



# Your 2014 Field-to-Fork Program Report

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# Dear friends,

What a year! We look back on 2014 with gratitude for your investment in the work of the Food Literacy Project and the great strides we made together.

**This report shows that we are delivering on the promise we made to you, our community stakeholders: that we would inspire a new generation to build healthy relationships with food, farming, and the land.**

You'll see that our farm-based, hands-on educational programs are making a difference in the way young people think about food.

Every day, we see children fall in love with vegetables - then take it one step further by becoming change agents within their own families and schools.

In 2014, we strengthened our partnership with local schools and expanded our programs. With the support of KentuckyOne Health and the Johnson & Johnson Foundation, we successfully piloted the Field-to-Fork after-school club at Wellington Elementary in the fall and spring.

We're also tracking our students' health, behavioral, and educational outcomes with the help of the Johns Hopkins School of Public Health.

Your gifts are making a difference! And these outcomes prove it's true.

**Because of you, young people are falling in love with vegetables.**

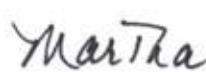
Because of your investment, teens are building job skills, confidence, self-efficacy, and muscle while they engage in the work of farming.

Because of your generosity, the Food Literacy Project is poised to reach over 100,000 community members in 2015.

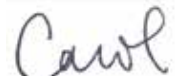
**We're grateful that you've chosen to help bring this important work to fruition.**

**We invite you to reflect on the outcomes your investment has made, and we ask for your continued and deepened support.**

Gratefully,



Martha Geier,  
Board President



Carol Gundersen  
Executive Director



# 2014 Program Partners

Partners in blue engaged in more than one day of programming.

The Academy of Louisville  
Americana Community Center  
Anchorage Public School  
Bloom Elementary  
Botanica  
Brandeis Elementary  
Bright Horizons at the Plainview School  
Brightside / Partnership for a Green  
City Food Systems Youth Summit  
Cabbage Patch Settlement House  
Coleridge-Taylor Montessori  
Coral Ridge Elementary  
Crums Lane Senior Housing  
Fairdale High School  
Fern Creek High School  
[Hazelwood Elementary](#)  
Hope Missionaries  
[John F. Kennedy Montessori](#)  
Kentucky Science Center  
Louisville Grows  
Louisville Water Company  
[Mayor's SummerWorks Program](#)  
Metro Youth Advocates  
Moore High School

Muhammad Ali Center  
Neighborhood House  
Nur Islamic School  
Peak Community Services  
[Portland Elementary](#)  
Right Turn  
Sanders Elementary  
Shawnee High School  
Southern High School  
St. Andrew Academy  
Stonestreet Elementary  
Strothers Senior Housing  
[Wellington Elementary](#)  
West End School  
Whitney M. Young Elementary  
YMCA Literacy Camp  
YMCA Youth & Adult Voices in  
Action Summit  
Youth Detention Services







**The Food Literacy Project's mission:** to inspire a new generation to build healthy relationships with food, farming, and the land.



# Farm-Based Education

Get your hands dirty.

Try something new.

Show respect.

These are the three challenges students embraced during their field studies on Oxmoor Farm.

They got to plant, harvest, cook, and taste fresh fruits and vegetables and were inspired to create their own recipes.

We also further engaged more than 600 of these students through in-class visits.

We prioritize partnering with schools in food deserts - areas where it's difficult to find fresh produce. More than 80% of students qualified for the free and reduced-price lunch program.

**1434**

engaged in planting, harvesting, & eating vegetables

**83%**

are eating more vegetables because of their farm experience

**79%**

planned to eat a great variety of vegetables

**76%**

cooked a healthy recipe they learned on the farm at home



"We have gardens at both the schools but it's hard to get them integrated into the classroom. Our farm visit helped us jump start our environmental education program.

Now, the teachers, students, and families are getting more involved in our school gardens!"

- Debra Osoffsky,  
Family Resource Center  
Coordinator at Sanders &  
Stonestreet Elementary  
Schools

# Youth Community Agriculture Program

*What's a food system, and what role could I play in it?*

*How do you cook kale?*

*Why can't we find fresh produce in every Louisville neighborhood?*

Youth Community Agriculture Program (YCAP) Crew Members spent a hands-on summer learning the answers to these questions - and much more.

