

FOR IMMEDIATE RELEASE

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RECIPE FOR SUCCESS FOUNDATION UNVEILS NEW FREE CURRICULUM

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



OCTOBER 1, 2014, HOUSTON, Texas. Recipe for Success Foundation went live today with **farmers markKIDS**, a new, free curriculum that can be downloaded directly from the nonprofit's website.

Using the **farmers markKIDS** 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 markKIDS** learn about our country's agribusiness industry and how the food that they eat everyday makes its way from a farmer's field to the grocery store. 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 markKIDS** 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.

The Foundation is organizing an annual week-long celebration of **farmers markKIDS days** October 20-26 in hopes that kids across the country will open their stands during that time to highlight the importance of local food production. The toolkit can be found 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

Since 2005 Recipe for Success Foundation has worked to combat 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. The Foundation strives to create a culture where nutritious food is shared, appreciated, and celebrated. Its signature, hands-on food curriculum has empowered more than 30,000 children with the knowledge and skills they need to lead healthier lives. Its efforts to make healthy food appealing and available to everyone include Houston's Hope Farms and award-winning national programs like Seed-to-Plate Nutrition Education™, *farmers markKIDS*, *Eat It! Food Adventures* children's cookbooks and the VegOut! 30-Day Challenge. More at recipe4success.org.