



AN OPEN FOOD REVOLUTION



JAMIE
OLIVER'S
FOOD
REVOLUTION

WITH

openIDEO



This book captures the process and results of an open innovation challenge, hosted by Jamie Oliver's Food Revolution and IDEO.

We engaged people from around the world to answer the question:

How can we raise kids' awareness of the benefits of fresh food so they can make better choices?

98 days

166 countries

7,354 users

584 inspirations

198 concepts

17 'winning' concepts

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17 Winning Concepts

The top ten concepts rated by the OpenIDEO community, plus seven additional picks from Jamie and his team

THE CHALLENGE

Hi guys,

The Food Revolution is about changing the way we eat. We need to start cooking again, to make sure our children don't grow up on a diet of processed food, at school or at home, and so they won't have to battle obesity and diet-related illnesses when they grow up. Cooking is one of the most important skills a person can have and it has been proven that families who cook together eat better. A small change in your kitchen could save the life of someone you love. America needs to do something now, before it's too late.

Thank you to everyone that has contributed to this challenge, to OpenIDEO for hosting it, and thank you for reading up on the Food Revolution!

Check out some of the fantastic ideas on how to help the campaign in this booklet and I promise you will be inspired.....I was.

All the best,

Jamie O



Jamie's Food Revolution combines the ambitions of both Jamie's Ministry of Food and Jamie's School Dinners and exists to tackle the obesity epidemic in America. The campaign seeks to educate people about food and cooking, address the quality of the food served in school lunch halls and inspire food retailers to provide good quality, fresh, local food to their customers. The campaign is funded solely by donations made from the USA. Learn more at <http://www.jamieoliver.com/campaigns/jamies-food-revolution>

Hello,

OpenIDEO is a place where people design better, together. It's an online platform for creative thinkers who care about creating impact for social good. They are the veteran designer and the new guy who just signed on, the critic and the MBA, the active participant and the curious lurker.

Jamie Oliver won the TED Prize last year, and his wish was to create a Food Revolution in America, to change the way kids eat by teaching them how to cook and what fresh food can do for them. This is all part of the effort to help fight obesity, one of the largest health issues in the US and a growing problem globally.

This is exactly the type of complex challenge that we believed would engage the OpenIDEO community – as you'll see we weren't disappointed. This booklet highlights content from the challenge as a tool for inspiration.

Please contact us with any feedback that you have and thank you for participating,

The OpenIDEO Team



IDEO, a global design and innovation consultancy that creates impact through design. IDEO has created the OpenIDEO platform and facilitated this challenge. Learn more at <http://www.ideo.com>

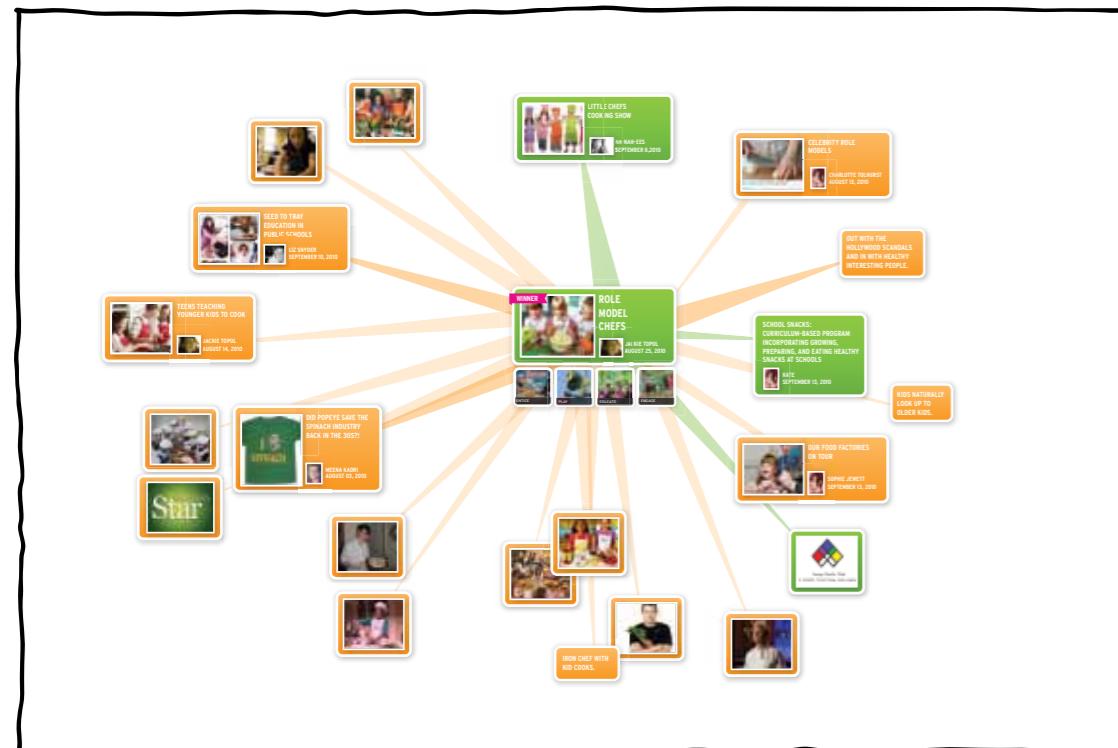
THE APPROACH

After the challenge was posted on OpenIDEO.com, three design phases were put into motion: inspiration, concepting, and evaluation.



Community members contributed in a variety of different ways, with submissions ranging from inspirational observations to photos and sketches of ideas to business models.

Collaboration occurred through comments or community members building off each other's ideas. You will see examples of both in this book.



Between each design phase, IDEO helped shape the journey through framing the challenge, prototyping, and encouraging the conversation.

Jamie and the IDEO team worked together to craft the right question



We moved all concepts generated into an extra evaluation phase to develop a shortlist of 40



We produced this book and Jamie's team incorporated the wonderful content into the Food Revolution Website



We synthesised the Inspiration into Themes



We set a series of criteria for the community to evaluate the top 40 against



The submissions from the OpenIDEO challenge have been collected in this book as inspiration to parents, children, teachers, the food industry and entrepreneurs.

HOW TO USE THIS BOOK



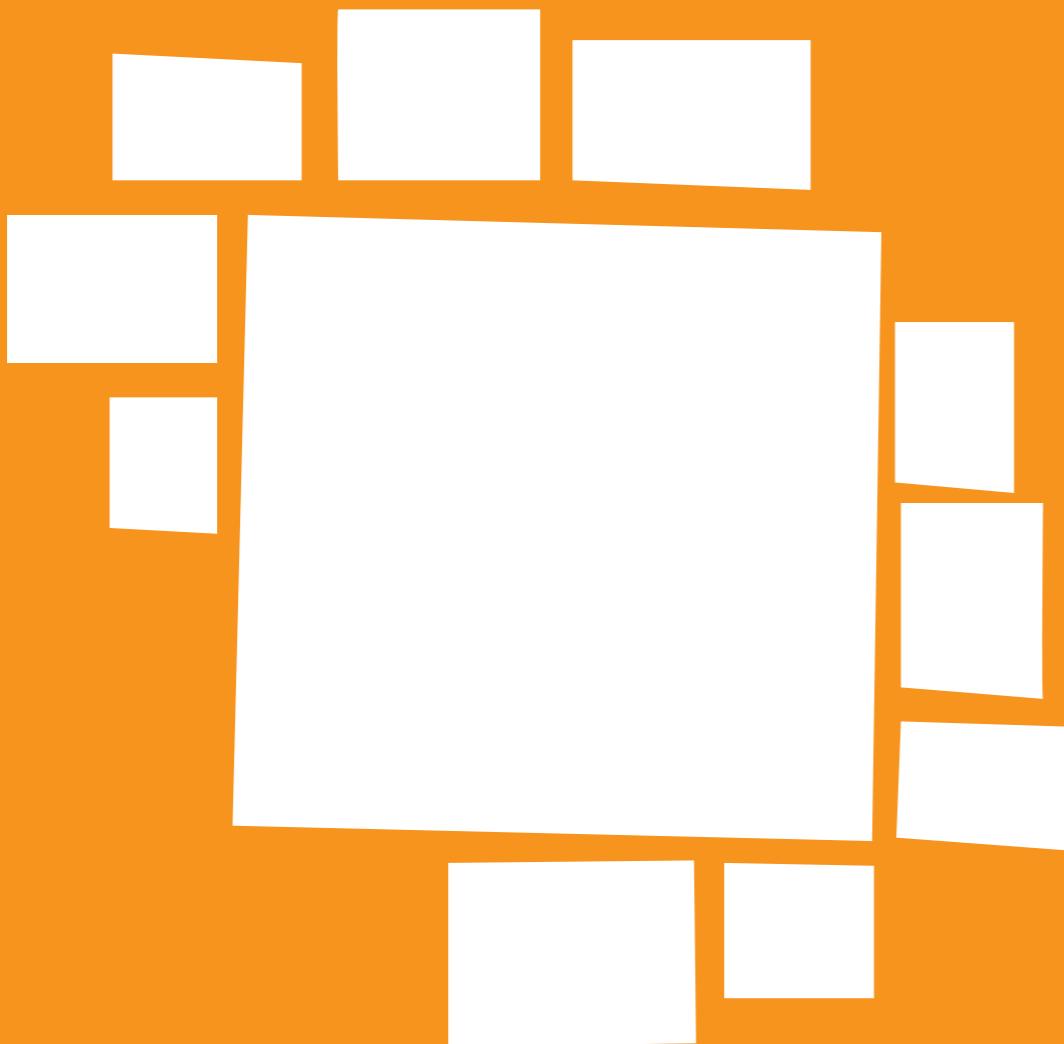
LEARN MORE

This book captures the essence of the Food Revolution OpenIDEO challenge and results. To view the complete set of contributions — including more inspirations, concepts and comments from the online community and evaluations, please visit OpenIDEO:

<http://bit.ly/OpenIDEOJO>



INSPIRATIONS



Before imagining new solutions, we sought broad inspiration from around the world:

- Participants posted inspiring content and added new and interesting stories, videos, photos, articles, sketches and anything else that could help the community think differently.
- Users built off of participants' inspirations, and applauded the work of others. All contributions were tagged to make them searchable in the future.
- All in all, 589 inspirations were added from across the globe - the IDEO team synthesised them into eight focused themes:

Entice	Educate
Regulate	Play
Family	Integrate
Tangible	Engage

In the next section, we define each theme and give two sample inspirations for each.



