



The Future of Food In Schools Rounding Out What's Already Being Done in the School Cafeteria



Society for Nutrition Education and Behavior
July 22, 2020



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brighterbites®

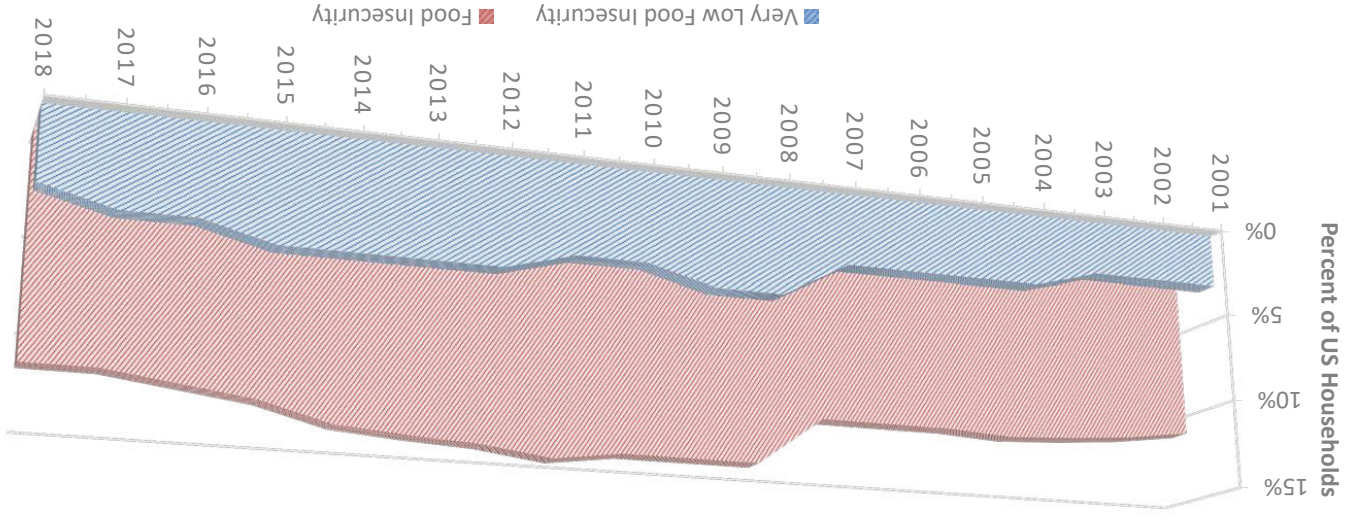
What is Food Insecurity?

The U.S. Department of Agriculture (USDA) defines food insecurity as a lack of consistent access to enough food for an active, healthy life.

It is important to know that though hunger and food insecurity are closely related, they are distinct concepts. *Hunger* refers to a personal, physical sensation of discomfort, while *food insecurity* refers to a lack of available financial resources for food at the household level.



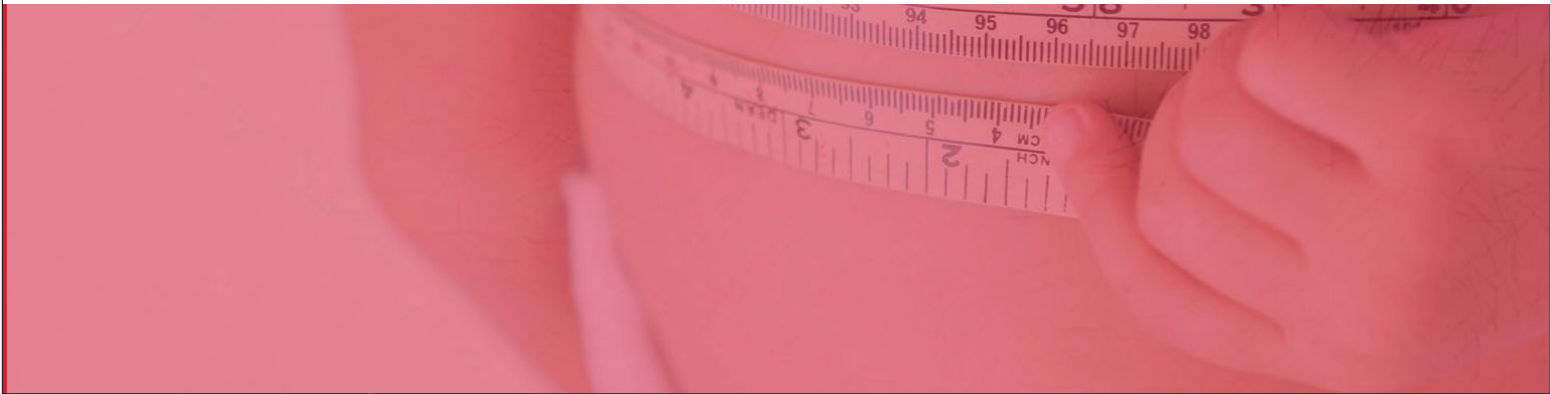
Prevalence of Food Insecurity and Very Low Food Security



Note: Food insecurity includes low and very low food security.
Source: USDA, Economic Research Service using data from Current Population Survey, Food Security Supplements, U.S. Census Bureau.

