GREAT CHEFS COOK FOR HEALTHY SCHOOL FOOD

OCTOBER 6TH, 2015
MIDTOWN LOFT

2015
HEALTHYSCHOOLFOOD.ORG
EVENING PROGRAM

HOSTS
Jane Velez-Mitchell & Michael Moss
Jane Velez-Mitchell is a nationally known TV journalist, author, and host of www.JaneUnchained.com
Michael Moss is a Pulitzer-Prize winning reporter, author of Salt Sugar Fat www.michaelmossbooks.com

EVENING PROGRAM
Music by Bob Miles and Miles of Music

6:00 – 7:30 VIP RECEPTION
Raffle & Silent Auction Viewing, Bar, and Access to Restaurant Tables

7:00 GENERAL ADMISSION
Raffle & Silent Auction Viewing, Bar, Passed Hors d’oeuvres

7:30 ACCESS TO RESTAURANT TABLES FOR GENERAL ADMISSION BEGINS

8:00 – 8:30 PRESENTATION
Food and beverage stations, including the bar, will be closed during this time so that we may have your full attention. Thank you for your cooperation.

Welcome – Joy Pierson and Amie Hamlin
Hosts – Jane Velez-Mitchell & Michael Moss
Award Presentation
Amie Hamlin, Executive Director and Kelley Wind, Program Director
P.S. 197 – The John B. Russwurm School, Natasha Spann, Principal
P.S. 343 – The Peck Slip School – Maggie Siena, Principal

9:00 CLOSING REMARKS, SILENT AUCTION AND RAFFLE CLOSES

9:15 SILENT AUCTION AND RAFFLE WINNERS POSTED

9:30 END OF EVENT

WELCOME AND THANK YOU FOR COMING!

RAFFLE TICKETS
Purchase tickets at registration desk or raffle ticket table
1 for $5, 6 for $20
20 for $50, 50 for $100

SILENT AUCTION
Support our programs by bidding generously!

PRINCIPAL NATASHA SPANN
Principal Natasha Spann is beginning her fourth year at PS 197. She is nurturing and truly there to serve the children, their families, and the staff. She goes above and beyond, from providing shoes and clothes when needed to assisting families with housing, jobs, and resources. She brings many enrichment opportunities to the school, including special events, community activities, and community partnerships. Ms. Spann is truly an inspiration!
ABOUT OUR EVENING

This annual event marks the beginning of our second decade of changing how schools feed kids, and how kids learn about nutrition. Our restaurant, caterer, beverage, silent auction, raffle, gift bag, music, and event planning friends all donate to us so that we may bring you an evening to remember. Virtually all proceeds benefit our programs to bring healthy food, and nutrition education not influenced by the food industry, to schools. We also educate teachers, food service personnel, and parents.

With your support, we have been able to implement several programs that are helping to make a difference not only in schools, but also in the home lives of the children we educate. We have only just begun our educational and food changing journey and know that there is so much more to be done to educate the whole school community: students, parents, teachers, administrators, and school food service personnel. We thank you for your presence at tonight’s event, and your support throughout the year! YOU are helping to make a real difference! We count on your support. Thank you!

PLEASE MAKE SURE TO CHECK OUT THE REST OF THIS GUIDE AND SAVE IT AS A GREAT RESOURCE FOR HEALTHY EATING!

CHSF ADVISORY BOARD
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T. Colin Campbell, PhD, Professor Emeritus of Nutritional Biochemistry at Cornell University, Author, The China Study
Jayni Chase, Founder, Center for Environmental Education
Ann Cooper, The Renegade Lunch Lady, Author, Lunch Lessons
Fran Costigan, Vegan Pastry Chef, Instructor, Author, Vegan Chocolate, and More Great Good Dairy Free Desserts Naturally
Joel Fuhrman, MD, Author, Disease Proof Your Child, and Eat to Live
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CHSF BOARD
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Marilyn Mayers
Bart Potenza
Beth Reed
Opened in the fall of 2011, Vedge is a vegetable restaurant by Chefs Richard Landau & Kate Jacoby. Located in the historic Tiger Building on Locust Street in Philadelphia, Vedge offers a classically elegant dining experience with a progressive, bold approach to cooking.

Husband/Wife team Richard Landau and Kate Jacoby are the Chefs/Owners of Vedge.

The menus at Vedge are putting vegetables in the spotlight, featuring locally sourced and seasonal ingredients. Absolutely no animal products are used in the Vedge Kitchen. Behind the bar, our cocktails are fun and innovative, using house-made syrups and bitters. Our wines and beers are selected to represent the best of the natural and craft movements.

Vedge prides itself on being a “foodies” restaurant – for omnivores, vegetarians, vegans, and carnivores alike.