ENTICE

Junk foods win over kids' hearts and minds through splashy graphics and novel display methods. This theme asks how healthy foods can leverage popular and familiar packaging, labeling and branding strategies to attract kids' attention away from the unhealthy stuff and toward foods that are good for them.

Grab Kids Attention in the Vegetable Aisle!



Parents drag kids through the produce aisle as they enter the grocery store. So why not use the opportunity to show kids the connection between some of their favorite book and cartoon characters and the healthy vegetables that inspired them?

There is an opportunity in the vegetable aisle rarely taken advantage of. Advertising to kids! There are countless children's books, cartoons and movies that center around farm animals, vegetables, fruits, etc. So why not use the opportunity to draw kids' attention to the good stuff behind the stories? An ad feature stand for Ratatouille could help kids realize that they can make

the actual dish they saw in the movie! There could be tear-off recipes along with all the vegetables needed. Once kids see and get excited they will want mom or dad to help them make it. Publishers and movie companies could benefit from the cross-over advertising opportunity by also stocking the movie DVD. There could also be brand expansion with a Remy Cookbook, Remy aprons, wooden spoons, stuffed animals. All right there in the vegetable aisle! Movie companies would pay for the merchandising opportunity, kids would get excited about eating healthy and grocers (and farmers) could benefit from the new interest from kids.

AUTHOR



Demian Repucci

Joined:
August 03, 2010,

Websites:
demianrepucci.com

“ COMMENTS

Eddie Pratt
August 20, 2010, 09:35AM

I really like this idea. Something that would be nice too is for children to 'copy' their parents. Parents show their healthy ways. Let's have miniature versions of all the fruit and vegetables so that the children feel that they belong to them. Mom has a large carrot, child has mini carrot, etc. Mom has a bell pepper, child has a mini bell pepper - their very own. And for fun, perhaps competitions run by the stores/producers for children to send in their funny-shaped vegetables.

Elis Cordova
August 21, 2010, 03:23AM

It's all about how they sell fresh products. If they used a more kid oriented campaign maybe kid would at least be aware of the existence of veggies. Maybe include a surprise toy or something that would encourage the kids to ask their parents to buy them veggies and fruits.

Jen Hallgren
August 22, 2010, 01:26PM

These are great ideas. (Might also make the shopping experience fun for us 'bigger' kids.)

A few things to think about.

Who is going to pay for this? Most of the grocery stores have their own advertising campaigns and many of the product/produce companies might not want the added expense. And, how willing would grocery stores be to add this marketing mix to their own (internal) campaigns (which may clash)?

Taking this route could be fantastic for the kids.

Nathan Waterhouse
August 23, 2010, 07:12PM

Hi. This is a great idea, please think about how you could iterate on it for the conceiving phase and resubmit it in that part of the challenge timeline!

Devin Deaton
August 17, 2010, 04:27PM

I have worked with the Vegetable Circus in the past and I have seen the way that they are able to get kids up and active, excited about fruit and healthy eating. These guys are on the cutting edge of the food revolution!

Demian Repucci
August 25, 2010, 03:14PM

Thanks Nathan! I just posted the concept version of this inspiration. The system wouldn't let me bookmark my own inspirations (maybe I should have clicked 'build on this'? But you can find the concept here <http://tinyurl.com/336dxcy> Thanks again!

Devin Deaton
August 17, 2010, 04:27PM

I have worked with the Vegetable Circus in the past and I have seen the way that they are able to get kids up and active, excited about fruit and healthy eating. These guys are on the cutting edge of the food revolution!

Ching Tan
September 05, 2010, 05:43PM

Could we make this more interactive and apply augmented reality?

There is an app on the iphone called Hidden Park

The Hidden Park is an iPhone adventure game created especially for young families. The application uses all the features of the iPhone to lead children into a fantasy world of trolls, fairies and tree genies - right in their local park!

<http://www.thehiddenpark.com/about>

Because of its interactive experience and it motivates children to move in the park. Could we apply this the placement of characters? If you put two items together they would then be able to interact. Creating a new experience for the children.

Demian Repucci
September 06, 2010, 04:04AM

Ching, thanks for your comment. Very cool idea and use of technology! I like the thought of adding to the connection for kids by making the vegetable aisle interactive. I developed a concept based on this inspiration found here: <http://openvideo.com/open/how-might-we-give-children-the-knowledge-to-eat-better/concepting/grab-kids-attention-in-the-vegetable-aisle/>

In regard to the Ratatouille concept, the advertising for the movie could incorporate the Hidden Park method and have the kids participate in a game where they seek out each of the ingredients in the ratatouille recipe and, upon locating each one, also discover a character from the movie in a secret video clip giving information about that vegetable or a fun story or a bit of history, etc. In addition the hidden characters could offer clues to a larger puzzle that the kids then have to go online to engage in. This could then be a gateway into getting the kids to interact with, not only the movie or book that is being promoted, but also a larger community of kids learning about healthy eating. Good stuff. Thanks again!

Megan Moynahan
September 12, 2010, 03:58PM

I like this idea a lot - I think it would be great to have something similar that appeals to the tween-set and even teenagers. I saw an earlier post about having "NikeFresh" labels on some foods, and I think that would be really appealing to older kids and adults. And – to the comment by Jen, below – if Nike (or Pixar, or whomever) doesn't want to sponsor big displays in the produce aisle, couldn't they just create slap-on labels for moms to affix to bananas and apples at home? I mean, who says this has to be a big production?

The Vegetable Circus



The Vegetable Circus is a series of programs that use movement arts to teach children how to take charge of their own health. Through stage shows, after-school enrichment programs, and workshops, we teach healthy eating and drinking, fun ways to keep fit, proper sleep and relaxation, and thinking for and believing in yourself.

Vegetable Circus stage shows use movements arts and circus-style fun to maintain the attention of the children in our audience, and then takes advantage of that attention to teach and reinforce the most basic and important lessons behind growing up healthy.

Our stage shows are generally followed by workshops, where kids receive instruction on a variety of the skills and movement arts they saw in action during the show.

Our after-school enrichment program merges all of the elements we focus on, into a program where we combine discussions, stretches, games, and lessons on movement arts skills, with the goal of creating teams of kids that are excited and capable of taking care of their bodies.

AUTHOR



Rob Close

Joined:

August 03, 2010

Occupation:

Director,
Vegetable Circus

Websites:

www.alliedwellness.org
www.alliedwellness.org/veg

“ COMMENTS

Schuyler Mortimer

August 06, 2010, 11:26PM

Sounds like a great program. It is a shame this is the first time I have heard of it. This could be something I would use for inspiration during the conceiving phase!

Gene Atwood

August 07, 2010, 01:40AM

Oh man, too bad i'm probably too old to go through this program!

Brian Walden

August 07, 2010, 03:24AM

HOORAY FOR VEGETABLES! :)

Number 9

August 07, 2010, 04:28AM

Vegetables are cool again, thanks to the Veggie Circus!

Thomas Waymouth

August 07, 2010, 05:50AM

What you all do is amazing! There should be programs like this everywhere!

Katherine Walden

August 07, 2010, 04:45PM

Wonderful program for kids! They love the creative movements by cool adults who are living proof of the benefits of good food, good movement and a fun community!

Lubna Jamaldin

August 09, 2010, 10:33AM

I think it's really fun and fun is the key factor when dealing with kids, very effective and very creative!

Devin Deaton

August 17, 2010, 04:27PM

I have worked with the Vegetable Circus in the past and I have seen the way that they are able to get kids up and active, excited about fruit and healthy eating. These guys are on the cutting edge of the food revolution!

Micah Ellinger

August 07, 2010, 10:40PM

These guys have such great energy and intentions. Spread their word around!

Megan Walden

August 08, 2010, 01:34AM

These guys are so creative and fun. I've seen them do shows and it really is a circus! Keep up the great work!

Madame SPINach

August 08, 2010, 02:44AM

They spread such a simple yet wise message: Eat your vegetables, drink your water and move your body. Hip Hip Hooray for the Vegetable Circus!!!

Claudia Caffrey

August 22, 2010, 08:05PM

I Think this is such awesome way of learning great, useful, fun and healthy informatin. Hope it multiplies!!!!!!!!!!!! Claudia

Donal

September 22, 2010, 03:52AM

Awesome :)

River McDowell

August 19, 2010, 05:33PM

This is one of those Great idea's that should definitely grow larger & get more support to reach more Kids & more schools! Veggie-Circus is Awesome!!!

WE NEED TO GET MORE SUPPORT BEHIND THIS PROJECT!!!

I truly believe the Vegetable Circus is making positive actions for real change in our children's lives, there health & in our community!

The Vegetable Circus is definitely on the front lines on the Food Revolution!

Claudia Caffrey

August 22, 2010, 08:05PM

I Think this is such awesome way of learning great, useful, fun and healthy informatin.

