



Our mission is to inspire kids to eat their vegetables.
We teach low-income elementary children
cooking and nutrition to improve our
health, environment, and economy.

YOUR DOLLARS AT WORK

Broccoli HQ

In January, the SCUSD board of directors voted unanimously to approve us as the operator of a new “Broccoli Headquarters” facility. The project will be built—and funded—through an innovative partnership between the City of Sacramento, SCUSD, and local real estate developer, The Mill at Broadway.

The fig-tastic facility will be located at a 2.5 acre urban farm on the Leataata Floyd Elementary School campus in the Northwest Land Park neighborhood of Sacramento. It will include:

- Teaching kitchen for cooking classes
- Urban farm
- Teaching garden

The project is expected to be built in 2018.

New Schools

We have consistently added two new schools each year. Last year with your help, we added three! That’s a lot of broccoli!

YEAR	# OF KIDS	# OF SCHOOLS
2012-13	120	1
2013-14	380	3
2014-15	735	5
2015-16	850	8

OUR KIDS SPEAK UP ABOUT EATING VEGETABLES!

“I thought it was gonna taste bad because of the green stuff, but then I tried it and it was good!” -Crystal, 9

“You can make your own bean burrito and it’s healthier and it’s cheaper!” - 3rd grader

“I learned I really like carrots and zucchini in my burrito.” - Kindergartener

OUR PROGRAM WORKS!

The average improvement in all our schools:

80% of kids know how to read an easy recipe

72% of kids know how to tell if food is good for them by reading the label

75% of kids can identify a healthy vegetable

In our new schools, we also find:

82% of kids know food grows on farms

86% of kids know that wasting food is wasting money

96% of kids says healthy food tastes good



SUPERHEROES



Food Literacy Superhero: Mario

Age: 11

Grade: 5th

Years in food literacy class: 1

Favorite part of the program:

“Trying new food. I’ve been very brave!”

How he feels about broccoli:

“I really, really, really, really like it,” he grins.

What his mom thinks about the program:

“I asked her to buy me some pluots like we tasted in class. They were a very good price so she bought them for me. They were gone in like five minutes.”

His food literacy superhero tip:

“Eat fruit. It has less sugar than jelly.”

“Eat fruit. It has less sugar than jelly.”



Food Literacy Superhero: Marisol

Age: 10

Grade: 5th

Years in food literacy class: 3

Favorite part of program:

“Trying things I haven’t tried before and seeing if we like it.”

What her family thinks of the program:

“I cook for them now. They think I’m a good person. Grandma cooks with me, too. She loves me being in food literacy class!”

Biggest change since starting the program:

“I used to eat junk food and I didn’t eat soup and salad. I eat more fruits and vegetables now.”

Her food literacy superhero tip:

“Eat more fruits and veggies so in the future you can grow strong.”

“Eat more fruits and veggies so in the future you can grow strong.”

WHY FOOD LITERACY MATTERS

When you see a carrot you may not see more than a vegetable. But when a food literacy kid sees a carrot, they see a food system: It's a future job. It's a meal for their family. It's a long, healthy life, and a healthy planet.

So, we work on changing the food system so our kids can grow up in a community that supports the healthy choices they learn in our class.



PARTNERS

Orange our partners grape?! We're lucky to work with some of our region's best businesses & foundations. Here's what they say about collaborating:

"I have been extremely impressed at how they have leveraged our grant funds to bring in additional revenue sources. They are a great model for other small nonprofits on how to build the capacity of an organization and stay focused on their mission to help create long lasting change in families."

- Christine Tien, MPP, JD
Senior Program Manager,
Sacramento
The California Endowment

"A core value of Selland Family Restaurants is the appreciation of our community and a desire to give back. In order to make the greatest impact, we focus on public schools in our neighborhoods and food literacy education for children. We've worked with Food Literacy Center from the beginning and watched their board, staff and volunteers build a strong nonprofit that serves more schools every year, and inspires kids to learn about, cook and eat their veggies. Our chefs truly enjoy working with the food literacy kids!"

- Randall Selland,
Selland Family Restaurants

"It's the best of all worlds when you partner with Food Literacy Center – they make supporting them incredibly easy, they are experts in talking with kids about veggies, and they are making this world a better place by educating us about health and happiness. You've got impact, ease, and credibility. Done."

-Becca Whitman,
Community Relations Manager
& Executive Director,
Food for Families & Raley's

BOARD OF DIRECTORS

Amber Stott,
Founding Executive Director
Food Literacy Center

Nicole Rogers, Chair
America's Farm-to-Fork Capital

Dawnie Andrak, Secretary
Local Roots Food Tours

Justin Nordan, Treasurer
Eventbrite

Elena Ruiz
Sacramento News & Review

Megan Burritt
Blue Apron

Meghan Phillips
The Honey Agency

Elise Bauer
Simply Recipes

Laura Braden-Quigley
California Medical Association

Greg Lucas
California State Library

Stephen Ramazzini
Wilke Fleury

Jay Hansen
California Medical Association



PROFILE OF A FOOD GENIUS



We run an annual 10-week Food Literacy Academy to train community members as instructors. We call them Food Geniuses! Because we only have five paid staff, we rely on the loquat loyalty of these radish remarkable volunteers to deliver our programs. With the help of our volunteer Food Geniuses, we reached 20,000 kids last year!