Chef Rich Landau has been at the forefront of the vegetarian dining scene since he opened his first restaurant, Horizons, in 1994. His mission: to demonstrate the creativity and satisfaction of vegetable cuisine. Through the many years in the restaurant industry, teaching and consulting, and media appearances including winning Food Network’s Chopped, Landau has used the carnivore’s palate he grew up with to translate vegetarian cuisine to a broader audience. He has also co-authored three cookbooks, including the most recent “Vedge: 100 Plates Large and Small that Redefine Vegetable Cooking,” and he has been nominated multiple times for the James Beard Foundation Best Chef Mid Atlantic. He is proud to have shaped the culinary landscape in Philadelphia and is committed to further raising the bar for vegetable cuisine across the country.

Chef Kate Jacoby studied French and Sociology at Georgetown. In 2001, she switched gears to join Landau at Horizons, the restaurant she had already grown to know and love as a customer. Her work on the line beside Landau helped hone her pastry skills and shaped her approach to desserts. A James Beard Nominated Pastry Chef, she strives to innovate vegan desserts and bring fresh ideas to rich, quality ingredients. In recent years, her focus also includes overseeing the Beverage Program where she takes the same approach to the cocktail list. A Certified Sommelier, her appreciation and enthusiasm for wine is evident in the thoughtfully-curated wine list.

Landau and Jacoby are both native Philadelphians. When not in the kitchen, they love to travel with their son Rio. In the fall of 2014, they opened V Street, a Street Food Bar, inspired by their love of travel and exciting food cultures.
Thank you to the restaurants, caterers, and beverage suppliers for generously donating, and to the very talented chefs who make healthy cuisine a true pleasure for the palate. Most have been supporting us for years – we encourage you to frequent these businesses. Please note that all food and beverages are 100% plant-based (vegan).

SPECIAL THANKS!

BEVERAGES & RESTAURANTS

D’VIDA HEALTH BAR
www.dvidahealth.com
The Green Dream Smoothie

MOUNTAIN VALLEY SPRING WATER
www.mountainvalleyspring.com

CANDLE 79, CANDLE CAFE & CANDLE CAFE WEST
www.candlecafe.com 212.472.0970
Wheat Balls with Marinara Sauce & Chocolate Peanut Butter Cups

CHEF FRAN COSTIGAN
www.francostigan.com 212.496.2582
Organic Vegan Chocolate Confections

CHEF LAURA DARDE
732.485.0457 chefldardi@aol.com
Fall Vegetable Quinoa Burgers with Roasted Red Pepper Aioli,
Sweet Potato Latkes with Spiced Apple Chutney and Chive Creme Fraiche,
Pumpkin Cheesecake Bites

DF MAVENS
www.dfmavens.com 347.450.9385
Ice Cream Flavors — Key Lime (coconut milk), New Orleans Salted Praline (soy milk), Mango (coconut milk), Madagascar Vanilla (coconut milk & no added sugar), Mint Almond Cookie (almond milk), Del Lago Chocolate (coconut milk)

DR. COW TREE NUT CHEESE
www.drcow.com 718.486.5919
Organic Aged Raw Cashew Cheese

FRANCHIA
www.franchia.com 212.213.1001
Vermicelli Spring Rolls with Mango Citron Sauce; Sweet Potato Noodles with Vegetables, and Mushrooms in a Crispy Roll; California Sushi Rolls: Avocado, Cucumber, and Vegan “Crab Meat”

FRUIT BLISS
www.fruitbliss.com 646.225.6565
Deglet Noor Dates, Turkish Figs, Turkish Apricots, and French Agen Plums

GONE PIE
www.gonepie.com 914.332.1353
Mini Pecan Pies and Mini Rice Crispy Treats, both GF

HENRY’S
www.henrysnyc.com 212.866.0600
Shredded Kale Salad: Red Grapes, Toasted Almonds, Garlic w/Bushee Farm’s Vermont Maple Syrup Vinaigrette

iEAT GREEN
www.ieatgreen.com 516.238.3616
Japanese Stir-Fry with GF Brown Rice Noodles

JIVAMUKTEA CAFE
www.jivamukteacafe.com 212.353.0214
Maharani Dahl and Pesto Zucchini Fettuccine

MIYOKO’S KITCHEN
www.miyokoskitchen.com 415.521.5313
Assortment of Artisan Vegan Cheese Made from Cashews, served with Mary’s Gone Crackers and Grapes

SAMOSA SHACK
www.facebook.com/samosashackny.com 914.907.4345
Samosas and GF Bhel Puri (Indian Street Salad)

V-SPOT
www.spreadvegan.com;
www.vspot.nyc 718.928.8778
Black Bean Empanadas with Homemade Salsa

VEDGE
www.vedgerestaurant.com 215.320.7500
Chickpea “Tuna” Tacos

VUGGIECATION
www.veggiecation.com 201.773.4533
Pumpkin Hummus on GF Brown Rice Crackers

VERITY WINE PARTNERS
www.veritywines.com 212.683.8763

NATIONAL KALE DAY
www.nationalkaleday.org; www.drewramseymd.com 212.518.6718
Kaletails (Kale Cocktails)
Food UnEarthed: Uncovering the Truth About Food is a grade 3 – 5 curriculum with a detective theme that teaches critical thinking skills to “Uncover the Truth About Food”.