Hope it multiplies!!!!!!!!!!!! Claudia



REGULATE

From vice taxes to tax incentives, genetically modified crops to health claims on packaging, governments and the food industry have a huge effect over what kids can and cannot eat. The Regulate theme asks how we can use these powerful institutions to champion and influence healthier food choices on a global scale.

Summer jobs in agriculture, for urban youth



The Food Project in Boston farms on urban rooftops, on city land, and in the suburbs around Boston. In its youth program kids take summer jobs - farming and preparing foods, learning about their food and themselves.

(From the Food Project website,
<http://thefoodproject.org/>)

During the six and a half weeks, youth farm on both urban and suburban land, sell produce at farmers' markets, prepare

and serve lunches in local soup kitchens and homeless shelters, and participate in community lunches where neighbors, youth, staff, and visitors come together to share the harvest. Youth also participate in workshops each week, covering issues of diversity awareness, hunger and homelessness, sustainable agriculture, and personal reflection. Through shared labor and structured activities, youth develop a respect for themselves and for peers from very different backgrounds while acquiring a connection to food and the land.

AUTHOR



Sally Madsen

Joined:
June 24, 2010
Company:
IDEO

“ COMMENTS

Demian Repucci

August 05, 2010, 10:17PM

A really great idea. An urban farm project could also take advantage of vacant lots in urban areas by creating multiple farm plots. Each plot could feature a different collection of produce and the teams of kids could rotate between them to learn about all of them and help cultivate them over the summer. This would not only help to educate kids on the variety of great food that can be grown and eaten locally but also produce a harvest that they can sell at farmers markets, learning about costs, profits and the math involved in running a business along the way. A bonus would be community beautification as the vacant lots would be cleaned up and populated with beautiful gardens. I have a couple other ideas about how this might work. I will build on it. Thanks for the inspiration!

Yanis JOSEPHINE

August 13, 2010, 07:47PM

Couldn't agree more. I really love this idea, because it has so many layers: it makes the best use of available arable lots, gives a sense of purpose to kids and helps them connect with nature.

I think we should hear more about these kind of initiatives in the mainstream media.

You have my applause.:-)

Lita Hayata

August 17, 2010, 03:35PM

It is also economically feasible and interesting to whoever owns the lot.:)

End the idea of “Kid-Friendly” Food



Credit: Mike Johnson - TheBusyBrain.com

My personal approach to this is fairly simple: make healthy food for your kids, get them involved in helping you make it, and treat it like it's normal food. Teach kids what real food is, and show them how much you love it, and they'll love it.

I was an obese child who lost a ton of weight in high school, after I decided to take charge of the food I ate and learn how to cook. As an adult, I've been working with my nieces and nephews (7 of them) to get them to eat fresh food.

They eat real food at my house - because they expect it, and they know it's what I have for them. The only time there's a

fight is when one of their parents responds to the kids' protests by suggesting "kid-friendly" food. When asked what that is, they point to the same things: hot dogs, mac & cheese, nuggets.

Why "kid-friendly" food is bad:

1. It sets kids up to believe that some food is good, and some is bad. As someone who's struggled with food & weight issues for 30yrs, I can speak firsthand to the damage this can cause.
2. It assumes that kids will somehow grow out of eating this stuff. They don't.



AUTHOR



Dani
Nordin

Joined:
August 13, 2010

Country:
US



“ COMMENTS

Greta Hardin

August 24, 2010, 04:00AM

What is wrong with the world when a pizza parlor has a kids menu? Isn't pizza kid food by definition? Thanks for bringing this up.

I have taken my son to eat all sorts of places, and while I do steer him to different parts of the menu, or order and share with him. I use the kids menu to get a kid sized portion.

But the BLAAAAAHHH repetition of the kids menu is not helping our work here (mac 'n cheese, chicken fingers, noodles with butter/oil, fries, or for a healthy option - "plain" grilled chicken, steamed broccoli, baby carrots.)

Food is good for children of all ages. But yes, less spice for small kiddies, they do taste more. Stick to whole food flavors, not processed one. (I say - bring back Ricci IBicci)

Giselle Keenleyside

September 01, 2010, 10:55PM

As a kid I remember the frustration of going out to dinner with my family and being handed a kids menu, a different menu, to everyone else. A kids menu can be good in certain situations, but perhaps it needs a revamp?

What about kids menus which include the same meals as the main menu, but in smaller portions?

What if they also had the spices included in each dish listed for people to pick and choose based on their child's age and tolerance?



FAMILY

This theme focuses on harnessing the power that parents have over their children's eating habits. It's about educating, encouraging and incentivizing parents to make healthier food choices for themselves and their kids, as well as reconnecting families through shopping for, making and eating together.

Find 'em a farm!



Our awesome neighborhood farm opened nearly 3 years ago, and I take our boys there often. Seeing a farm, feeling the dirt, watching the plants grow, picking them – it's made a huge difference in how they relate to food. My older son sometimes looks at labels of packaged food and says – "Is this real food? Did it grow in dirt?"

AUTHOR



Pam Fox Rollin

Joined:
August 03, 2010

Occupation:
Executive Coach & Consultant
Company:
IdeaShape Coaching & Consulting

COMMENTS

Matt Montagne
August 04, 2010, 10:13PM

What a great concept...a neighborhood farm! What if all communities had not only had parks, schools, and playgrounds, but also a farm. Love it!

Brett Hagberg
August 05, 2010, 02:03AM

Yes. I'm a firm believer that communal farming may very well be the wave of the future. It teaches kids to grow things naturally, doesn't involve the use of industrial pesticides, fosters inter-community engagement, and also promotes self-sufficiency. It's a nice catch-all to our modern society's ills.

Excellent idea – I've had it bouncing in my head for quite a long time!

Pam Fox Rollin
August 05, 2010, 04:58AM

Thanks, Brett and Matt. I love the vision of neighborhood farm as standard land-use. Ours was converted from a modestly-used field next to the middle school. Now the middle-schoolers can take farm and fresh-cooking workshops, plus produce from the farm goes right to their school lunches. Win all around!

I know we can build it on this idea!

Lita Hayata
August 06, 2010, 05:12PM

A great idea! And it seems to appear every time someone has a plan to make better cities [link](#); it can be done from scratch as well as applied to existing places. Congrats!

Liz Snyder
Liz Snyder

Pam! I can't believe it took me so long to get on here! AWESOME place, and so great that you are putting Full Circle Farm out there as a model. Hurray!

Dan Tran
September 12, 2010, 05:00PM

Great inspiration. your son is brilliant! "Did it grow in dirt?" Brilliant!

Pam Fox Rollin
August 06, 2010, 10:09PM

Thanks, Lita and Thao, for linking to other folks working on this. And, yep, Jorge... while I love the convenience of pre-washed, it's great for kids to know that the good stuff grows in dirt!

Kleber Oliveira
August 12, 2010, 10:12PM

In Brazil it is possible to find some farmers who allow visitors inside their properties so one can harvest fruits and vegetables on spot, paying accordingly for the harvested items. Sort of an open-air organic mall. It is different than growing your own food and certainly does not have the "common" appeal but it is an alternative for those who don't have neither access to a common farm nor a space to convert.

Involve Your Kids



Whenever I get my daughter to be involved in preparation of what we are going to eat I can almost guarantee she will eat it. In the Kindergarten we brought in a new caterer and introduced a cooking day where everybody cooks together. The caterer also offers classes for them and they went to make some traditional Easter pastry.

“ COMMENTS

Kleber Oliveira
August 12, 2010, 10:19PM

Whenever the kids see a chance to help or are just curious about what's cooking, the whole experience gets richer. They learn new things and on top of that, they try and taste new things. Better: they can develop healthy habits.

AUTHOR



Marcus
Hauer

Joined:
July 02, 2010



EDUCATE

Going to school is such a huge, influential part of kids' lives, and "learning" about food isn't just confined to science class. Considering the classroom, playground and cafeteria, the Educate theme explores what programs, classes, activities or services we could design to raise kids' awareness of healthy foods throughout the school year?

Rotherfield Primary School edible garden



I was cycling to work last week, past Rotherfield Primary School and heard a teacher saying "ooh look the carrots are doing well". I also noticed a few weeks ago, another school in Stoke Newington that have a wonderful new vegetable garden that's been planted in boxes right on top of the tarmac-ed playground. This seems to be the beginning of something. I wonder how the kids are interacting with it?

AUTHOR



Jessie Cutts

Joined:
June 16, 2010

Occupation:
Designer
Company:
IDEO

“ COMMENTS

Iain Roberts
July 30, 2010, 01:49PM

As someone who's just built an urban victory garden, I can't emphasize enough how much actually growing the food changes your connection to it. we've just installed a sizeable rooftop vegetable garden at IDEO Chicago and the more I walk around my neighborhood, the more I am seeing schools adopt this kind of approach - dedicating what used to be blacktop to increasingly large community gardens. really inspiring!

Ingrid Baron
August 02, 2010, 08:34PM

Love this capture Jessie! and, in the middle of London - who would have imagined we can create such a meaningful connection. Lovely!

Lindsay Hescock
August 05, 2010, 02:36AM

Maybe the food grown in the garden could be used in the cafeteria so they can compare the taste and quality of local hand-grown produce to fast foods. Most people can probably go through most of a lifetime now without eating something like this because their parents don't buy any and therefore they don't either; so they never know what they're missing

Mitch Bailey
August 06, 2010, 08:16AM

As well as it being used in their own cafeteria, why not integrate the whole process from seed to stomach and make the kids a part of the whole process. Once a week they

could have a class before lunch and gather with cooks and take part in preparing the food for themselves and their classmates, maximizing their connection with the produce and educating those that may not have the opportunity at home to partake in the cooking process.

kids from low-income families are experiencing diabetes, obesity and improper brain development now more than ever. Don't be afraid to start small and "grow." We have three raised bed gardens right now and hopefully we'll do more when we plant in January.