YCAP teens planted, cultivated, harvested, cooked, and sold vegetables. They explored Louisville's food system through 9 study trips. They focused on character development, job skills, and teamwork.

By the end of the summer, all the crew members believed they were an active participant in the food system and that they could make a difference in their community.

YCAP Crew Member Sahra Hussein's family immigrated from Kenya when she was only five, and she comes from a long line of farmers. "My Grandfather and all of his ancestors, they owned a huge piece of land. My family grew mango trees and bananas, stuff like that, and they loaded up trucks and sent it to Italy," says Sahra.

"Looking back at the field and seeing the progress we made always makes me feel good, and I can't wait for another day in the field."

**11** YCAP Crew Members enrolled

**125** teens engaged in YCAP through peer-to-peer education

**1,700** lbs. of vegetables produced

**50** seniors received fresh produce grown, picked, & delivered by teens

**83%** developed their leadership & communication skills





# After-School Clubs

In 2014 we piloted an after-school club series at Wellington Elementary School.

Each week during the Field-to-Fork Club, students learned how to make a new recipe using fresh, local ingredients.

They got to cook alongside a professional chef, cultivate their school garden, and try vegetables they had never eaten before.

Through hands-on exploration, the students became champions of healthy eating within their families and schools.

They learned that practicing good nutrition is within their reach and can taste great!

**37%** students engaged in cooking fresh vegetables and nutrition training

**93%** ate a fresh vegetable they harvested themselves

**96%** learned to prepare healthy recipes

**44%** increased fruit or vegetable consumption

**67%** improved leadership, teamwork, or communication skills

"Since I've been in the Field-to-Fork Club, I'm eating more vegetables. I didn't eat as much vegetables, but now I tell my mom to buy some. The Club inspires you to grow a garden and cook with your family!"

- Mattye, Wellington Elementary





# Family Engagement

Recognizing that nutrition education is more effective when it is supported at home, we make it a priority to get families involved in the rewarding work of cooking together.

Our family engagement programs bring children and their caregivers together to try out new, healthy recipes. Families learn to cook with fresh vegetables and take home recipes to try at home.

In 2014, we piloted a 6-week series of family engagement programs with our after-school club members. The students were eager to involve their caregivers in cooking healthy recipes, becoming change agents within their families.

Families also explored the origin of our food at Oxmoor Farm and cooked healthy recipes together in our outdoor kitchen.

students & caregivers grew and cooked **336** healthy meals at home

**336**

embraced the importance of eating home-cooked meals as a family

**100%**

**80%**

are eating more fruits & vegetables each day

**84%**

cooked more healthy meals at home as a family



"Fred loves being a part of the Field-to-Fork Club. When I woke him up for school this morning I said 'Fred, do you know what day it is? It's Guest Chef day at Field-to-Fork Club!' He was so excited that he jumped out of bed, ran to the shower, and was ready for school faster than I had ever seen before.

It's tough for me to make it to the Family Program because I work on Thursdays. But I know how important it is to Fred, so I have asked some of my clients to come on other days. Even though I'm losing a bit of money, it's worth it to see him so happy."

– Brenda Richardson, Fred's Grandma

# Volunteer & Community Outreach

Our community volunteers are the bee's knees!

In 2014, they created a bee garden for our new hive, maintained our learning garden, and helped teach children in our outdoor classroom. They painted, mulched, weeded, stuffed newsletters, and served on our board.

Plus, a talented team of volunteer chefs cooked up a delicious meal for our Field-to-Fork Dinner guests using food from local farms.

**Special thanks to these groups who gave generously of their time:**

John Hayes & the Hayes Family  
Junior League of Louisville  
Kentucky Science Center Employees  
Lott Carey Baptist Convention  
Rotary Club of Louisville  
University of Louisville SOUL  
UPS, Global Volunteer Month  
YMCA Norton Commons Togetherhood

**156** stellar volunteers in 2014

**2,266** total hours contributed

**93°** temperature on hottest volunteer day

**32°** temperature on coldest volunteer day

**\$44,604** amount saved in personnel costs

**Can you volunteer?**

We need you! Contact us at (502) 491-0072 or [info@foodliteracyproject.org](mailto:info@foodliteracyproject.org).