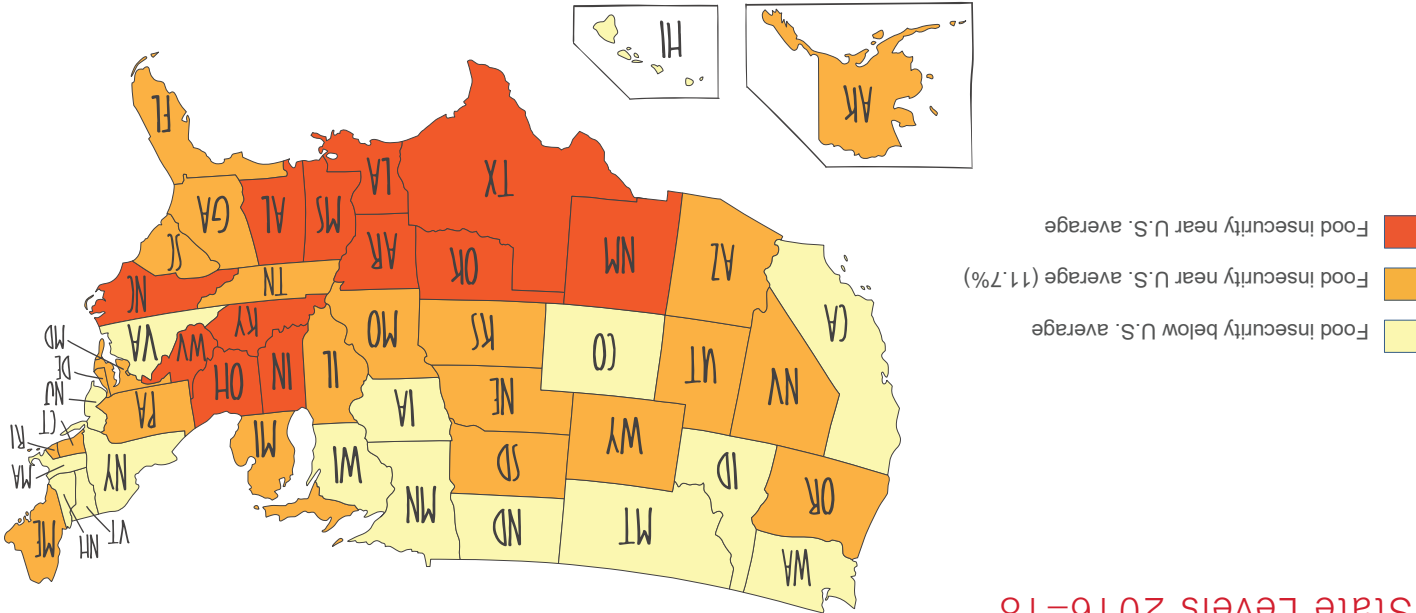


Health Risk + Top Health Risk =
OBESEITY



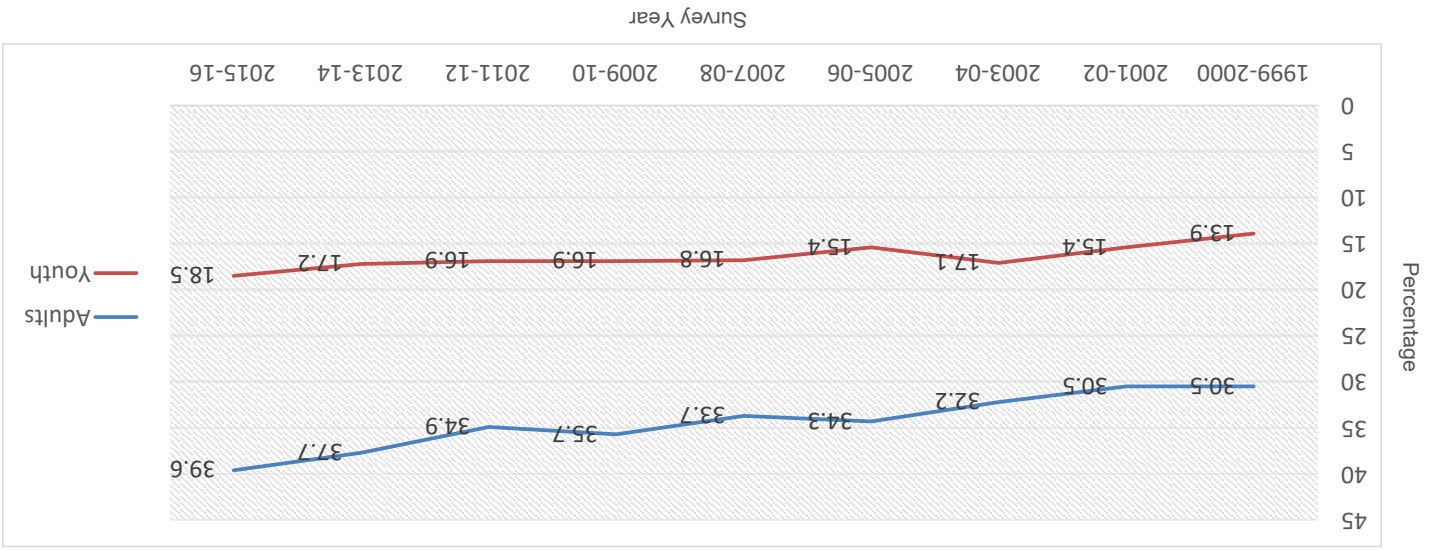
Prevalence of Food Insecurity

State Levels 2016-18



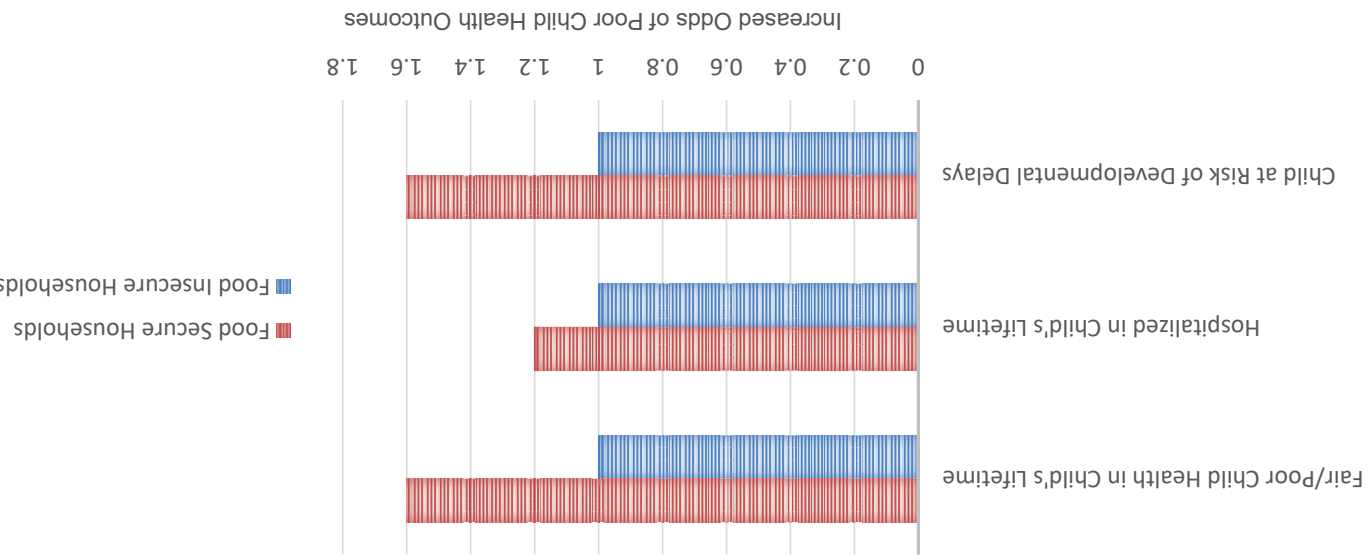
Source: USDA, Economic Research Service using data from Current Population Survey: Food Security Supplements, U.S. Census Bureau.

Obesity Epidemic in Children and Adults



Significant increasing linear trend from 1999-2000 through 2015-2016
 NOTES: all estimates for adults are age adjusted by the direct method to the 2000 US Census population using the age group 20-39, 40-59, and 60 and over.
 Access data table for Figure 5 at cdc.gov/nchs/data/databriefs/db288_table.pdf#5. Source: NCHS, National Health and Nutrition Examination Survey, 1999-2016.