Matthew Gaffen
August 07, 2010, 07:35AM

Indeed. There could be a class a period each day for each class to tend to the garden in some way - this would mean the garden is constantly looked after, and the kids would gain a greater connection with the food they're growing!

...Though that might require a sizeable garden on second thoughts...

Lynn Brady
August 19, 2010, 05:15PM

It's incredible what a garden can teach kids without even trying. I am the children's director at a church and we are growing an outreach garden so when the produce is ready the kids are going to give it to the children from low-income families that come to our food pantry. Not only are they learning how to grow their own food but we are teaching the kids how important all of the nutrients in this food are and why it's so important that every kid have some. I am using ideas from the Green VBS curriculum from sparkhouse and the kids are so excited about actually donating their veggies to kids that need them. This is especially important because more

Tasting classes



Cooking with Kids is a program in New Mexico that works in collaboration with elementary schools to offer curriculum for hands on learning across the spectrum of growing, preparing and enjoying healthy food.

The cooking classes offered help kids learn to enjoy and feel confident in the process of preparing recipes and meals. They cover a broad spectrum of flavors and cultural traditions by featuring a range of dishes from around the world. Tasting classes put fresh flavor in the foreground, encouraging kids to explore the diversity and nuance of fresh produce, sampling everything from root vegetables to pears.

www.cookingwithkids.net

AUTHOR



Jenny
Comiskey

Joined:
August 02, 2010

“ COMMENTS

Demian Repucci
August 11, 2010, 07:44PM

I love this idea. Especially if it will help in breaking through some kid's stubborn 'picky eater' shtick and get them to try new foods that they otherwise would not have. And being presented with the opportunity to taste something not usually eaten in an environment different than home without parents that have wittingly or unwittingly condoned their kids development of bad eating habits, might get kids to take that new and uncomfortable step. And in this regard, a little peer pressure might be a good thing. If all the other kids have tried the roasted brussels sprouts, a roomful of expectant eyes might get the picky kid to do the same. And who knows, they might just like it!

Discussions about different tastes and how we experience them, as well as exploration of how ingredients taste alone and when combined with other things could all be very helpful. There are many interesting taste experiments that have the potential of helping kids broaden their taste palate. And in turn develop their appreciation for good food.



PLAY

This theme is kind of a “no duh” when it comes to getting kids to try healthy food: kids naturally like to play with their food! But let’s push “play” a little further and see what kinds of online and offline games and competitions could make healthy eating more fun, more adventurous and more palatable for kids.

Eat Like an Animal



It's a fact - kids love animals. And they often emulate them. Which, when it comes to nutrition, might be a great double-entendre.

People are organic beings. Just like other animals on the planet. Only, other animals don't go to the corner store to consume processed cheese-flavored puffs.

Whether it's asking children to consider what their favorite animals might eat, or to have them choose an animal(s) to emulate,

the idea here is to challenge children to consider eating less processed and more fresh foods. Animals in the wild flourish on organic food. By asking children to choose a favorite animal(s) to emulate, we build on that child's natural fascination with animals, and begin educating them on how processed foods are unnatural. It's a concept that could be viral, and something kids would have a ball with. Also, there are probably some quality cross-promotion opportunities with animal conservation organizations.

AUTHOR



Jim Mitcem

Joined:
August 03, 2010

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Writer
Company:
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US

Websites:
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www.smashcommunications.com

“ COMMENTS

Kleber Oliveira
August 19, 2010, 07:13PM

Not to mention the fun factor. Neat!

Jim Mitchem
August 20, 2010, 11:37AM

The thing about this concept is that it can be paired with most of the others that are listed in this challenge. For example, this idea is about education and enlightenment only. Nothing to buy but media. There's no trucks needed to bring mobile gardens to kids. No new kinds of utensils to manufacture and distribute. Nothing so massive that it would require billions of dollars for it to work for the majority of kids in the US. It's a PSA that has a really strong hook. We could make the message as deeply layered as necessary, and it's not going to cost anything more than the media it takes to distribute it.

Emma Alvarez Gibson
August 20, 2010, 02:14PM

I love this idea. It's simple, fun, exciting, and requires almost no explanation, yet opens the door for tons of great conversation with kids. RAAAWWWRRR!

Can we make utensils inspiring?



I found this plate inspiring - although at the moment it engages kids with any food placed on it perhaps the idea could be adapted to encourage healthy eating.

Plates and utensils seem to be an incredible bit of real estate in the kitchen – could they be used to make kids more aware?

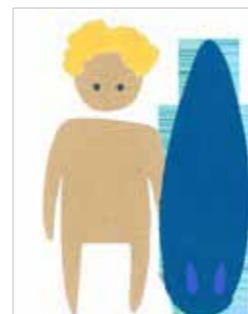
“ COMMENTS

Johanna Håkansson Wretling
August 05, 2010, 11:21AM

Here is a great example :)
http://blog.andy.org.mx/play_with_food.jpg

Peter Dalton
August 07, 2010, 04:09PM
Something I did a while back that falls in this area!
<http://www.yankodesign.com/2009/10/05/foodee-is-oodles-of-fun/>

“ AUTHOR



**Tom
Hulme**

Joined:
June 15, 2010

Occupation:
Design Director
Company:
IDEO

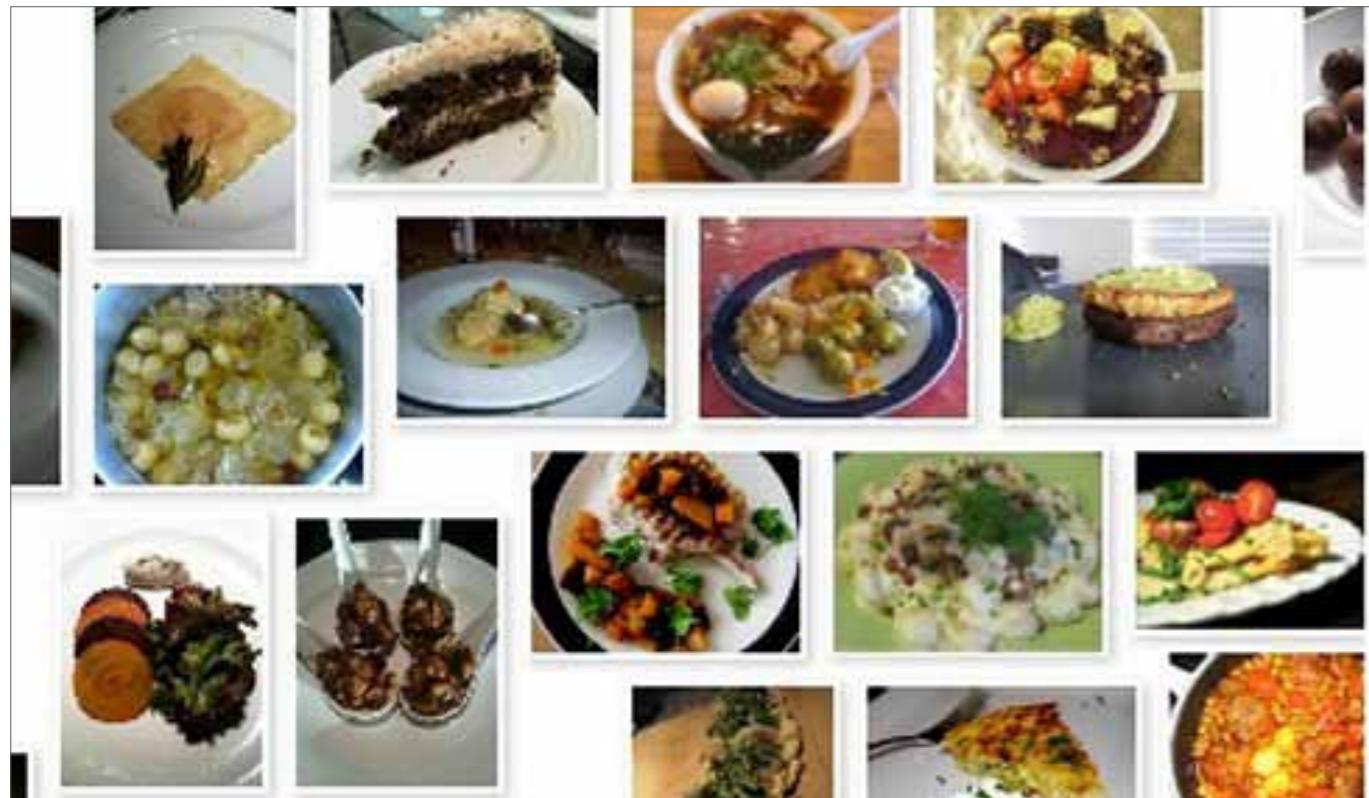
Websites:
www.ideo.com
www.weijiblog.com



TANGIBLE

The benefits of healthy foods aren't always immediately apparent to kids—or parents, for that matter. This theme explores how we can make the long-term impact of good (and bad) eating choices real in ways that are quick and easy to understand—and act upon.

Photograph everything you eat



A fun way of raising awareness through actively involving kids and creating documentation for discussion.

The New Scientist in 2008 reported that taking a photograph of your meal before you eat it can encourage weight loss. A study by University of Wisconsin-Madison asked

adults to record what they ate for one week in pictures as well as in words. The photo diary was more effective at encouraging them to change their eating habits to more healthy alternatives. "Nutritionists see diaries as recording tools. Now they should explore the role of photo diaries as intervention tools," Prof Zepeda said.