Field-to-Fork Dinner Chefs

# 2014 Volunteers

Jud Adams  
Alayna Altman  
Mixologist Michael Anderson  
Andrea Ansman  
Chris Ansman  
Patrick Ansman  
Patricia Armstrong  
Mindy Arndt  
John Bajandas  
Paul Barnett  
Jill Basset  
Christina Beasley  
Emily Beauregard  
Corinna Becker  
Gail Becker  
Judy Beckman  
Paul Beckman  
Eric Benmour  
Gordon Bierley  
Billy Boone  
Harry Borders  
Lori Boyster  
Todd Bradon  
Alice Bridges  
Barry Bridges  
Peggyann Brown  
Ryan Brown  
Amy Burns  
Amber Burrus  
Malisa Carroll  
Brenda Carter  
Larry Caruso  
Mixologist Allison Casale  
Tony Cecil  
Megan Chlopek  
Ivor Chodkowski  
Anita Coleman  
Genna Constantin  
Rachel Cowgill  
Pam Curtis  
Tim Darst  
Laura DeBeer  
Decca staff  
Chef Jay Denham  
Morri Denham  
JD Denny  
Beth Dlutowski  
Chef Matt Durham  
Prem Durham  
SteVon Edwards  
Alyssa Exler  
Xindi Fang  
Morgan Fitzsimmons  
Kassie Fogarty  
Marie Fonteix  
Leila Franklin  
Brian Geier  
Martha Geier  
Lyndsey Gilpin

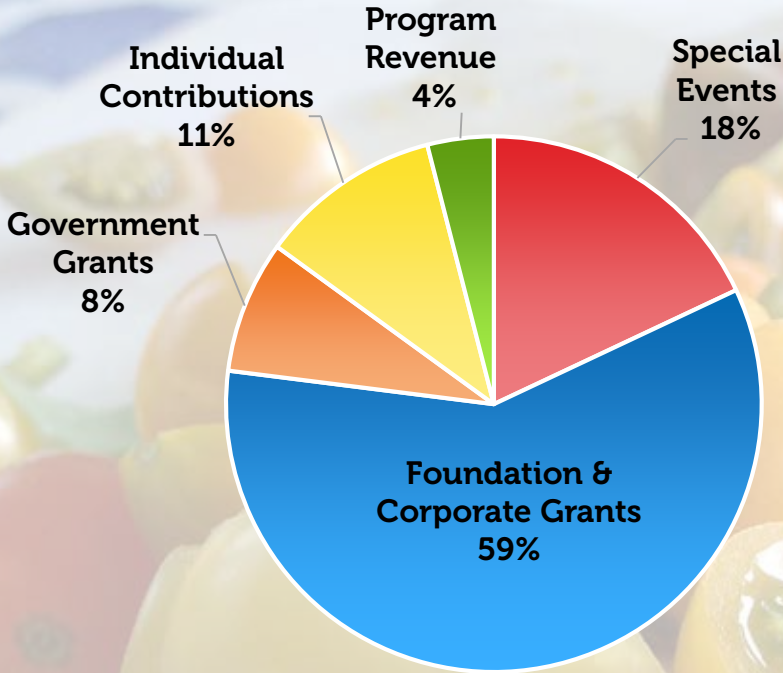
Britney Gorter  
Tia Gray  
Stephanie Grooms  
Nick Grosser  
Nisha Gupta  
Makenna Hall  
Pat Haragan  
Chef Michael  
Hargrove  
Rick Harned  
Shannon Harris  
Clem Hayes  
Jerry Ann Hayes  
Jim Hayes  
John Hayes  
Karen Hayes  
Patrice Hayes  
Judy Henry  
Richard Hoopengardner  
David & Christal Hopkins  
Maria Hornung  
Chef Evan Hubblard  
Laura Hufnagle  
Joe Hugnagle  
McKenzie Humphreys  
Chef Sherry Hurley  
Evon Jackson  
Isis Jonas  
Willie Jones  
Don Karcher  
Julie Karcher  
Maddie Karcher  
Anastasia Kaufmann  
Elizabeth Knight  
Mike Kull  
Kaitlyn Lancaster  
Eric Latz  
Margaret Lewis  
Alexis Lopez  
Janet Lush  
Christopher Maples  
Lee Ann Massey  
Chef Dallas McGarity  
Marla McKenzie  
Chef Brad Menear  
Grace Mican  
Ken Middleton  
Janis Miller  
Houston Mills  
Shadea Mitchell  
Joanne Mix  
Brooke Moody  
Barry Moore  
Christina Moore  
Kristian Moore  
Jackie Morales  
Sarah Mudd  
Del Newman  
Alex Novak