Our program covers core concepts such as label reading, sugar in beverages, and the benefits of eating whole plant foods. But we are unique in that we go beyond the norm and provide information that is more complex and often ignored in mainstream nutrition education. Our students are taught to think critically about where their food comes from, how the food industry influences what they eat, and how diet and disease are related.

8. What are some tricks food companies use to get us to eat their unhealthy food?

Say things like you will fly get musels be able to Pick up houses.

Last year and this year my blood pressure went down
- Kania, Ms. Mills 4th Grade

Did you make any changes or try any new foods or recipes because of the classes and/or take home letters?

I am now hooked on kale chips (spicy miso) because of the kale chips introduced to my students and I.

Ms. Harris, PS 197 teacher

MEASURABLE OUTCOMES

Our students don’t study for the test! They rarely have homework, they don’t have a text book and they take limited notes. But their scores on the post-assessment increased by 100 – 150%!!! Why? Because they learn by doing and thinking about issues that impact their lives every day.

I made a challenge with my cousin to drink water for a month and after that I was addicted to water and not soda.

Emily S, PS 132, 5th grade

I made some changes, eating less junk food and more fruits, vegetables and beans. And I lost 3 pounds!

Samantha V, PS 132, 5th grade

I’m eating more vegetables and drinking less juice.

Kamiyah, PS 30, 3rd grade
AN EXCELLENT SOURCE OF OBESITY.

LUNCH HOUR

AMERICA'S SCHOOL LUNCH PROGRAM
A Well-Fed World is a hunger relief and animal protection organization chipping away at two of the world’s most immense and unnecessary forms of suffering…the suffering of people hungry from lack of food and the suffering of animals used and abused for food.

We do this by connecting the hunger-meat issues and partnering with groups to:

- distribute vegan food to people in need
- support innovative food and farming projects
- strengthen farm animal care and rescue efforts
- develop original research and targeted outreach
- sponsor pro-veg and animal advocacy campaigns

Plants-4-Hunger Feeding Programs

Sign up for our monthly e-newsletter for information about our Plants-4-Hunger gift-giving campaign, and give the gift of vegan food to people in need without harming animals.

care@AWFW.org

www.AWFW.org

~how beautiful is a world that is healthy, well-fed and kind all at the same time~
SPOTLIGHT ON REVERSING AND PREVENTING DISEASE

by Joel Fuhrman, MD

We know so much about nutrition and its powerful effects to create disease or protect against disease. However, the question that seems unanswerable to the majority of our population is what constitutes a healthy diet that is actually disease protecting versus one that is disease promoting? What degree of nutritional excellence is necessary to make a diet therapeutically disease reversing? How do we measure the quality of our diet or the degree of nutritional excellence we are obtaining?

A Nutritarian diet uses logic and science. It is not just a weight loss program. It gives individuals the ability to measure and intuitively judge the nutritional quality of their diet in order to discern whether their diet is optimal for delivering the therapeutic effects for disease reversal and prevention. How do we design the right diet for those with multiple risk factors or a poor family history? What if you are faced with a serious health challenge, how should your diet be structured for maximum therapeutic effects?

The quality of a diet can be judged based on three simple criteria.

1. **Levels of micronutrients** (vitamins, minerals, phytochemicals) per calorie.
2. **Amounts of macronutrients** (fat, carbohydrate, protein) to meet individual needs, without excessive calories that may lead to weight gain or health compromise.
3. **Avoidance of potentially toxic substances** (such as trans fats) and limited amounts of other potentially harmful substances (such as sodium).

A person who follows the plan in my book Eat For Health is called a nutritarian, and understands that food has powerful disease-protecting and therapeutic effects and seeks to consume a broad array of micronutrients via their food choices. It is not sufficient to merely avoid fats. It is not sufficient for the diet to have a low glycemic index. It is not sufficient for the diet to be free of animal products. It is not sufficient for the diet to be mostly raw food. A truly healthy diet must be micronutrient rich. The foods with the highest micronutrient per calorie scores are green vegetables, colorful vegetables, and fresh fruits. For optimal health and to combat disease, it is necessary to consume enough of these foods. Few people could expect to have optimal health without attention to the consumption of high micronutrient foods. For example, in some individuals the lack of attention to micronutrient density may be disease-causing.

Eating the Nutritarian Way is:

• more than just weight loss. Menu plans, recipes, and dietary suggestions are based on micronutrient per calorie density, offering the most effective approach for both weight loss and disease prevention and reversal.
• a healthy and risk free way of eliminating food cravings and overeating. The physiological and emotional components that lead to food cravings and overeating are clearly explained along with the steps to resolve these issues. Low nutrient eating (and toxic eating) leads to increased cellular toxicity with undesirable levels of free radicals and advanced glycation end products (AGE’s). This toxicity causes addictive withdrawal symptoms (toxic hunger) which result in more frequent eating and overeating. Understanding these concepts and incorporating a sufficient amount of nutrient rich foods is critical to overcoming this addictive cycle!
• a sound nutrition prescription for disease reversal and prevention. This is truly the gold standard of nutritional medicine. These dietary recommendations can be utilized to therapeutically address disease reversal and to help protect individuals with high health-risk factors. To accomplish this, the micronutrient quality (H=N/C) or nutrient density of an individual’s diet must be increased accordingly.