AUTHOR

“ COMMENTS



**Jane
Fulton
Suri**

Joined:
June 17, 2010

Brian Hays

August 02, 2010, 08:52PM

Your post and the referenced study show the power of awareness. So many of us have an idea of what we eat that is far from the truth. If we can't realize that we have bad eating habits, we can't change them. Understanding what portions are, both on the box and on our plate, is an awareness that can be improved through education, a complement to your inspiration.

Jane Fulton Suri

August 02, 2010, 10:14PM

And it's fun, not a chore, to take pictures, to share and compare.

Juho Parviaainen

August 03, 2010, 07:50AM

There seem to be bunch of people blogging 'everything I ate' on the web. Definitely existing behavior that has something intriguing about it.

James McBennett

August 04, 2010, 08:24AM

Could photo-recognition be used to analyse each dish and give it a 'healthy score' tell you how many calories etc?

JD

August 05, 2010, 08:06PM

Nice idea @JamesMcB more likely advertisers would track your dietary trends and quite literally serve you Ads in the forms of foods you might like.

If your going to post what you eat you may as well post where you ate it.. "FourSquareMeal";D

Ching Tan

August 05, 2010, 11:43PM

Love this idea and its simplicity. Building on this, you could also take pictures of yourself during the course this exercise to see a progression. Maybe it could further encourage healthy dieting.

Luis Tobias

August 09, 2010, 02:18PM

Well done! Simple and effective.

Scott Koehler

August 14, 2010, 01:03AM

Good idea! I might add the concept of before and after photos documenting a change.

Thao Vo

August 24, 2010, 01:58AM

I am guilty of putting the camera before the fork. Photographing food has become a culture. Many people blog and/or keep a diary of the foods they eat, including myself.

You're right, it's just so easy and fun. Thanks for bringing this great idea up!

Building on Tom's utensils... What about zones on plates?



How might dishware offer opportunities to engage kids in thinking about their food in new ways. Could the right plate be game-like or spark parent-child conversation about food and freshness?

Inspiration Shown here:

"Wheel of Nutrition" was designed by two design-school grads based in Milan, Rui Pereira and Hafsteinn Juliusson, for HAF, a small company run by Juliusson.

 **AUTHOR**



**Chris
Flink**

Joined:
June 23, 2010

Country:
US



INTEGRATE

Making big changes to familiar eating habits can be hard to start and stick to—ask any adult who's tried to diet! This theme focuses on seizing small opportunities throughout a kid's day to make a larger impact on his or her eating behaviors. It's all about making little changes that are sustainable because they're easy to incorporate into everyday life.

Bring it to them - reinvent the ice cream truck...



Saw these in Copenhagen - groovy bikes delivering fresh iced fruit. Nice.

“ COMMENTS

Matt Montagne
August 02, 2010, 11:20PM
Love this idea, Paul. Schools really can be a powerful force for community learning and change. To add onto your idea, perhaps local farmers could be asked to come on site to a school to sell their food 1-2 times per month. Any school community members who grow vegetables at home or in the school garden could also participate as vendors. This creates a buzz... gets people talking and excited about healthy, fresh, whole foods.

“ AUTHOR



**Paul
Bennett**

Joined:
June 16, 2010

Landshare scheme

“ COMMENTS

Matthew Gaffen
August 07, 2010, 06:16AM
There are some really great services out there for this sort of thing - I especially like the way myfolia (once you've paid), provides you with detailed advice of what you can grow when, sets you dates to plant, re-pot, harvest etc.

If this is going to be marketed at children I think the 'social' aspect of the site should really be pushed. Sort of like a facebook for gardeners!

“ AUTHOR



**Jane
Fulton
Suri**

Joined:
June 17, 2010

Landshare <http://www.landshare.net> is an initiative in the UK that helps to connect people who want to grow things with people in their location who have land that they aren't using. Perhaps there's an opportunity to build something specifically oriented to youngsters, schools or perhaps connecting older folks with experience and wisdom to youngsters with energy and enthusiasm.

Part payment is often by providing the land-owner with some of the yield. Especially wonderful for older folks who love gardening but are no longer able to take care of their garden.



ENGAGE

This theme is about helping kids learn about healthy food through immersive, hands-on experiences (also known as, kinesthetic learning) and inviting them to share their knowledge with other kids. It's also about reconnecting with nature so kids learn how food really makes its way from the ground, to the store, on to the table and into their tummies

'Kyu-Shoku' Do-It-Yourself school lunch



Japanese elementary school lunch system allows the kids to be close to what they eat. Every day, the kids serve themselves with lunch that the veteran nutritionist has designed. Serving each other makes them think about menus, how to divide evenly to all classmates, how to use the cooking tools, think about the food itself, which enhances the interest toward food.

In Japan, there is a school lunch system at elementary school. The menu is made by the nutritionist/dietitian, and is handed out to each student each month. (Often the menu paper is full of nutrition information and illustrations to make the kids interested)

Everyday, the lunch for each class is prepared, and the kids bring them to their classrooms everyday and serve each other. There is a team of members in charge every week (they take turns), and this goes on for the whole 6 years of elementary school. Some schools even allow the kids in the senior years to make up the menu, thus they think about the nutrition of the menu since the whole school would be eating the menu that they made up.

I have lived overseas for a few years of my elementary school days and have had lunch at cafeterias, but being provided food from the lady at the cafeteria vs the Japanese Do-it-yourself way had a total different impression and understanding toward food and nutrition.

AUTHOR



Momoko Nakai

Joined:
August 17, 2010

“ COMMENTS

Vincent Cheng
August 18, 2010, 12:51PM

Wow, very nice example, especially considering that Japan has such a high overall life expectancy. I searched "Kyu-Shoku" online and found many sources of good info about this. Thanks for sharing!

Alex Ward
August 23, 2010, 05:09PM

Interesting post, really like the idea of getting kids involved in part of the process that is 'getting food', could we take this further and have schools grow some of their own food as well?

Not ever having lived in the USA, I'd be interested to hear what people think about the cultural differences between Japanese and American kids and whether an idea like this might not sit too comfortably across the board? Or are kids just kids where ever you are in the world?:-

Thao Vo
August 24, 2010, 12:33AM

I've lived in California all my life, and I've only experienced the American educational school system. I only recall getting served food by adults during lunch (at least in elementary school). This concept gets kids involved at all levels. I think it's a great possibility!

Juan Sierra
September 03, 2010, 05:54PM

The idea it's great, for grown kids over 13 years old or beyond, because smaller kids are very active, they don't think about consequences of his acts and that's worries me a lot, accidents occur so fast if you don't have control of the situation and little boys can imagine that they are grown up to cook home alone. This is a hurdle that I don't see in all of the inspirations (home safety cooking), Teaching a boy how to cook implicates the use of boiling water or oil, sharp knives...

Thomas Chock
September 15, 2010, 10:35PM

My sister-in-law, whose little family just moved to Ketchikan, Alaska, posted this in her blog today: "The school is also starting its own organic garden where the kids get to grow the food and then eat it at snack and lunch time."

This could involve the younger age kids too. Maybe combine elements, younger kids help grow the food, older kids help prepare the food?

William Padgett
September 13, 2010, 04:40PM

Brilliant! We have to make more opportunities for our children to change their lives and habits themselves. When a child "pulls" knowledge and especially through experiential interaction, it "sticks" for their lifetime. Plus taste and smell help aid mental and memory retention.

Sandra Stovell
September 13, 2010, 08:29PM

What a great idea - this is hands-on and a big responsibility for the children - and an amazing learning experience for all involved.

Kids teaching other kids about food and cooking



A concept for a new TV and Web cooking show, Kitchen Chaos is the first TV food show hosted by kids, for kids. Thanks to Jamie Oliver and others, we're all aware that kids today cook less, eat more processed food, and aren't always engaged with what they eat. But they do watch TV, YouTube and surf the Internet. Isn't this the obvious place to put a fast-paced, fun-packed show featuring three kids who can show the ins and outs of shopping, cooking and eating?

Presented by brothers Ethan and Luca Sarif-Kattan (aged 11 and 7 respectively) and their friend Chatham Moss (12), the show was inspired by the Sunday evening dinners that the kids, who are real-life neighbours, would cook for themselves and their parents each week.

We put together a mini 'taster' reel which takes us through recipes for spaghetti and meatballs and chocolate brownies. We'll join Ethan, Luca and Chatham on a shopping trip to a local outdoor market, and then back in the kitchen, we'll learn how just a few fresh ingredients can produce a meal every kid will love.

Other ideas: an interactive website for the Kitchen Chaos trio, plus Facebook and Twitter feeds. The site will host short and fun 'How To' videos ('How to Separate an Egg', 'How to Eat Spaghetti'), a regular blog and new recipes and ideas for healthy and delicious snacks. And a cartoon version too!



AUTHOR

“ COMMENTS


Shamim Sarif

 Joined:
August 03, 2010

Jane Fulton Suri
August 05, 2010, 07:09PM

Love your taster reel. And the idea of learning by teaching. Interesting also while buying tomatoes how (was it Luca?) picked up and smelled a tomato (pronounced tomartoe)...this struck me as one of those deep-rooted habits for checking out ingredients that's really important and we have largely lost touch with. I love the idea of more encouragement for palpating and sniffing ingredients to assess their quality and readiness...

Rylaan G
August 10, 2010, 07:23PM

I signed up just to post this EXACT idea. I think a cooking show featuring kids as the cooks is a good way to teach other children how to do the same thing. I would suggest hosting the videos though you tube, as it has a built in mechanism for people to share, comment on, and engage with the show.

Scott Koehler
August 14, 2010, 01:14AM

I really like this inspiration. I think we should encourage kids to teach their parents and other kids. Making and sharing video works.