Gage Novak  
Jake O'Brien  
Chef Erica Parker  
Nick Peiper  
Chef Annie Pettry  
Duane Pifer  
Josh Poole  
Jims Porter  
Adam Price  
Veena Reddy  
Deb Reese Hall  
Jennifer Riddell  
Jean Ritok  
Kaki Robinson  
Michelle Roeder  
Chef Patrick Roney  
Susan Rostov  
Lorraine Rue  
Philip Ruskin  
Sara Schamber  
Melissa Schreck  
Eric Schuetzler  
Mark Sieckmann  
Laura Smith  
Erich Sneller  
Andrew Spence  
St. Agnes Middle School  
Robert Stevens  
Whitney Stewart  
Chef Cody Stone  
Sam Stratman  
Steve Sweden  
Joan Teakle  
Chef Dan Thomas  
Megan Toomey  
Joyce VanBruggen  
Maggie Weaver  
Greg Wright  
Ming Yang  
Chef Shelley Yoder  
Jane Zanini



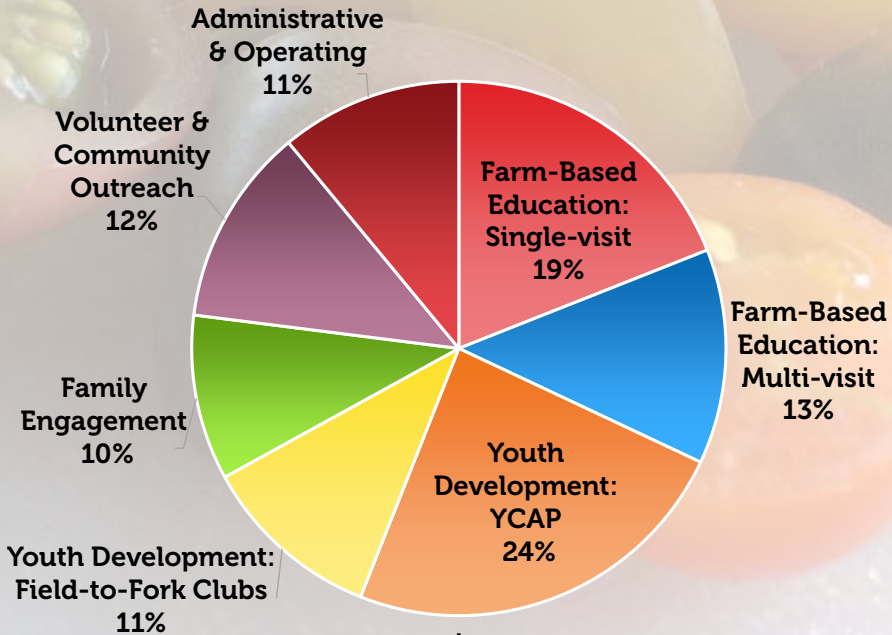


# 2014 Income



Total: \$264,032

# 2014 Expenses



Total: \$258,352

# 2014 Donors - Thank You!

We thank these generous people, foundations, and companies who are making our community a better place through their gifts to the Food Literacy Project.