Food Insecurity Associated with Health Risks



Source: childrenshealthwatch.org

What is Food Waste?

Sustainability is a catalyst/movement in food marketing to reduce food waste

Food waste refers to the decrease in the quantity or quality of food resulting from decisions and actions by retailers, food service providers and consumers. Food is wasted in many ways:

- Fresh produce that deviates from what is considered optimal, for example in terms of shape, size and color is often removed from supply chain during sorting operations.
- Foods that are close to, at or beyond the "best before" date are often discarded by retailers and consumers.
- Large quantities of wholesome edible food are often unused or left over and discarded from household kitchens and eating establishments.

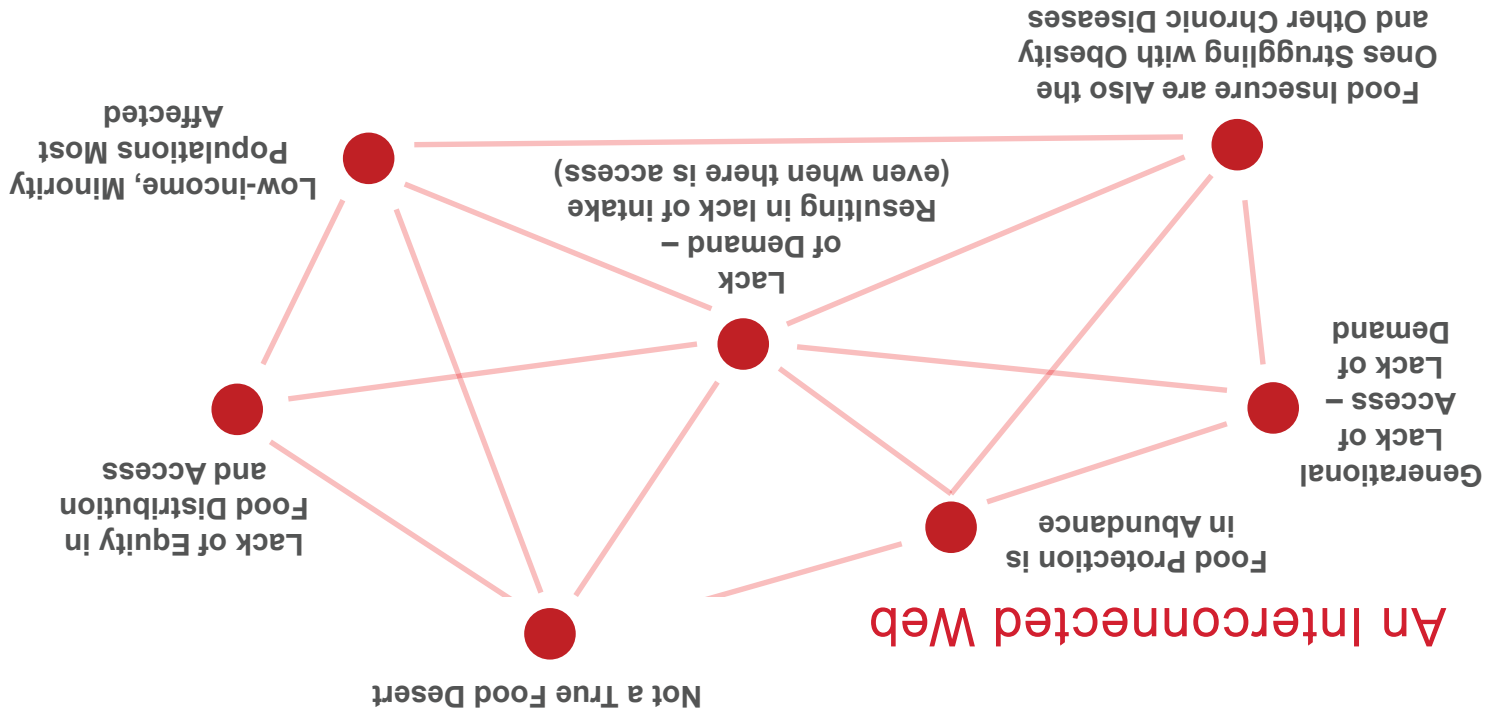


Food Waste Fact Check

- Post-harvest food loss at the retail and consumer level
- 14.8 billion pounds fruit/23.4 billion pounds vegetables
- What is the cost of this produce?
 - > \$40 billion
- Losses from farm to retail not captured.
 - Had these losses been included, total post-harvest loss in the US would be over 29%.



