from burning, soak in water before use.

- 16 thick fresh asparagus spears (approx. 1 lb)
- 1 TBS low-sodium soy sauce
- 1 garlic clove, minced
- 2 TSP sesame seeds
- 1/4 tsp black pepper



Snap off tough bottom ends of asparagus. Arrange 4 spears on a flat surface and thread 2 grill skewers horizontally through each piece, about 1 inch from each end. Repeat procedure with more skewers until all asparagus is skewered. Combine soy sauce and garlic, brush evenly over asparagus, and grill 3 minutes per side at high heat, until tender-crisp. Sprinkle with sesame seeds and pepper. Serves 3-4

Test your knowledge!

Unscramble the words to reveal what makes asparagus such a super superfood.

osmutiap _____ befir _____ tdnsaiatmiox _____

Lourdes, Potatoes, Flax, Antioxidants

Fun Food of the Month: Asparagus

Students at Lourdes Academy Schools sampled fresh asparagus and took home a "fun food" flier.





Nutrition Education Lessons

- AmeriCorps Farm 2 School partnering with teachers to provide nutrition education lessons to k-12 students.
- Oshkosh, Omro, Neenah, Menasha, TCCES, and Lourdes school districts
- Each student we work with receives 5, 30-min lessons for the 2013-14 school year
- Nearly 600 students have received nutrition education lessons!

Chef Events





FARM 2 SCHOOL SCHOOL GARDENS

Nutrition Education | School Gardens | Local Food Procurement

School Gardens







FARM 2 SCHOOL LOCAL FOOD PROCUREMENT

Nutrition Education | School Gardens | **Local Food Procurement**

Why Local?--Health

- Kids eat **20% more** fruits and vegetables if they are in a farm to school program (more fruits & veggies help fight childhood obesity).
- Local food tastes better and is more nutritious.
- Introduces kids to the food system and they learn where their food comes from and develop healthy eating habits.

WISCONSIN
**FOOD
HUB**
COOPERATIVE

- GROWING LOCAL -

SWEET
Potatoes

WISCONSIN
**FOOD
HUB**
COOPERATIVE

The Wisconsin Food Hub Cooperative (WFHC) is a farmer-led cooperative dedicated to growing a vibrant local and regional food system that provides good food and supports everyone in the food chain: farmers, businesses, and consumers.

Please join us at the table.

WIFOODHUB.COM

HARVESTED LOCALLY
FOR YOU BY
*Don & Mary
Uselman of
Don's Produce*

Arena, WI

Why Local?--Economic

- Overall schools report a **3-16% increase** in meal participation when farm-fresh food is served, thus brings in more funds to the school lunch program.
- Supports economic development for local/small farmers.
- Money stays in the local economy.





Local Food Procurement

- Oshkosh Schools purchased tomatoes and cucumbers from Ledgeview Farms, a hydroponic grower in Malone, WI
- re:TH!NK received USDA Farm to School grant to work on **partnerships** for expanding the local food systems in Northeast Wisconsin.
- Talking with other Food Hub partners in Wisconsin, including Wisconsin Food Hub Cooperative, New Leaf Market, Fifth Season Cooperative, Reinhart, and more.



Local Food Procurement

Looking for additional partners interested in buying and selling local food (starting with produce)

- Schools
- Day Cares
- Hospitals
- Colleges
- Workplaces
- Grocery Stores
- Restaurants
- Other Institutions

Unsure of what this “hub” will look like yet.

Want to partner as best as possible so many can benefit.

www.rethinkwinnebago.org

The screenshot shows a web browser displaying the website www.rethinkwinnebago.org. The page has a red background with a pattern of white dots. At the top left, there is a logo that says "re:THINK Your Life. Your Choice." in a white speech bubble. The date "Thursday, 23 January 2014" is displayed in the top center. To the right of the date are social media icons for Facebook, Twitter, RSS, and YouTube, along with a search bar. Below these is a navigation menu with links: "home", "about us", "our projects", "campaigns", "resources", "facts", and "archives". A dropdown menu is open under "resources", listing: "healthy eating", "foodmap", "active living" (highlighted in red), "active recreation guide", "point of decision prompts", "tobacco, drugs & alcohol", "mental health", "dental", "for parents", "for activists", and "trainings". To the right of the dropdown menu is a "VED NOW" button and a "contact us" button. The main content area features a section titled "ACTIVE COMMUNITIES" with a sub-section "In the Workplace". Below this is a graphic for the "Fox Fitness Challenge" and a text block: "In conjunction with National Employee Health and Fitness Day, a team of local wellness professionals have teamed up to bring you the 1st Annual Fox Fitness Challenge to take place Wednesday, May 15, 2013. This 1-day program entails an individual challenge and a company competition. All participants from companies and organizations involved are eligible for prize drawings for exercising 30 minutes or more this day, and companies/organizations with the highest participation rate, broken down by..." The browser's address bar shows the URL <http://www.rethinkwinnebago.org/Resources/active-living.html>. The browser's status bar at the bottom indicates "Internet | Protected Mode: Off" and "100%".

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