We are especially grateful to the [Harvest Sustaining Donors](#) who have pledged ongoing support and our **donors who have given annually the past 3 years or more.**

## Greenhouse (\$5,000+)

Johnson & Johnson  
Community Health  
Care Program  
Kosair Charities  
**Louisville Metro Dept. of  
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**The Norton Foundation**  
**Oxmoor Cemetery  
Corporation**  
Walmart Foundation  
**Porter Watkins & George  
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## Seed (\$1,000 - \$4,999)

Mindy Arndt & Eric  
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Louisville, Inc.  
**Darrell & Nancy Shelton**  
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## Fruit (\$500 - \$999)

American Culinary  
Federation, Kentucky  
Chapter  
**Emily Beauguard**  
Kathie & John Buchino  
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**Carol & Charlie Elrod**  
Maura & David Fennell  
**Martha Geier**  
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Melissa Richards-Person  
**Kaki Robinson**  
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StarChefs  
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Kristin & Rob Townsend

## Flower (\$250 - \$499)

**Seamus Allman**  
**Geoffrey Bauman**  
Meredith Brown  
Nora Cameron  
**Rebecca & Jon Cohen**  
Edward & Tricia Cortas  
**Phyllis Croce & Jonn Frye**  
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**Margaret Geier**



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Laura Zachariah

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Decca

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Nathan Rider

### **Susan Rostov**

Nancy Schoenhoff  
Casey Sterr  
Brenda Stokes

### **Sarah Vetter & Micajah Christie**

## **Root (up to \$50)**

Josh Abner

### **Marcy Allman**

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Elizabeth Bealmear  
Linda Beldon  
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 Whole Foods Market  
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 You Do Yoga

## Honorary & Memorial Gifts

**in honor of Nora Cameron**  
 Ellen Miller Timmons

**in honor of Cathy Rogers**  
 Elizabeth Bealmear

**in honor of Catherine & Stuart Foley**  
 Sandy Kuhbander

**in honor of Eric Schuetzler & Mindy Arndt**  
 Jim Beam Brands Co.  
 Betty Schuetzler

**in honor of Mary Jane Gaynor**  
 GE Foundation

**in honor of Patricia Seitz**  
 Edward & Nancy Seitz

**in honor of Martha Geier**  
 Linda Beldon  
 Scott Beldon & Matthew  
 Rummele

**in honor of Dr. Jane Thibault**  
 Elizabeth Bealmear

Nancye Browning  
 David Bryant  
 Stefan Geier

**in honor of a great teacher at Noe Middle School**  
 Emma Wilkie

Dr. Richard Geier  
 Margaret Geier  
 Heidi Geier

**in honor of Jorge & Geri Vasquez**  
 Sandy Kuhbander

Claudia Hackworth  
 Julie & Jim Haddan  
 Lauren Haddan

**in memory of Laura Burckle**  
 Bob Burckle

Max Haddan  
 Meredith Haddan  
 Sharon Hafer

**in memory of 5 generations of the Kentucky Bullitt Family at Oxmoor Farm: 1787-2000**

Sarah Kruse  
 Jaelithe & Matthew  
 Lindblom

Lowry Watkins, Jr.  
 Porter Watkins & George  
 Bailey

Beth Monohan  
 Susan Points

**in honor of Jon Gundersen**  
 Barbara B. Brick

**in memory of Edward H. Seitz, Sr.**  
 Edward & Nancy Seitz

**in honor of Patricia & Chris Haragan**  
 Stephen Condit

**in honor of Rosemary Kithkart**  
 Patricia & Chris Haragan

**in honor of Melissa Kratzer**  
 Nancy Doctor

*Each of our generous donors is important to this mission. If we made an error in this list, please accept our deepest apologies. Let us know and we promise to get it right next time!*

### Special thanks to:

Nick Simon and Publishers Printing Company for donating the printing of this report.

Ivor Chodkowski at Field Day Family Farm at Oxmoor Farm for making the farm available to a new generation of healthy eaters.

[www.fielddayfamilyfarm.us](http://www.fielddayfamilyfarm.us)





9001 Limehouse Lane  
Louisville, KY 40222



Our favorite thing  
to do on the farm:

see children fall in love  
with vegetables.

Your generous gifts  
make it happen.

Give today!  
[foodliteracyproject.org](http://foodliteracyproject.org)