An Interconnected Web



The Future of Food in Schools

Rounding Out What's Already Being Done in the School Cafeteria

- School Meals
- FFVP
- Backpack Programs
- Community Feeding Programs (such as Brighter Bites)
- Homecooked meals / Lunchboxes



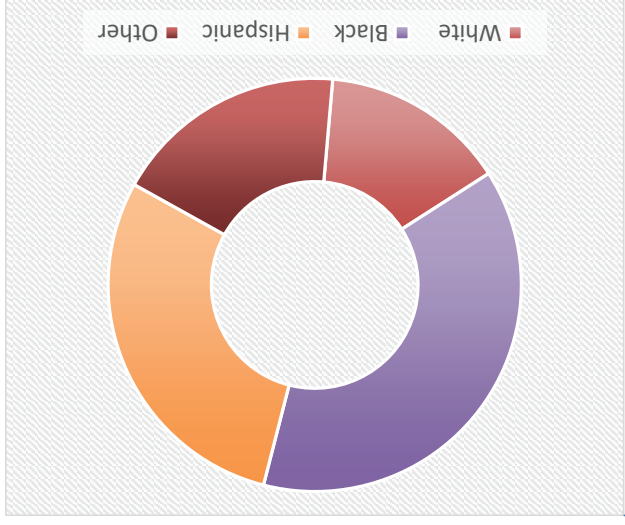
How the Playbook is Disrupted

- Salad Bars
- Individually Wrapped Foods
- No School Caf  Operations
- Everything Brown Bagged
- No Aftercare Feeding Programs or Childcare at Schools



Prevalence of Food Insecurity

U.S. Households (with Children) Food Security Status of Adults and Children



Source: USDA, Economic Research Service using data from Current Population Survey: Food Security Supplements, U.S. Census Bureau.



The Produce Moms® Mission:
To inspire everyone, especially children, to eat more fruits and vegetables



First and only consumer brand focused
on driving the sales and consumption
of fresh produce



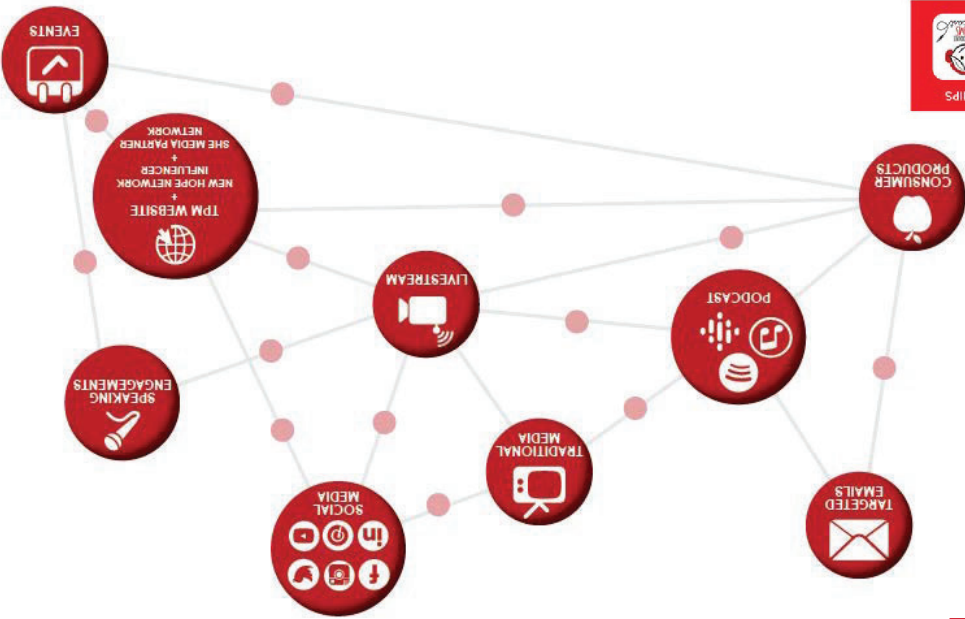
Everywhere the Population Is Is where you need to be

USA Grown. Emerging Global
 Presence. The Produce Moms® has
 followers in all 50 states and over 30
 countries around the world.