CONCEPTS



In the Concepting phase, we identified a series of hurdles (summarised on the next page) to overcome in finding solutions to helping raise kids' awareness of the benefits of fresh food.

In the Concepting phase we requested more specific ideas to solve Jamie's challenge. These might be products, services or businesses. We asked contributors to also reference the Inspiration or Themes that had inspired their ideas and the age of the children that the concept targeted.

We received 198 concepts in all, all of which were applauded in the Evaluation Phase.

THE HURDLES TO SUCCESS

Helping kids make smarter food choices comes with a variety of hurdles that have to be addressed in order for a design solution to be successful. We've identified five of them below. Ideally, concepts would address and attempt to solve at least one—or more—of these hurdles.

- **FEAR OF THE UNKNOWN.** Kids—especially young kids—can be creatures of habit when it comes to food and can be afraid of unfamiliar tastes, textures and forms. Without trying new foods, or knowing what foods taste like “au naturale,” kids’ can’t develop healthier, more adventurous palates. How can we encourage kids’ to try new foods and expand their taste worlds in interesting, yuck-free ways?
- **PEER PRESSURE.** As kids get older, they start to make more and more food choices for themselves. At school or out with friends, kids are tempted by their peers to eat junky foods that might be forbidden at home. How can we help make eating healthy foods the cool choice for cool kids?
- **LACK OF KNOWLEDGE.** As kids get older, they start to make more and more food choices for themselves. At school or out with friends, kids are tempted by their peers to eat junky foods that might be forbidden at home. How can we help make eating healthy foods the cool choice for cool kids?
- **PARENTAL BELIEFS AND LIFESTYLE.** Parents are the number one influence in shaping kids’ eating habits. Younger kids, in particular, are entirely dependent on their parents and school to provide their meals. Knowing that life-long eating and lifestyle habits start at home, how can we influence and encourage parents to make healthier choices for themselves and their kids?
- **EXPENSE AND CONVENIENCE.** For many families, buying and making fresh, healthy food is (or is perceived to be) inconvenient and expensive. As families’ free time and wallets shrink, how can we help make buying and preparing fresh foods as affordable and convenient as heating up a frozen, store-bought pizza?

SIMPLIFY FOOD LABELLING BY PUTTING IT IN CONTEXT

PILLPA, A FLYING ORCHARD

Marie Urioste

Dan Watson



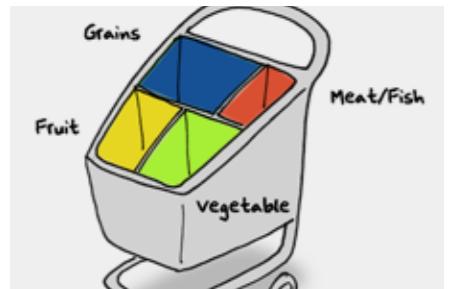
'MOO-VABLE BARN' CITY FARMING SUMMER PROGRAM

Demian Repucci



SHOPPING CART PROVOKES HEALTHIER PURCHASES

Axel Unger



THE HERO FOOD MOVEMENT

Hampus Lemhag



EAT. EDUCATE ALL THE TIME.

Jordan J. Lloyd



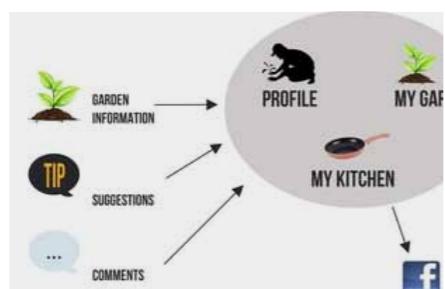
CLASSROOM TO GO - SCHOOL FOOD TRUCKS

Alan Parr



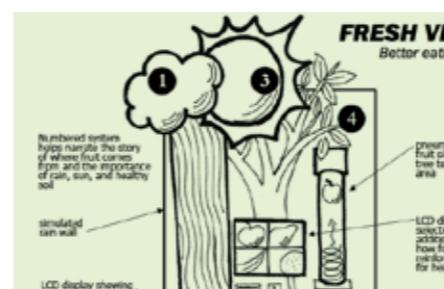
SOCIAL NETWORK BASED ON HOME GARDENS

Matthew Claudel



"MADE BY EARTH" VENDING MACHINE

Joe Force



WHAT'S FOR DINNER!? - THE LAST CLASS OF THE DAY

Chris Waugh



"MY SMALL FARM" - DIY KIT FOR KIDS

Yorgos Kopanias



MY COOKING SCHOOL

Mario Paredes



GRAB KIDS ATTENTION IN THE VEGETABLE AISLE!

Demian Repucci



JAMIE'S HIGH SCHOOL VEGETABLE COMPETITION SHOW!

Demian Repucci



VEGETABLE CIRCUS STAGE SHOWS & AFTER-SCHOOL PROGRAMS!

Rob Close



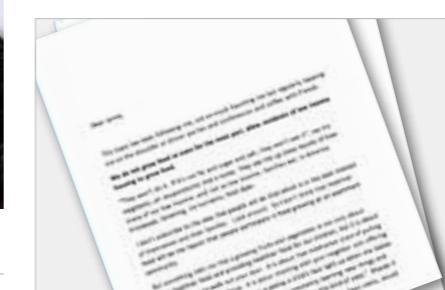
THE GOOD FOOD VENDING QUOTA

Kyle Baptista



LOW INCOME APARTMENTS - GARDENS - COACHES - COMMUNITY

Julie Gwinn



STUDENTS GET TO CREATE THAT DAY'S SCHOOL LUNCH FOR THE ENTIRE SCHOOL.

Eb Davis III



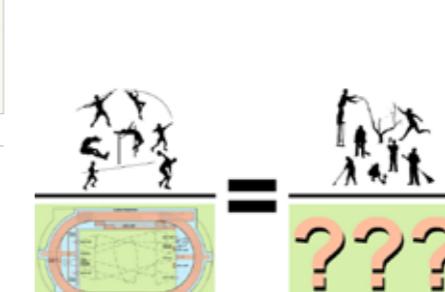
OPEN KIDS

Lukasz Krupinski



UNIVERSAL STANDARDS FOR AGRICULTURE + HORTICULTURE IN PUBLIC SPACES

Dan Tran



ROLE MODEL CHEFS: TEENS TEACHING YOUNGER KIDS HOW TO COOK AND EAT HEALTHIER!

Jackie Topol





The community evaluated all top 40 concepts against specific criteria:

- TO WHAT EXTENT IS THIS CONCEPT TEACHING PEOPLE ABOUT FOOD KNOWLEDGE?
- IS THIS CONCEPT FOCUSED ON GETTING PEOPLE TO COOK?
- HOW ORIGINAL IS THIS IDEA?
- HOW SCALABLE IS THIS IDEA ACROSS COMMUNITIES AND GEOGRAPHIES?

Points were allocated to each answer and the scores were aggregated

The top 10 concepts (in order) are outlined below

In addition, Jamie and his team felt, given their experience, that some other concepts could prove particularly impactful, those are listed as Jamie's seven special picks

“As there were so many great ideas, we have tried to group together the most liked ones into two toolkits that we will make available online for teachers and school districts, and a third group that we will add to our discussions with supermarkets”.

Jamie Oliver

THE WINNERS – THE TOP 10 CONCEPTS WERE:**The Hero Food Movement**

Hampus Lemhag

**Grab Kids Attention in the Vegetable Aisle!**

Demian Repucci

**Vegetable Circus Stage Shows & After-School Programs!**

Rob Close

**Students get to create that day's school lunch for the entire school.**

Eb Davis III

**After school 'Cooking is Fun' Club**

Sandra Stovell

**Seed to Tray Education in Public Schools**

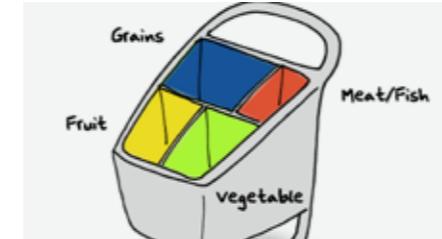
Liz Snyder

**Taste and rate**

Julie Louwman

**Shopping cart provokes healthier purchases**

Axel Unger

**What's for dinner!? – The last class of the day**

Chris Waugh

**Role Model Chefs: Teens teaching younger kids how to cook and eat healthier!**

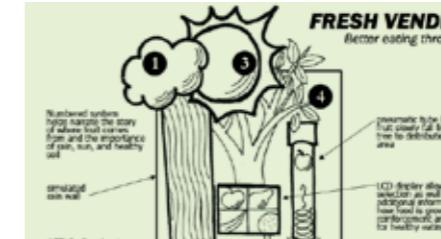
Jackie Topol

**SPECIAL COMMENDATION BY JAMIE AND HIS TEAM:****Student Run Farmers Market**

Mark Newcomer

**"Made by Earth" Vending Machines**

Joe Force

**Low Income Apartments – Gardens, Coaches, Community**

Julie Gwinn

**The Good Food Vending Quota**

Kyle Baptista

**Children Food Ambassadors**

Nicole Winzer

**In School Taste Testing**

Kenneth Baker

**Healthy Kid recipe cards**

Axel Unger



1/Teachers Toolkit

These great ideas will become a toolkit for teachers to use to educate their students about food, and to motivate them to move their school away from processed food.



Role Model Chefs:

TEENS TEACHING YOUNGER KIDS HOW TO COOK AND EAT HEALTHIER!



Teenagers will go through a chef-training program to teach cooking classes in elementary and middle schools. Both teens and younger children will learn the benefits of healthy eating and get excited to cook with their friends and family.