Thousands who have recovered from their medical problems have been calling Dr. Fuhrman’s Nutritarian Diet a medical miracle. They are not just talking about the people who successfully lost weight after failing for years on one diet after another, but about the diseases, such as heart disease, high blood pressure, diabetes, allergies, asthma, autoimmune illnesses (including lupus) and headaches which they have witnessed simply melt away. You can learn more about how to eat this way in my book Eat for Health.

Dr. Fuhrman is a #1 New York Times best-selling author and a board-certified family physician specializing in lifestyle and nutritional medicine. His newest book, The End of Dieting, debunks the fake “science” of popular fad diets and offers an alternative to dieting that leads to permanent weight loss and excellent health. Visit his informative website at DrFuhrman.com.
THE VEGETARIAN SCHOOLS: PECK SLIP

The Peck Slip School, PS343, is the second public (non-charter) school in the country to go vegetarian. Principal Maggie Siena heard about PS244 our first vegetarian school, and decided that she too would like to see her school adopt a vegetarian menu. The Coalition for Healthy School Food then helped with the transition. We are honoring Principal Siena this year, for her leadership and for being a true pioneer – in recognizing that what we feed children makes a tremendous difference in their ability to learn and to be healthy and at school. The school serves families in the Seaport and Financial Districts, and currently includes grades Pre-K through 3. It is a newer school, so in two years it will be a K-5 school.

The mission of the Peck Slip School is to educate young people to be passionate about learning, curious about others and the world, and committed to community engagement. Peck Slip graduates will be active learners and independent thinkers who have high standards, the ability to reflect on their skills, understandings and abilities, and a desire do their best. The same high standards for excellence apply to academic, artistic, athletic, and social endeavors. The impetus for their work will be curiosity about the world and commitment to the diverse communities they participate in – both local (the classroom) and global (the human family and the world we live in). Three core values support this mission:

Learning is a pleasurable, life-long pursuit. Perseverance through challenges underlies success.

Intelligence is effort-based. There is always more to learn.

Human beings are interdependent. In the classroom and across the world, we rely on one another.

Developing a sense of gratitude, Peck Slip students will appreciate what the world has to offer and be optimistic that their contributions, now and in the future, will make a difference.
THE VEGETARIAN SCHOOLS: PS244 THE ACTIVE LEARNING ELEMENTARY SCHOOL

We are so proud of our lead role in helping PS 244 transition to an all vegetarian menu. It is the first public (non-charter) school in the country to do so. The Coalition worked with the school administration, parents, and the NYC DOE Office of School Food to transition the menu in 2012. We are excited about our growing partnership, and thrilled for the influence PS244 has had on other schools as well. (See page 9)

This year we stepped into the classroom with plant food power! Our cooking instructor Sally Graves taught an after-school class of 1st graders a modified version of Food Unearthed. The students chopped, measured and stirred in order to make their own yummy healthy dishes. Justin’s mom said, “Before this class, he never ate avocado. Now he loves it. I’m so glad Justin was in this cooking class!”

Our annual Family Dinner Night was catered by the incredible cafeteria staff of PS 244 led by Chef Malini. The dinner featured the healthy and delicious entrees offered on the vegetarian and alternative lunch menus. What other NYC public school serves Crunchy Tofu with Orange Sauce, Steamed Broccoli and Black Pearl Rice, Falafel Wraps, and a Ginger Asian Sesame Cabbage Slaw for a school event?

This past year we were able to expand on the accomplishments we have had working with The Coalition for Healthy School Food by beginning an after school program twice a week where students learned about nutrition and how to make healthy snacks. They worked with “The Supermarket Fairy” and came away with a better understanding of health and nutrition. In addition, we were able to once again hold our family dinner night where over 220 family members attended and had a successful parent workshop beforehand where families made Vietnamese summer rolls.

TALES Principal Robert Groff

Coalition Volunteer Sherene Chou demonstrates rice paper summer rolls to PS 244 parents.
RECIPE

NORTH AFRICAN RED LENTILS

This incredibly delicious recipe comes together quickly with lentils and vegetables simmering together in a fragrant, spicy sauce. Couscous is tiny pasta, not a grain. For a gluten-free version, use quinoa or millet instead of couscous and note you will need to follow different cooking directions for the different grains.