Top Followers by Country:
 1. United States
 2. Canada
 3. Mexico
 4. Australia
 5. United Kingdom

Top Followers by States:
 1. California
 2. Texas
 3. New York
 4. Florida
 5. Illinois
 6. Virginia
 7. Pennsylvania
 8. Ohio
 9. Washington
 10. Colorado

70,000+
 Unique
 Monthly
 Visitors



COVID-19 Pivot

The Produce Moms

- Virtual Salad Bars
- Virtual Continuing Education for School Foodservice – The Produce Moms® Digital Culinary Training is approved by SNA for 1 credit hour CE.
- Political Action to protect fresh produce volume and variety as well as STUDENT CHOICE in food despite removal of salad bars
- Working with private sector to empower growers of specialty crops
- We are involved in educating the GIG ECONOMY via substitution guides on how to select-store-serve fresh produce via partnership with Produce Marketing Association & other industry leaders



Why We Do It

The Produce Moms Content is fact-based and focused on nutrition and agriculture

✓ Less than half of US children eat the advised amounts of fruits and vegetables

✓ Three out of every ten children in the US are obese and have a 30% chance of developing Type 2 diabetes

✓ There is widespread lack of understanding regarding how food impacts health



The Produce Moms
curriculum promotes scratch cooking in school meals

The Produce Moms focuses the fact that all produce is good for you

The Produce Moms
helps develop strategies to increase produce consumption in volume and variety

Media, Education and Partnerships to Drive Change

The Produce Moms®

- Increasing whole fruit intake: **50%**

- Increasing vegetable or bean/pea intake: **83%**



○ Fly, et al., USDA-TN Project Abstract, 2017, Indiana Department of Education

The Produce Moms in the most authentic, unbiased ambassador and mentor for companies that truly want to make a difference by supporting healthy eating with produce.

Linda York, Founder Sticky Lickits

“

I love your recipes and healthy tips. I look forward to them.

Mary Jane White, The Produce Moms Reader

The Produce Moms® and Brighter Bites



Program Partners



What Brighter Bites Does

- We provide 20-25 pounds of fresh produce to families weekly and teach them how to use it
- We track what they take home and what they consume
- We intend to improve health outcomes and our research proves this

proves this

- We intend to improve health outcomes and our research

what they consume

- We track what they take home and

them how to use it

produce to families weekly and teach

- We provide 20-25 pounds of fresh

Brighter bites has provided at over 240 schools and camps across Houston, Dallas, Austin, NYC, Washington DC, and Southwest Florida.

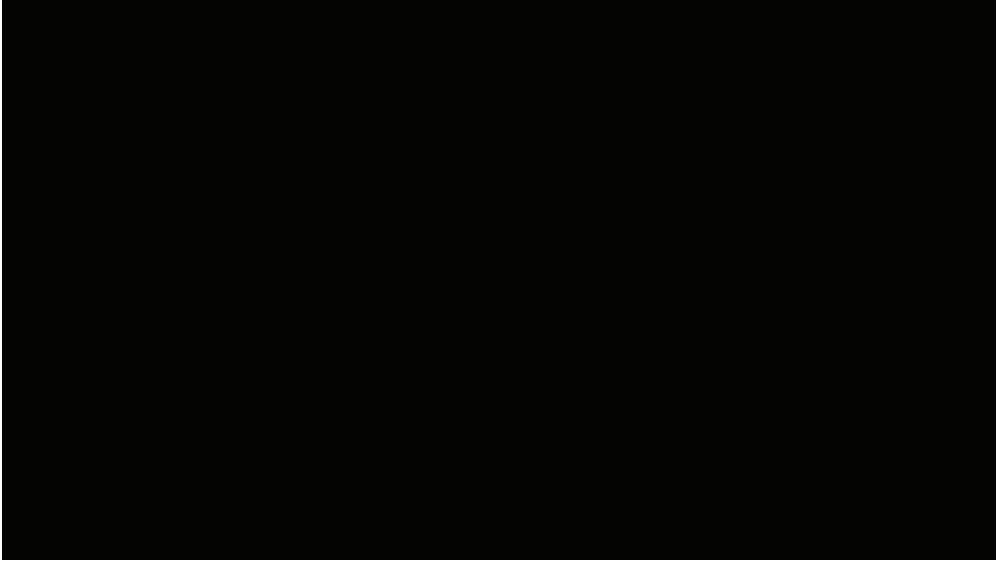


Brighter Bites has provided to 275,000+ individuals (representing 53,000 cumulative families.)