Kids naturally look up to older kids. In an effort to get kids to eat healthier, high school students will be recruited to go through a chef-training program from which they can receive community service hours. This training program will teach them good

eating habits and how to cook fresh food from scratch. After the training program they will be assigned to a nearby elementary or middle school to teach cooking classes once a week. The training program will provide valuable leadership skills and hopefully instill a lifelong passion for healthy eating and cooking. The younger kids will be excited to eat more fruits, vegetables, and wholegrains from the messages they receive in the cooking class taught by the teens. It's a win-win situation!

AUTHOR



Jackie Topo

Joined:
August 14, 2010,
Occupation:
Graduate student in nutrition & holistic health counselor

Websites:
www.chosenhealth.com
www.NYCforCNR.com

“ COMMENTS

[ah-nah-EES]

September 08, 2010, 05:46AM

I actually see this as a great model for a TV show. it seems to me that kids do look up to teenagers. having other kids be part of the show as cooking assistants could also increase the factor of identification. I like this idea since, by picking recipes that are kid friendly, it shows that cooking is within the range of kids and teenagers, and, as some of the inspirations were pointing out, kids/teens do tend to eat things they have helped prepared. the hurdle is trying to address is the prevalent mentality of telling kids to stay away from the kitchen ("cause is dangerous", "cause they will make a mess", etc) and instead integrate them with activities and recipes that are age appropriate.

Patrick Donohue

September 10, 2010, 10:20PM

Kids teaching kids seems like it would be very effective. It reminds me that many of our schools now have culinary academies, as well as other non-profits helping kids learn to cook: see Guy Fieri's feature on *Worth Our Weight*

Liz Snyder

September 12, 2010, 11:14PM

Jackie - love this! This is also part of my concept - getting kids cooking for kids, and passing on their enthusiasm for good food.

Clare O'Keefe

September 13, 2010, 01:42PM

Brill concept- I have previously taught kids cooking classes with

teenage chef assistants and the younger kids were always more receptive to the teens than myself as an adult.

Rob Close

September 17, 2010, 04:29AM

You're right; kids need to be taught these skills by slightly older people who they can relate to! If the Vegetable Circus Stage Shows After-School Programs concept wins, we plan on including cooking education in our after-school programs, in a manner very much like your concept! I'm glad to see this overlap!

Jackie Topol

October 02, 2010, 07:42PM

Patrick: Thanks for your comment. I envision that if this idea would come to fruition we would absolutely use the facilities of culinary institutes to teach the teens. But training doesn't necessarily need to happen in a culinary school. Lots of the training can be done right in classrooms and school kitchens too, which makes this project accessible to everyone – even areas that may not have a culinary school nearby.

Ilya Zherebetskiy

October 13, 2010, 12:58AM

This is awesome! Great way to build awareness!!!

Yelena Ansell

October 15, 2010, 01:58PM

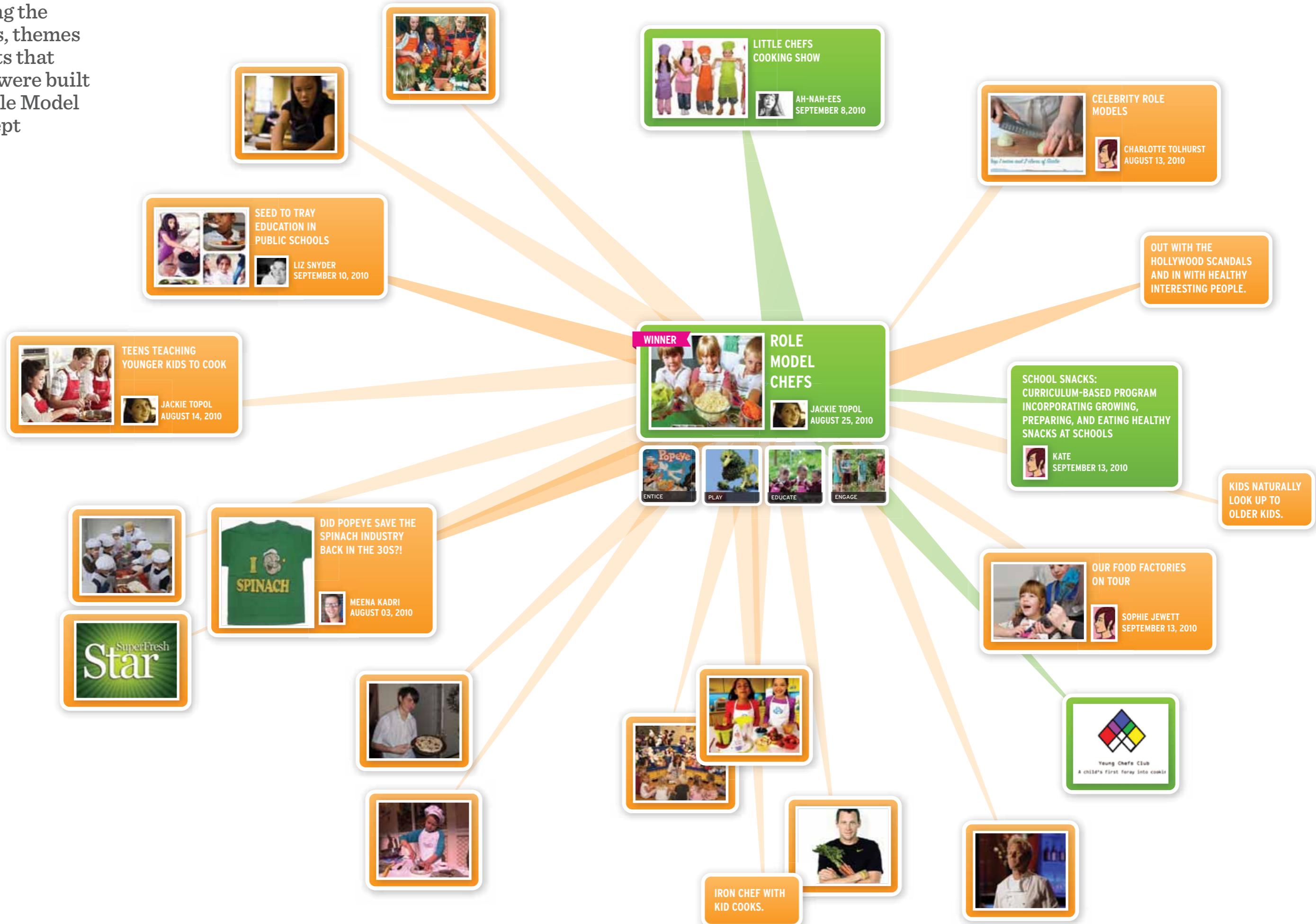
Jackie, this is a great idea! I hope it spreads to all corners of the country. It's hard for busy parents to convince their kids to eat healthy when what they get in school is easy to prepare processed food. It can be easy when given the right tools at an early age. When young impressionable minds are susceptible to the pressure of what all their friends are eating (after this program more fresh veggies and grains!), with the helpful guidance of older kids - the healthy path will be easy to pave. Good luck to you!

Jackie Topol

October 02, 2010, 08:00PM

To [ah-nah-EES]: Believe it or not I read an article about a kids cooking show not too long ago. There's one in Chicago called Jr. Cuisine Cooking Show and another in Tulsa called Cook Time with Remmi. I think it's a great way of teaching kids but I just hope the kids actually get to cook what they learn about in their own

A collaboration map showing the inspirations, themes and concepts that inspired or were built from the Role Model Chefs concept



The Hero Food Movement

3



The idea is to teach kids about the importance of fresh and healthy foods by a clear connection to their heroes. Everyone has a hero whether it's Superman or Neil Armstrong. The idea also involves the parents but the key here is to let the kids take the first step since they are easier to reach. The goal is to create a positive spiral between student and parents in understanding the importance of fresh and healthy food.

The Hero Food movement is implemented in first grade. A teacher would have a show and tell about the students' heroes, not talking about food. Afterwards ask the question "What do you think your hero eats?". In an intuitive way make the connection between their heroes abilities and the food they eat. For example: Superman has x-ray vision so it's safe to say he has good vision. Eating carrots is good for your eyes. So maybe Superman eats carrots. We also introduce an award system to push both kids and

parents to eat and cook fresh food. The idea is that kids will bring fresh food from home in a lunch box. The teacher will award the student with a hero sticker and the student will place the sticker on the "Class Super Power Chart". Every student is a prominent hero. The more stickers you get the more abilities you receive. When the class has received a certain amount of stickers the class will be rewarded a field trip to an amusement park or another fun event. This would be financed either by the school or the parents. The Hero movement is kick started by giving the students a mission to cook something with fresh foods with their parents and then bring leftovers in their lunch box the next day. Now they are a part of the movement and receive a lunch box sticker, and also their first hero sticker to put on the Class Super Power Chart. It is also important that the parents receive information about the movement and what we are trying to achieve. This idea was a group effort from the school, Hyper Island.

AUTHOR



Hampus Lemhag

Joined:
August 28, 2010,

“ COMMENTS

Thao Vo

September 01, 2010, 05:15AM

Wow, this concept integrates many of the minor inspirations and concepts I've come across and come up with nicely. I really like the hero theme, show & tell, award/reward system, sticker chart, hands-on cooking with parents, etc. These are all good incentives for kids. Well done!

Jonathan Sauder

September 01, 2010, 05:44AM

I love the idea from the kids' side of things. I feel they will have all the incentive they need. However, from some of the toy market research I have looked over, boys of that age tend to be more attached to super heroes than girls. Maybe create a spin off of the same program for girls, something that would relate more to princesses or animals (based off the market research I have seen).