Serves 4 – 6

Lentil/Vegetable Mixture:
1 Tablespoon vegetable oil (optional)
1 ½ cups onions, chopped
¼ teaspoon red pepper flakes
2 Tablespoons garlic, chopped (about 2 average-sized cloves)
2 Tablespoons peeled and grated fresh ginger (remove peel by scraping along the length with the edge of a teaspoon)
1 ½ cups carrots, diced
2 teaspoons ground cumin
2 teaspoons ground coriander
1 teaspoon salt (optional)
¼ teaspoon ground black pepper
1 cup potatoes, diced small (about one medium potato)
1 cup canned tomatoes, diced or crushed
1 cup dry red lentils, rinsed
3 – 4 cups water
2 Tablespoons fresh lemon juice
1/3 cup fresh cilantro, chopped
1/2 cup almonds, toasted & chopped
(optional – not used in the school version)

Couscous:
1 cup water
1 cup dry whole wheat couscous
½ teaspoon salt (optional)

1. In a large sauté pan, warm the oil (if using) and sauté the onions with the red pepper flakes until the onions are soft, about 5 minutes. If not using oil, you may need to add a splash of water to keep the onions from ticking.

2. Add the garlic, ginger, carrots, spices and salt, if using. Stir to coat the vegetables with the spices. Cover and cook for about 5 minutes, until the carrots are softened.

3. Stir in the potatoes, tomatoes and 1 cup of water. Cover, bring to a boil, lower heat and simmer for 15 minutes.

4. Add the lentils and 2 more cups of water. Cover the pan and return to a boil. Reduce the heat and simmer for 10-15 minutes, stirring occasionally and adding more water if necessary, until the lentils are mushy and have begun to turn yellow.

5. Meanwhile, make your couscous. In a small saucepan, bring the water to a boil. Add the couscous and salt, if using, and cover. Let stand for 5 minutes, then fluff with a fork.

6. Check the lentils and vegetables for doneness. Stir in the lemon juice and cilantro. Taste and adjust seasonings if necessary, then serve about one cup of the lentil-vegetables on ½ cup bed of couscous. Garnish with almonds, if desired.

Recipe developed for the Cool School Food program of the Coalition for Healthy School Food by Chef Wynnie Stein of Moosewood Restaurant.
COOL SCHOOL FOOD ITHACA

In Ithaca, NY, we believe our Cool School Food program is the first Farm to School program in the country to feature local organic beans and tofu for use in the entrée (known as the meat/meat alternate in USDA school food language). This past year a report about it was featured in a national Farm to School publication. Our Ithaca program is a partnership with the Ithaca City School District Child Nutrition Program, Moosewood Restaurant, Cayuga Pure Organics (growers of organic beans), and Wood’s Earth (growers of organic vegetables, and they also source local/organic vegetables from other farms for schools). Our entrees are on the menu at least once per week, and they are growing in popularity. Last year, we honored the Food Service Director, Denise Agati, at our fall gala. It is her dedication that makes this all possible, as well as the hard work of her staff.

The recipes have been developed by Wynnie Stein and Nancy Lazarus from Moosewood restaurant, in conjunction with our Cool School Food team. We are very excited to add Dean Zervos to our team. Dean is the owner of Simeon’s on the Commons, a popular restaurant. Sadly, the restaurant endured a tragedy when a truck lost it breaks and crashed into the restaurant. As a result, the restaurant is not open while the building is rebuilt. Dean was bored, and we have provided him with an exciting project! He has reworked most of the recipes to take into consideration some of the problems that came with transporting them to the schools from the central kitchen, and the kids (and teachers) are thrilled with the results. So are we! Dean has spent a lot of time in the central kitchen, working with the cooks to perfect the recipes. He has spent time in the schools, working with the kitchen managers and getting student feedback. We are so fortunate to have Dean’s expertise.

Another addition to our team this year is Sarah Wharton. She possesses a master’s degree in soil science, and we hired her for multiple purposes. She taught three after school programs, in which we teach kids to think critically about food during our interactive and fun plant-based nutrition education and cooking classes. The aim of these programs is to promote an increase in consumption of healthy, whole plant foods, while encouraging a decrease in processed foods and animal products. In our hands-on after-school cooking classes, the kids prepare and eat the Cool School Food entree that will be offered at lunch time that week, a process that promotes independence, confidence, awareness, and of course, healthy eating habits! She also taught an in school nutrition program to two fifth grade classes at Enfield Elementary. The culmination of the program was that the students cooked dinner for their parents, using one of our Cool School Food recipes. They chose the most labor intensive recipe, and it was quite amazing to see how it all happened. We give their teachers a lot of credit for being brave enough to do the dinner project! Seriously, it was a lot of fun and the food was delicious. Finally, we received a capacity building grant from the Howland Foundation as administered by the Community Foundation of Tompkins County. We were able to hire Sarah to help us get to some back burner projects - and we are making great progress.

The whole Ithaca team is amazing to work with and have worked hard to make our program more successful than ever. However, we need to get into more classrooms, to do more education. While all the pieces are in place to create this change, the only thing that limits us is funding. So please, give generously to help us reach more students, teachers, and parents.
RAISE YOUR HAND IF YOU KNOW WHAT HAPPENED TO THE PYRAMID...