Brighter Bites has provided over 27 million pounds of produce and millions of nutritional education pieces



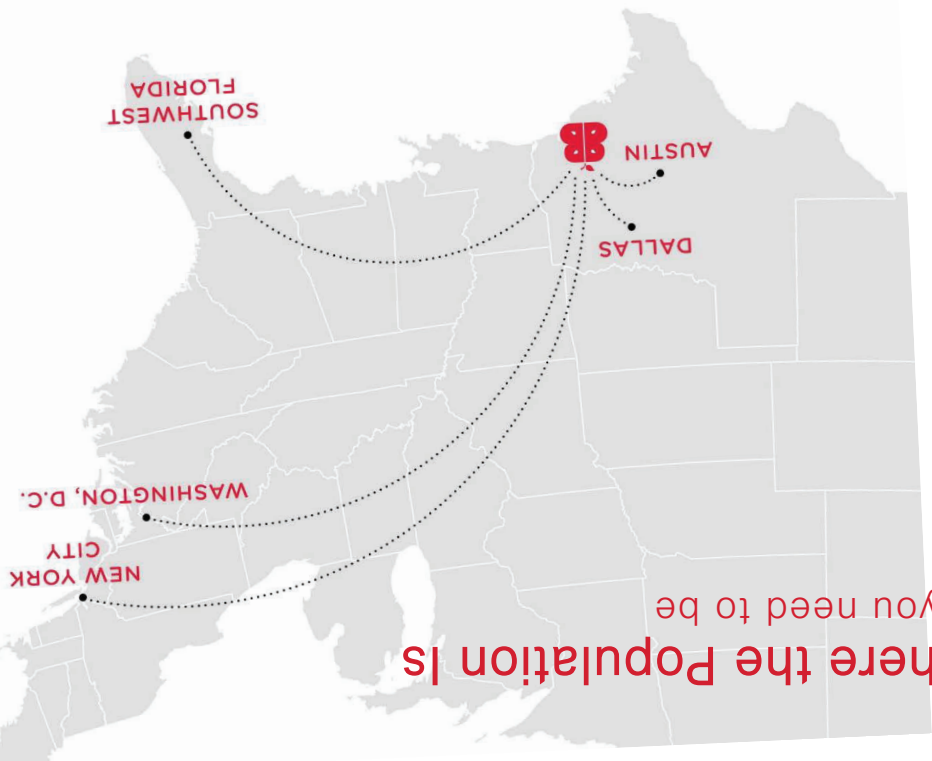


The Brighter Bites Story



The Brighter Bites Mission:
To create communities of health through fresh food.





Is where you need to be

Everywhere the Population Is

Produce Distribution

Fresh Fruits and Veggies are sourced and selected for distribution

Load Up

Staff load pallets of produce on to the trucks for hundreds of families

Bag The Produce

Staff, parents and community volunteers unload, divide and prepare bags

Nutrition Education

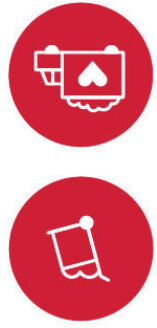
Teach Brighter Choices Recipes and Education Materials

Sample and Share

Our team prepares "brighter bites" for families to sample

Take Home The Fun

Each family goes home with 50-60 servings of fresh produce at no cost



Why We Do It

The Produce Industry is a Mission-Driven Industry

✓ Less than half of US children eat the advised amounts of fruits and vegetables

✓ Three out of every ten children in the US are obese and have a 30% chance of developing Type 2 diabetes

✓ There is widespread lack of understanding regarding how food impacts health



Brighter Bites provides 50 servings of produce weekly

Brighter Bites intends to improve health outcomes and reduce chronic diseases related to obesity

Brighter Bites simultaneously targets food access and food literacy

Brighter Bites is Evidence Based

Increased Consumption



98% of families eat more fruits and vegetables during the program
96% of those maintain increased consumption



Families consume 19 additional servings two years after the program



Children enrolled in Brighter Bites consume more fruits and vegetables served at school lunches, according to a plate waste study

- Sharma et al., Preventive Medicine, 2016, vol 91:8-17
- Marshall et al., Preventive Medicine Reports, accepted
- Sharma et al., Journal of Nutrition education and Behavior, September 2019

Brighter Bites is Evidenced Based

Dietary Behavior Change

Research published in *Preventive Medicine* showed that families participating in Brighter Bites reported:

- two-fold increase in cooking meals from scratch, and a significant increase in eating meals together and serving more produce as part of those meals
 - two-fold increase in using nutrition labels to guide grocery purchases
 - and a significant decrease in added sugars consumed among children
- Brighter Bites is part of the SNAP-Ed toolkit as an approved evidence-based intervention