Chef Brenda Ruiz is a certified Food Genius! She's also a Slow Food Sacramento board member, a chef at Biba, and the President of the Sacramento Food Policy Council. She teaches food literacy one day a week for us, which earns her the special title of Super Food Genius. Brenda represents the carrot top talent of our Food Genius team.

Since this program began in 2013, we have trained 72 Food Geniuses!

VOLUNTEERS

We rely heavily on the kale kindness of community members. For every \$1 you donate, we are able to match it with 40 cents of volunteer service. We have only 5 paid staff - and over 100 active volunteers.



We're Growing our Volunteer Network!

YEAR	HOURS	VALUE TO US
2013	700	\$16,149
2014	4305	\$99,316
2015	5150	\$121,340

FARM-TO-SCHOOL COLLABORATION



We received a cucumber competitive federal Farm-to-School Grant in collaboration with Sacramento City Unified School District's nutrition services department and nonprofit partner Soil Born Farms. The grant programs are delivered in three elementary schools.

In addition to our already successful after-school model that includes cooking, nutrition, and exploration of local fruits and veggies, the grant allows us to sync our usual Produce of the Day tastings to match what's being grown in Soil Born's school gardens and with the school district's cafeteria salad bars. This full-cycle, repeat exposure will increase kids' knowledge, attitudes and behaviors towards healthy food.

AMERICORPS AWARD ALLOWS PROGRAM EXPANSION

Our ultimate goal: reach every child in California. We are one cauliflower closer thanks to a new AmeriCorps program award administered by California Volunteers and sponsored by the Corporation for National and Community Service.

This nationally-competitive award provides 30 AmeriCorps service members who will train as Food Genius instructors to deliver our cooking-based curriculum. They'll recruit volunteers to help us expand to more schools next year.

Our AmeriCorps award of \$273,314 covers the cost of a living allowance for members, plus healthcare for full-time members. We were responsible for raising matching dollars for the program.



SACRAMENTO FOOD FILM FESTIVAL



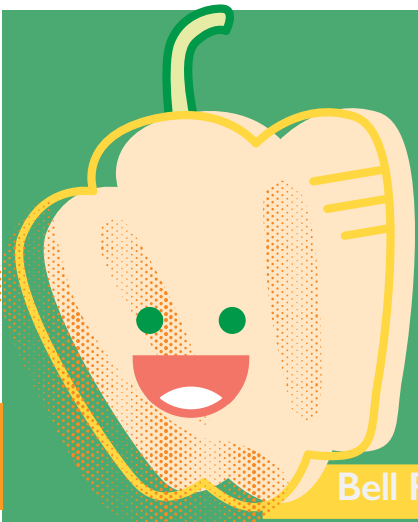
Highlights from 2016

865 attendees
\$46,645 (net) raised
52 volunteers
94 partners



A celery shout out to Catherine Enfield, the festival's founder, for donating this special event to our nonprofit

2015 VEGGIE OF THE YEAR!



Every year, kids vote for their favorite vegetable. During Food Literacy Month in September, chefs compete in our classroom to win kids' votes. Chefs provide samples of an assigned veggie in both a special recipe and raw. This is a fun way to have local role models inspire our kids to eat more veggies.

2015 Finalists

Avocado - Kevin O'Connor

Beet - Jay Veregge, Firehouse Restaurant

Bell Pepper - Suleka Lindley, Thai Basil Sacramento

Nopales - Keith Breedlove, The Culinerdy Cruiser

Squash - Cesar Cienfuegos, UC Davis Tercero Dining Commons

2015 Winner!

Bell Pepper - Suleka Lindley, Thai Basil Sacramento

STATE OF WASHINGTON DECLARES FOOD LITERACY MONTH

A cup of kale congratulations to our Seattle nonprofit partner, Readers to Eaters, for their successful passage of a Food Literacy Month resolution in the state of Washington! They worked with us to use the language in ACR-161, our California statewide resolution. We love seeing the food literacy movement grow!