That’s right, it came tumbling down several years ago, and instead of a food pyramid with a hierarchical structure, we now have MyPlate, a pictorial guide that shows us how much food to eat from four categories, as a portion of a plate. It shows, for example, that our plates should be half fruit and vegetables, and about 30 percent grains and 20 percent proteins. It also shows a glass of milk, but this could be soymilk, and should be water. It’s far from perfect, and the food industry influences are obvious to those knowledgeable about nutrition, but it is an improvement over the previous recommendations of the Pyramid. MyPlate and MyPyramid are pictorial guides that represent the advice of the U.S. Dietary Guidelines, which are renewed every five years. The new guidelines are supposed to debut by the end of this year, 2015.

The Dietary Guidelines, issued by the United States Department of Agriculture, are influenced by the food industry. For example, exercise was included and represented by stairs up the side of the pyramid, about the same time when the food industry started to float the idea of “energy balance”. While it’s true that we need to burn off the calories that we eat to not gain weight, the idea that we could eat whatever we want and just burn it off is almost completely unrealistic, unless you are a professional athlete. For example, a fast food meal could easily take a teen girl 5 hours of moderate exercise to burn off. People eat fast food meals often, but they don’t often exercise 5 hours a day – so this idea of energy balance takes the focus off the fact that the food contains too many unhealthy calories, can’t realistically be burned off, and really can’t be part of a healthy diet.

It is very exciting that the proposed 2015 Dietary Guidelines were developed in part by a committee that addressed the topic of sustainability as it relates to diet. What they found, is that the very foods that are unhealthy for us are also causing global warming and other environmental problems. Their advice? Eat less animal products and eat mostly plant foods. As a result, the meat and dairy industry are working overtime to destroy these recommendations. Despite the inclusion of exercise in previous guidelines, it should not come as a surprise that the opponents to the proposed guidelines for 2015 claimed that it was unprecedented to include anything other than nutrition. Other non-nutrition food related topics have been included, too. The advice from the Sustainability Committee of the U.S. Dietary Guidelines is good for the planet and good for our health. It ensures that there is a planet here for our future generations, then the policy would be taking a very narrow view, and defeating the purpose of creating policy that serves the people, which includes future people.

The Child Nutrition Reauthorization Act is also renewed every five years. It is the policy that oversees federal meal programs, including the school breakfast, lunch, dinner, and snack programs. The programs are supposed to follow the U.S. Dietary Guidelines. Usually they lag behind by a couple of years while efforts are made to catch up. For example, because tofu is listed as a protein food in the U.S. Dietary Guidelines, as of 2012 it was included in the “meat/meat alternate” category of the school meal program. Now that the name of the “meat and beans” category of the Pyramid has been changed to the “protein” category, maybe they’ll change the name of the “meat/meat alternate” category in the school meal program. However, calling the name of a food category a biochemical name (protein) when all others are names of actual food categories doesn’t make sense. The fact is that protein is in all whole plant foods, and most people in this country get two to three times more than they need, and that is primarily from animal products. We believe that this category should be called “Legumes”, and all unhealthy foods should be off the plate with a warning that we should be eating less, or none, of them.

PRIORITIES FOR CHILD NUTRITION REAUTHORIZATION

1. Increase funding for food costs and for cook/server training. During the 2010 CNR, Senator Gillibrand requested 70 cents additional funding per lunch, the White House administration requested 18 cents additional funding, and schools ended up with 6 cents additional funding. We must invest in our children’s current and future health, which will bring significant cost savings to taxpayers.

2. Offer a plant-based entrée daily (legume or tofu based) as a healthy option. Such entrees are rich in phytonutrients and fiber, and contain no animal protein. Recipes are available on our website (www.healthyschoolfood.org/recipes.htm). These recipes have been distributed to 25,000 schools nationwide.

3. Allow schools to serve non-dairy milk without a doctor or parents note. The note requirement involves...
additional administration which makes it difficult for schools. Many children don’t or can’t drink cow’s milk. While protein is not considered a nutrient of concern in the US, it is a major “selling point” of cow’s milk today, now that research shows that milk does not build strong bones, and the dairy industry can’t claim it. In fact, all whole plant foods contain protein, with fruits containing the least, and almost all whole plant foods contain more than 5% protein, the amount found in human breast milk – the perfect amount needed for human’s time of greatest growth.

4. Eliminate artificial ingredients: artificial colors, flavors, preservatives and artificial sweeteners. Certain artificial colors are linked to ADD and ADHD. Artificial ingredients are usually the hallmark of processed foods. Currently processed foods (added fats/oils, sugars, and refined grains) make up about 63% of our food intake by calories.

