

RECIPE FOR SUCCESS FOUNDATION OFFERS FREE CURRICULUM

farmers marKIDS inspires young food entrepreneurs and appreciation for fresh local produce



July 15, 2015, HOUSTON, Texas. Anticipating the fall growing season, Recipe for Success Foundation promotes its **farmers marKIDS**, a free curriculum that can be downloaded directly from the nonprofit's website.

Using the **farmers marKIDS** toolkit's five lesson plans, facilitators can help children develop financial literacy, entrepreneurial skills and business experience by transforming garden produce into their very own business—a farm stand to serve the surrounding community. Besides inspiring students' appreciation for fresh fruits and vegetables, the project presents an attractive option for school administrators and parents looking for healthier campus fundraising projects.

"We want to empower more parents and educators to help children understand the modern food chain and the importance of supporting local fresh food sources," says Gracie Cavnar, Recipe for Success Founder. "We developed this toolkit using the extensive library of lesson plans created during nearly ten years of teaching thousands of kids about their food with our award-winning Seed-to-Plate Nutrition Education™."

Students participating in **farmers marKIDS** learn about our country's agribusiness industry, how the food that they eat everyday makes its way from a farmer's field to the grocery store and how food is marketed. They are tasked with everything from assessing their products, establishing prices and advertising and promoting their market, to managing transactions and calculating profit. The curriculum culminates in a **farmers marKIDS** stand, when students apply the skills and concepts they've learned to sell produce grown in their gardens. In the final lesson, they reflect on the success of their market and decide how to use their profit.

After launching the program in 2014, the Foundation continues to enhance the experience and impact for kids. This fall, they will begin filming a reality series that follows a group of MacGregor Elementary School students as they prepare for and operate their **farmers marKIDS** stand during Food Day 2015. Also under development is an interactive website created just for kids to help bring the lessons to life. "We are delighted to expand this important national engagement effort thanks to a generous grant from Wells Fargo Bank and participation from the Jack Valenti School of Communication at University of Houston," says Cavnar.

While the new elements will not be available to the public until early 2016, the Foundation is aggressively promoting student participation in **farmers marKIDS** days nationwide for Food Day 2015, with partners like Action for Healthy Kids and Health Corps. Every group who operates a **farmers marKIDS** stand is encouraged to submit a photo and a story about it to be entered for a chance to win \$500 in garden supplies and be featured in the Foundation's publications. In Houston, a collection of student groups will have the opportunity to operate their stands during the Houston Best Bites Festival at Discovery Green on Food Day, October 24. To be considered for the group stand, parents or teachers can contact Justin Myers, Justin@recipe4success.org.



The Foundation encourages kids across the country to open their stands during the annual week of **farmers markIDS days** October 20-26 to coincide with the national celebration of Food Day, which highlights the importance of local food production. Download the free toolkit on the organization's website at <http://www.recipe4success.org/resources/farmers-markids.html>.

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Hi-res photos, testimonies and review copies available.

About Recipe for Success Foundation

Celebrating its tenth anniversary year, Recipe for Success Foundation focuses on combatting childhood obesity by changing the way our children understand, appreciate and eat their food, and by educating and mobilizing the community to provide healthier diets for children, with programs that have empowered more than 30,000 children in Houston and beyond with the knowledge and skills they need to lead healthier lives.

The Foundation works to create a culture where nutritious food is shared, appreciated, and celebrated. Through its award-winning efforts like the nationally offered Seed-to-Plate Nutrition Education™ in schools, Eat It! Food Adventures children's cookbooks, farmers markIDS DAYS, the Hope Farms urban agriculture project and the VegOut! 30-Day Challenge, the Foundation works to make healthy food appealing and available to everyone. More at recipe4success.org.