INFLUENCING FOOD SYSTEMS CHANGE IN OUR COMMUNITY

Speaking Engagements to Educate:

TEDx Sacramento

Food Tank webinar

Farm Tank farm-to-school tour host

International Food Bloggers Conference

International Association of Culinary

Professionals

Working Groups Creating Change:

Central Kitchen Task Force, SCUSD

Healthy Foods Task Force

Healthy Food for All Coalition

America's Farm-to-Fork Steering Committee

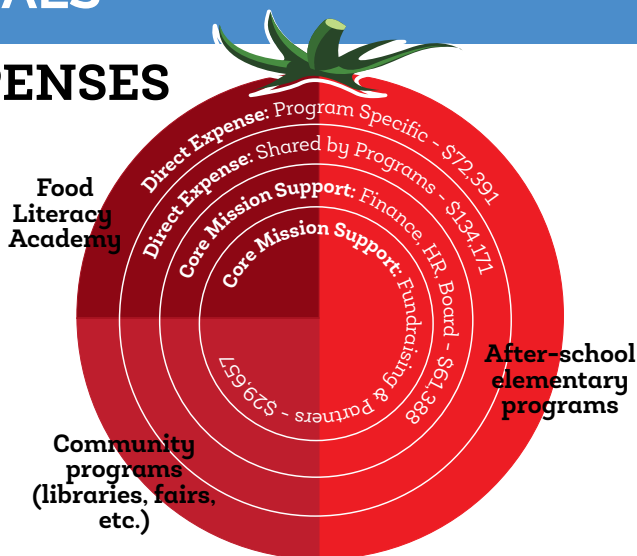
Les Dames d'Escoffier Sacramento Chapter



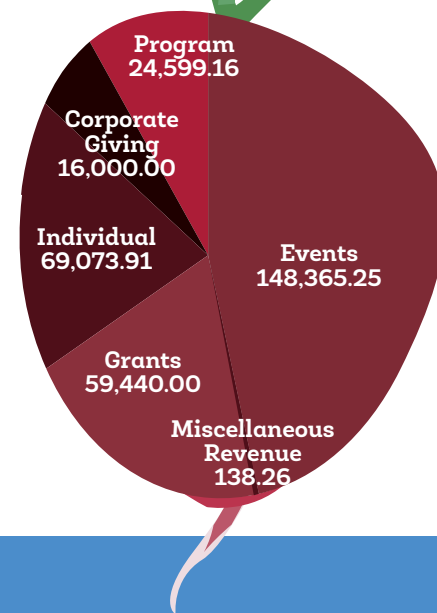
Our Founder & Chief Food Genius is Influencing Food Systems Change

FINANCIALS

EXPENSES



INCOME



TOP FUNDERS 2015

Members of the Food Literati sustain our grassroots efforts to inspire kids to eat their vegetables! Because we don't accept funding from Big Junk Food, we rely on supporters like you. Thanks to the following donors who supported Food Literacy Center in 2015! For a list of in-kind donors, please visit our website.

\$10,000+

The California Endowment
 Raley's Family of Fine Stores
 Whole Foods Market
 Simply Recipes
 Margaret Deterding Fund of the Sacramento Region Community Foundation
 Kaiser Permanente

Harvego Family Foundation
 Anthem Blue Cross
 Dignity Health
 Sutter Health
 Local Roots Food Tours
 Gold River Wealth Advisors

California Endive
 UC Davis
 Certified Farmers Markets of Sacramento
 Sacramento Municipal Utilities District
 The Railyards
 America's Farm-to-Fork Capital
 Jiffy Lube
 CarbonBLU
 Conservation Strategy Group
 UC Davis Confucius Institute
 The Craig & Kathryn Hall Foundation
 Oak Park Sol Community Gardens
 Leading Resources, Inc.
 Atlas Disposal
 Elliott's Natural Foods
 Newman's Own

\$5,000 - \$9,999

Dos Coyotes Border Cafe
 Barry & Lynda Keller
 Sacramento Public Library
 Hall Wines
 Dawnie Andrak & Tim Bailey
 Teichert Foundation
 Capitol Network

\$1,000 - \$2,499

Paragary Restaurant Group
 Hook & Ladder Manufacturing Company
 Donna & Greg Lucas
 Marsha & Nick Ifurung
 Peet's Coffee & Tea
 The Honey Agency
 ReImagine Mack Road Foundation
 The Melting Pot
 Amber Stott & Brendan Belby
 Catherine Enfield
 Jillena Hernandez
 Laura Braden-Quigley
 Nixon Peabody
 Rio City Cafe
 Grange Restaurant & Bar
 Corbin Cash
 Il Fornaio
 The Waterboy
 Soroptimist International of Metropolitan Sacramento
 Five Star Bank

\$2,500 - \$4,999

Jennifer & Matt Brickley
 The Sacramento Bee
 Book of Dreams Fund
 First United Methodist Church
 Sun & Soil Juice Company
 Insight Coffee Roasters
 Way Up Sacramento
 Harbison Estate Wines
 Selland Family Restaurants

Food Literati [fu: d lita 'rätē]

noun plural: People invested in changing the food system. Food Literati aren't just foodies who eat; Food Literati change food – for good. There are many ways to be a food literati, but only one place to be a member. We are green grape grateful for your membership! Your dollars help inspire kids to eat their veggies.

PHOTOGRAPHY: Amy Nicole Photography, Erin Alderson Photography, Joan Cusick Photography, Riverview Media Photography and Madeloni Photography.

GRAPHIC DESIGN: Pomegranate Design and The Honey Agency.