5. Address competing entrees (meat/meat alternate component). Some schools offer multiple choices in this category on any given day. It undermines the healthiest choices and takes the focus off fruits and vegetables, and we feel it is a major unexplored area. For example, some schools offer a hamburger, cheeseburger, pizza, and other hot entree all in the same day. In addition, many schools offer alternatives in this category: bagel with melted cheese, bagel with cream cheese, peanut butter and jelly, or cheese sandwiches. In such a scenario, children sometimes eat the same option every day, for example a bagel with melted cheese. If a plant-based entrée is offered, it doesn’t have much of a chance amid this selection of choices. Yet in a school (in Harlem) where our recipe was one of two choices, children readily ate our healthy plant-based option. Ultimately, children can choose a relatively unhealthy meal, despite the healthier meal standards that took effect in the fall of 2012. For example, a cheeseburger on a bun made from 50% white flour, full of preservatives, and a carton of 100% apple juice counts as a reimbursable lunch meal. (Note that NYC SchoolFood does not allow fruit juice to count as a fruit – one of the many things they do to exceed federal standards).

6. Allow plain baked potatoes and sweet potatoes to count as a grain (in addition to allowing them to count as a vegetable). Make sure these items are used in a healthy way such as plain baked (but no French Fries or Tator Tots). This should please the potato industry, and take pressure off the request to reduce vegetables. It also provides another healthy option for the meal.

7. Eliminate processed meats. Two ounces of processed meat increases colorectal cancer risk by 30 – 50% in adult women. Children are more susceptible to carcinogens than adults are, so what does this mean for them? Two ounces = one hotdog, 2 slices of bacon, 4 slices of bologna, 10 small slices pepperoni (served on pizza for school lunches), 2 small sausage patties (commonly served for school breakfasts). Given the relationship to colorectal cancer, processed meats have no place in school meals.

8. Require meal time to be a certain length of time based on how much time children have to sit and eat. It should be at least 30 minutes. Standing in line should not count as part of this time. Some children have as little as 10 minutes to eat once they have gone through the line and are sitting down, and this does not allow time to eat a meal. See point below on food waste.

OTHER POINTS:

Waste is a serious concern. Studies done before new regulations and after show that waste is a problem, but it always has been. As a whole, the newer regulations are not causing more waste than before. Recent studies show that a big factor in food waste is the limited time that children have to eat, and that those with longer lunch periods waste less.

Quantity of food in meals is too much for young children. For example, for an entrée containing beans, an elementary child generally has to have ½ cup of beans in their entrée or 4.4 ounces of tofu, in order for them to count as a protein. If they had meat and/or cheese on 3 of the days, they could theoretically have ½ the amount listed of beans or tofu on 2 of the days to meet the 8 ounce minimum for elementary schools. However that is not always practical for a school, and so they serve the full amount.

Thank you Omowale Adewale, Vegan MMA Fighter and Personal Trainer, for visiting our classes at PS 91, his alma mater!
USDA SNACK STANDARDS
The USDA has implemented new standards for the types of snacks that can be sold in schools, effective September 2014. These standards apply to all food available outside of the school meal program, (also called “competitive foods”).

- Calories: Less than 200
- Fat: Less than 35% of total calories
- Sodium: Less than 240 mg
- Sugar: Less than 35% of total weight

THESE STANDARDS DO NOT GUARANTEE THE SNACKS ARE HEALTHY
The standards are intended to improve kids’ health, but they still allow for processed junk foods, allowing the food industry to continue to profit at our children’s expense. For this reason, we have created our own selective standards to find truly healthy snacks! We are in the process of developing this program, but two of our sponsors already qualify (see left). Stay tuned for more details about how our program can help to promote your healthy snacks.

“Slightly healthier junk food is still unhealthy, sends the wrong message.”
USDA’s narrow focus on nutrients such as grams of fat and sugar will still result in highly-processed junk food with only slightly improved nutritional profiles. For example, reduced-fat corn chips and baked potato chips are still junk foods with almost zero nutritional value. Moreover, lower calorie soft drinks such as Diet Coke also offer zero nutrition and have no place in a child’s diet.”
~ Michele Simon, JD, MPH, www.eatdrinkpolitics.com

COOL SCHOOL FOOD CERTIFIED SNACK STANDARDS
- Meets USDA Smart Snacks in School Standards
- 100% plant-based (no dairy, eggs, or other animal products)
- No artificial colors, flavors, sweeteners, preservatives
- No partially hydrogenated oils
- No corn syrup

A+: Health supporting, 100% whole plant foods with nothing added
A: Health supporting plant foods with other ingredients
B: Plant foods that contain no artificial colors, flavors, sweeteners, preservatives, partially hydrogenated oils, or corn syrup. When there is a question as to whether a food fits into category A or B, a nutritional scoring system will be used.

If you would like to find out if your snack qualifies for our list please contact Amie Hamlin at amie@healthyschoolfood.org.
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SIX REASONS TO GIVE YOUR SCHOOL FOOD DIRECTOR A HUG
By Michael Moss

Michael Moss, author of Salt Sugar Fat, gives us 6 reasons why school food directors and advocates need all the help they can get in the face of the Food Giants shaping our eating habits.

Featuring: Sneaky cheese, salty bursts and the galloping “bliss points” for sugar.

