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Changing the way our children eat

RECIPE FOR SUCCESS FOUNDATION GROWS SOUTH

Federal grant funds Seed-to-Plate Nutrition Education™ in Rio Grande Valley

DATELINE OCTOBER 7, 2013. HOUSTON, TX. On September 30, 2013, The U.S. Department of Education announced a three-year, \$2.2 million Physical Education Program (PEP) grant awarded to IDEA Public Schools, the Recipe for Success Foundation Affiliate Partner in Westlaco, Texas. A portion of the grant will cover start-up costs to build gardens and culinary classrooms on campuses, train and certify S2P Instructors and buy supplies to deliver hands-on [Seed-to-Plate Nutrition Education™](#) programs in IDEA elementary schools. The balance of the funding will be directed toward providing complementary wellness activities for students and their families, enhanced fitness curriculum, and increasing the nutritional content of the meals offered in school cafeterias to 32,520 students in 44 schools over three years.

"Healthy, active students do better in school and in life," said U.S. Secretary of Education Arne Duncan. "These grants will help schools and communities educate students on the value of healthy lifestyles through programs that get kids moving and teach lifelong healthy habits." The PEP program is aligned with and supports First Lady Michelle Obama's *Let's Move! Active Schools* initiative to get kids moving before, during and after school.

Recipe for Success Foundation and IDEA Public Schools staff and consultants worked together over a period of months to craft the successful request, resulting in the sixth largest of 60 PEP grants totaling \$32 million distributed nationally. "I appreciate Recipe for Success Foundation's support and willingness to be a part of helping make IDEA families healthier and more fit," says Lindsey Schaefer, Vice President of IDEA Public Schools, "and I look forward to our organizations working together." District officials are determined to become the healthiest school district in Texas.

Recipe for Success Foundation's award-winning Seed-to-Plate Nutrition Education™ provides extensive integrated curriculum for grades Pre-K-5 in the garden and culinary classroom, as well as hundreds of complementary lessons in math, science and language arts, which are aligned with TEKS and Common Core teaching objectives and designed to reinforce healthy messages and skills. Students participating in Recipe for Success programs eat an average of 30% more fresh fruits and vegetables after one year of instruction.

"We're pleased to provide an effective way for others to replicate our success in changing children's eating behaviors," says Gracie Cavnar, founder and CEO of Recipe for Success Foundation, "and exceptionally excited to partner with IDEA Public Schools in an area of our state that suffers from staggering obesity rates." 38.8% of residents in the Rio Grand Valley are obese according to 2011 data—the highest rates in the nation. ###END###

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About Recipe for Success Foundation

Established in 2005 to address the pandemic of childhood obesity by transforming the way children eat, Recipe for Success Foundation has created measurable change for more than 20,000 Houston elementary students with its *Seed-to-Plate Nutrition Education*™ program. Making healthy eating fun by teaching children how to grow, harvest and cook nutritious foods, Recipe for Success Foundation empowers them to make a lifetime of healthy eating decisions. The Foundation has attracted national attention and answered the call to expand its reach beyond Houston roots with its Affiliate Partner Program, which offers instructor training *Seed-to-Plate Nutrition Education*™ to schools across the country. Affiliate Partner applications are available by contacting the Foundation directly.

Recipe for Success Foundation also strives to help Houstonians provide healthier diets for their children by advocating equitable access to affordable produce as well conducting community outreach projects including VegOut!, the citywide challenge to eat more veggies. In 2012, RFS entered the multimedia realm with a children's cookbook, *Eat it! Food Adventures with Marco Polo*, which has earned a dozen prestigious publishing awards. Recipe for Success Foundation's efforts make healthy eating fun and normalized in our culture. Learn more at recipe4success.org.

###PHOTOS AND INTERVIEWS AVAILABLE##