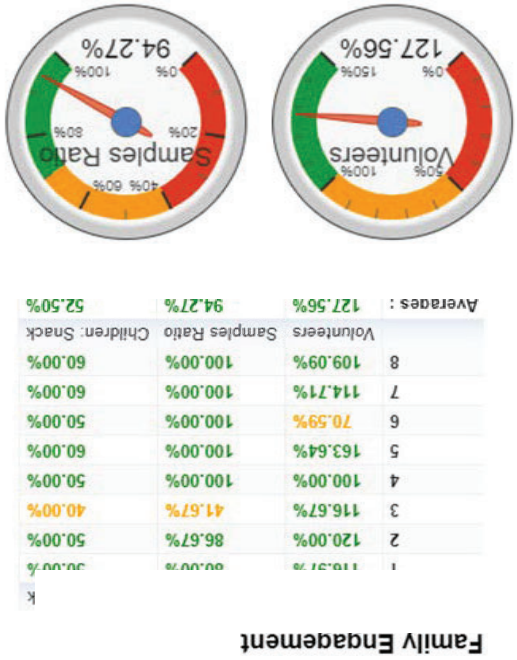
○ Sharma et al., Preventive Medicine, 2016, vol 91:8-17

Data Driven

Brighter Bites

Real-time monitoring of KPIs verify program dosage, reach, fidelity, acceptability at each site, each week for each family.

- Tracking Databases
- Site Surveys with Program Staff
- Family Feedback
- All feedback is used for ongoing program improvement



Data Collection and Evaluation

Brighter Bites

- Brighter Bites tracks KPIs to measure the program's dosage, reach, fidelity, and acceptability across all sites
- UTHHealth School of Public Health researchers analyze the data collected by Brighter Bites staff
- Parents respond to surveys about how the program impacts their home food environment
- We research related topics, including school plate waste and gut microbiome



Brighter Bites made me cook things I wouldn't have bought for fear of wasting money if my children didn't like it.

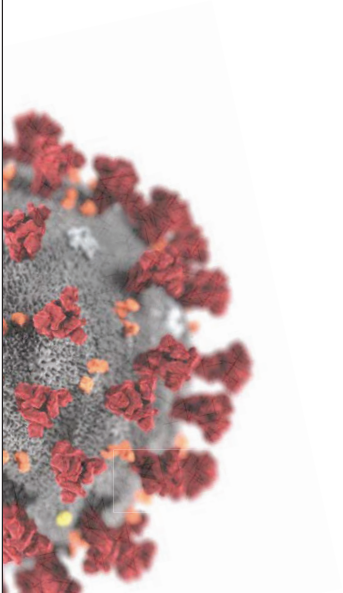
Brighter Bites Parent



COVID-19

Rapid Response Survey

- COVID-19 rapid response survey of Brighter Bites families' food security and dietary behavior (n=1048)
 - 93.5% of the families were food insecure -- a 22% increase since fall 2019
 - 41% of the families reported a decrease in fruit and vegetable intake as compared to prior to COVID-19.

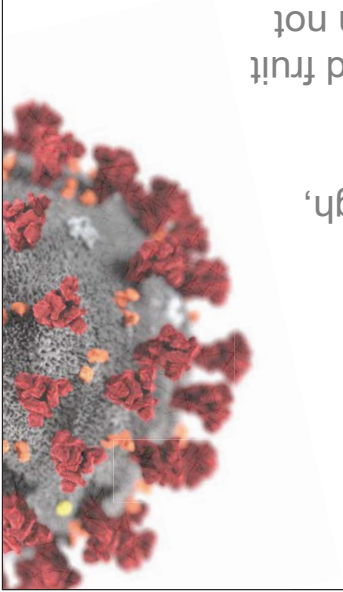


COVID-19

Rapid Response Survey

Answers to survey question about exacerbated food insecurity:

- "It's been difficult to find fresh produce in the stores"
- "That food is scarce, and when there is some the price is high, starting with our produce."
- "I feel worried because I'm not giving enough vegetables and fruit to my children since my husband only works 3 days, and I'm not working because my baby was just born, so there are 4 children and 2 adults and I'm short of food and diapers for my baby, but what I need is food for the family..."



COVID-19 Pivot

Brighter Bites

- \$25 produce vouchers bi-weekly to every Brighter Bites household for fruit and vegetable purchases at H-E-B, Winn Dixie, and 99 Cent stores, impacting more than 15,000 families
- 50,000 Produce boxes per week on behalf of USDA Farmers to Families Food Box Program in all six cities
- Health Literacy enhancements on social media, website, and other digital modalities.
- App in development to make nutrition education information available to Brighter Bites families and others in app store

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The support from our local community organizers and non-profits such as Brighter Bites makes the tsunamis of life easier to endure. We at Brooklyn Borough Hall stand with those who are helpers of the helpless and we applaud Brighter Bites for their hard work, service and generosity.

Brooklyn Borough President Eric Adams



Program Partners

Brighter Bites



Thank You! Questions?



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the better we

NOURISH

the brighter we

FLOURISH

www.brighterbites.org



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in All of Us[®]

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