1. The processed food industry isn’t messing around. It uses precise formulations of salt, sugar, and fat to maximize the allure of its products, which helps makes us deeply dependent on them. The industry’s food scientists refer to this as “engineering,” and they refer to the perfect amount of sweetness as the “bliss point.” When Howard Moskowitz, a legend in the industry, recently engineered a new soda flavor for Dr. Pepper, he tested out 61 formulations of the sweet flavoring, each only slightly different from the next, and put these through 3,904 consumer tastings, then applied regression analysis to find the perfect formula guaranteed to be make the soda a hit.

2. What concerns nutritionists even more is that the Food Giants have marched around the grocery store, engineering bliss points for things that didn’t used to be sweet, including bread and pasta sauce. This not only cranks up our daily consumption of sugar, which averages to 22 teaspoons a day, it creates an expectation in us that everything should taste sweet, which is a real problem when it comes to eating more of those things that have bitter notes: vegetables.

3. Kids are especially vulnerable to sugar. Every one of their 10,000 taste buds is just sitting there waiting for something sweet, and they have a much higher liking of sugar than adults. To see this yourself, take two glasses and fill each with 8 ounces of water. Pour eight packets of sugar into one. This is the bliss point level of sweetness for the average adult. But for kids, you need to add six more packets, or a whopping 14 in total, before their brains go, “Ahhh.”

4. In many ways, fat is even more powerful than sugar as an additive to processed foods. It has twice the calories as sugar, but it will sneak up on the brain, when you don’t even realize you are eating a fatty food. Even more problematic for consumers, the kind of fat that is thought to be bad for your heart health, known as saturated fat, is typically solid and really fools the brain. Scientists refer to it as the “invisible fat” because it slips into your diet and body unseen. But boy does it add to the allure. The attraction of fat is known to food companies as “mouthfeel,” like the warm gooey sensation of melted cheese.

5. Salt is valued for what companies call its “flavor burst,” hitting the tongue straight away with a salty taste that races to the pleasure zone of the brain, which in turn compels you to eat more. And salt manufacturers have learned to manipulate the physical shape of salt to most perfectly suit the needs of processed foods, from powdery salts for soups to chunks shaped like pyramids with flat sides that stick to the outside of food and interact quickest with your saliva. There is high blood pressure to worry about when it comes to salt, but it also drives overeating.

6. I call salt, sugar, and fat the industry’s unholy trinity for another reason: money. They are relatively cheap, allowing processed food companies to drive down their prices relative to more wholesome foods, and the government plays a big role in this. Take cheese - it is one of the top three commodity items (now known as “USDA Foods”) offered compliments of our tax dollars, essentially free, to schools. This despite the fact that it the largest source of saturated fat in our diet – and something we are at the same time told to eat less of. Through this and other marketing strategies, the average person’s yearly consumption of cheese as tripled since the 1970s to 33 pounds.

Learn more about Michael Moss and his work at www.michaelmossbooks.com
SAVING THE WORLD, ONE BITE AT A TIME

CONGRATULATIONS
TO THE COALITION FOR HEALTHY SCHOOL FOOD
FOR THEIR AMAZING WORK CHANGING HOW SCHOOLS FEED KIDS

Vegan Holiday Cooking from Candle Cafe is filled with fun, festive and flavorful recipes to make every holiday a plant-based feast.

Available wherever books are sold.
Candle Cafe, Candle 79 and Candle Cafe West are long time supporters of the Coalition for Healthy School Food. This recipe is from their gorgeous cookbook, *Vegan Holiday Cooking* from Candle Cafe (printed with permission from Ten Speed Press).

Warm roasted tofu, ruby red cranberries, and oranges pop with the delicious flavors of the season in this beautiful dish. We make this holiday favorite for both Thanksgiving and Christmas and have shared the recipe with many friends over the years.

**Serves 8 to 10**

- 2 tablespoons extra-virgin olive oil
- 2 shallots, thinly sliced
- 1 cup water
- 1 cup fresh or frozen cranberries
- 2 oranges, juiced
- 2 tablespoons agave nectar, plus more if needed
- 1 cup white wine
- 1 teaspoon sea salt
- 1/2 teaspoon freshly ground black pepper
- 1/2 teaspoon arrowroot powder dissolved in 2 tablespoons water
- Finely grated zest of two oranges
- 2 (14-ounce) blocks extra-firm tofu
- 1 sprig fresh rosemary

Heat the oil in a small sauté pan over medium heat. Add the shallots and cook until softened, about 5 minutes. Transfer the shallots to a saucepan; add the water, cranberries, orange juice, agave, wine, salt, and pepper and bring to a boil. Decrease the heat, add the arrowroot, and simmer until the cranberries burst and the sauce has slightly thickened, about 7 minutes. If the sauce seems too tart, add a bit more agave. Remove from the heat, stir in the zest, and let cool.

Preheat the oven to 350°F. Oil a large baking dish.

Cut the tofu into ¾-inch-thick slices and put them in the prepared baking dish. Pour the cranberry-orange mixture over the tofu. Turn to coat each side. Top with the rosemary and bake for about 25 minutes, until the sauce starts to caramelize. Serve immediately.
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