Hampus Lemhag

September 01, 2010, 11:57AM

Hi Jonathan. I think you are right. I guess the definition of Hero at first seems more boyish. I guess the thought here was that anyone could be a hero and we have to try and make a connection to that person. My little sister at that age had baby spice from spice girls as her hero. Even a spice girl need powers to take the stage. What food that gives you a lot of energy could a spice girl eat? Bananas are good for energy. I'm so happy to see people commenting! Thanks

Frida

September 12, 2010, 10:47AM

I really like this idea. It's a good concept. I like the thing about cooking with your parents. Cause I think, If you have cooked it by yourself, you also want to eat it.

Liz Snyder

September 14, 2010, 12:57AM

Great idea. The heroes could be real people too - sports stars, celebrities, combinations!

Jordan J. Lloyd

September 26, 2010, 03:59PM

This idea particularly works with kids outside of school, say at sports clubs. I'm particularly drawn to the incentivisation and reward mechanism attached with it; the number of stickers you need to go to an amusement park or whatever is fantastic.

Meena Kadri

October 05, 2010, 11:06PM

Hey Hampus – this is great. I especially love how you've outlined the idea using a video – using strong storytelling to convey a well-devised concept. May the force be with you!

Demian Repucci

October 06, 2010, 05:56AM

I think the idea has some good potential. The trick, I think, is for the teachers/leaders to connect the right 'heros' to the healthy food. Kids tastes change pretty quickly as they mature. So the hero role models that are put forward as associated with a certain vegetable, fruit or other healthy food, will have to be carefully chosen so as to resonate with the kid audience or risk being deemed 'uncool', 'old' or for younger kids, etc. If the kids don't click with the hero they might not be interested in the vegetable or healthy food they are promoting.

This is not to say that the program could not be developed so as to be able to be tailored to a specific audience on the fly. It just has to be considered in development. Thanks for the concept.

Dan Watson

September 23, 2010, 08:25AM

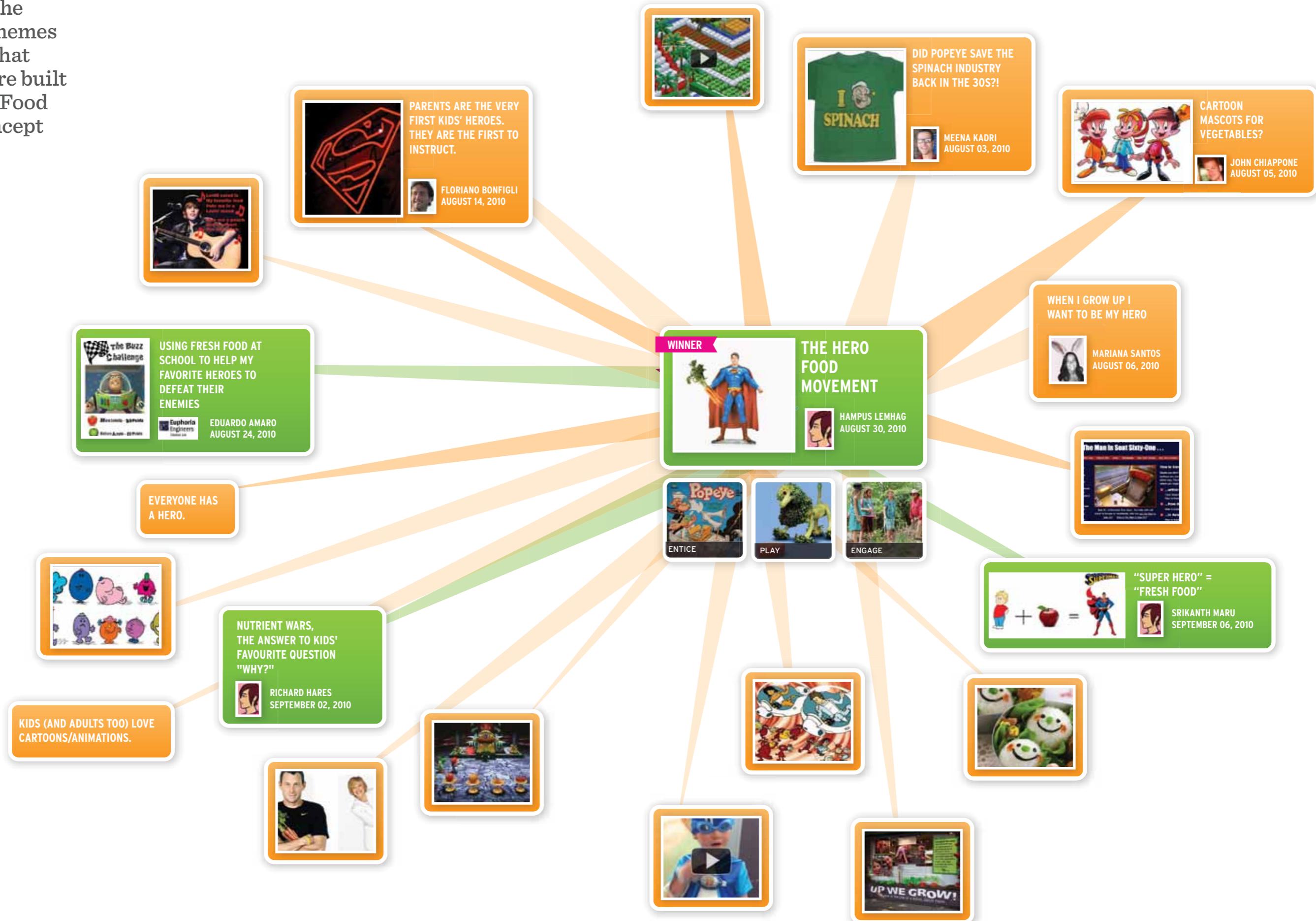
Great stuff!

Andreas Wahlqvist

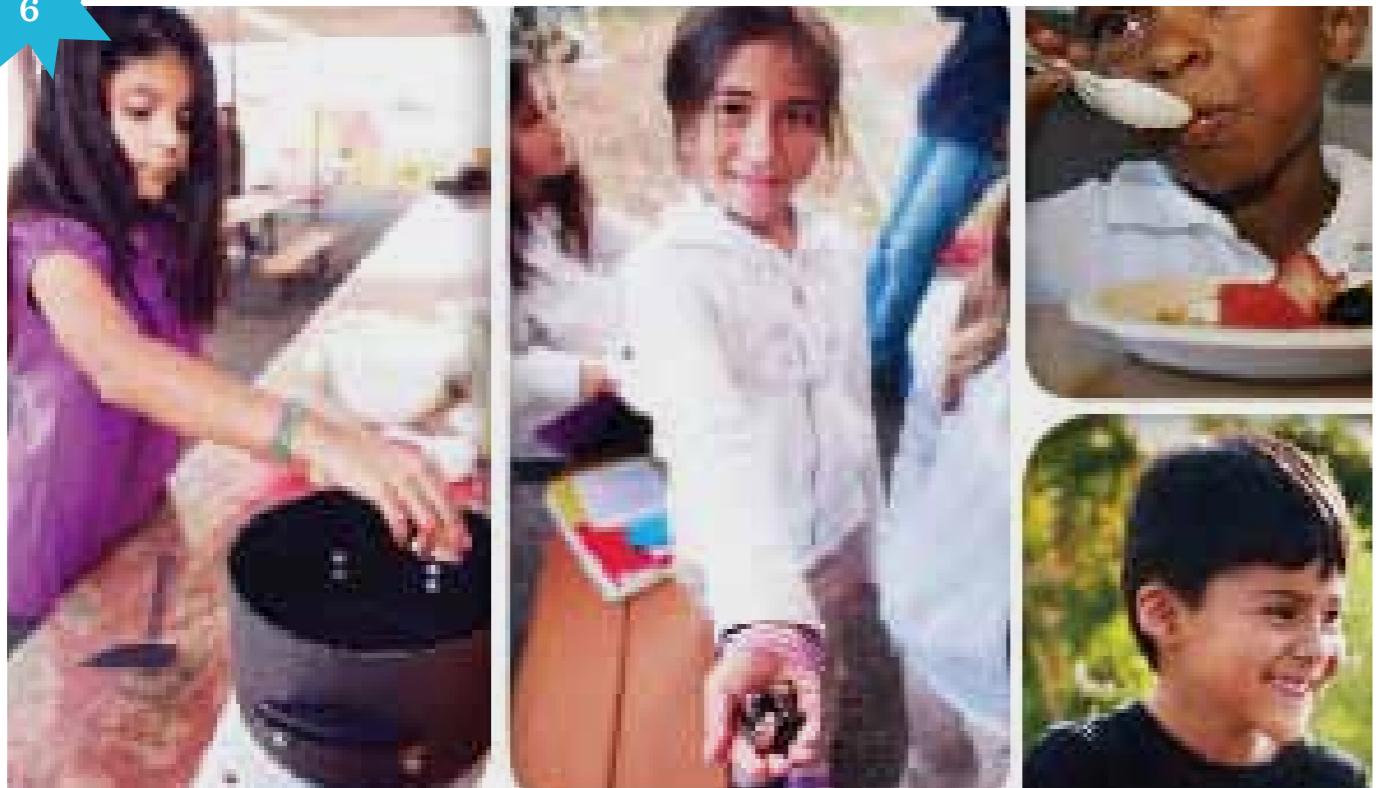
October 11, 2010, 11:56AM

Good idea. Seems like a well thought through concept that's easy to build upon further and refine into something that could actually be applied in schools worldwide.

A collaboration map showing the inspirations, themes and concepts that inspired or were built from the Hero Food Movement concept



Seed to Tray Education in Public Schools



We all know: School food service sucks. Kids don't get enough time outside. Families don't cook. Basic kitchen AND farming skills are being lost in a single generation. A problem? Yes. But not one without a beautifully integrated solution: Seed to Tray Education. In plain English: put kids in charge of their own school lunch!

6

In education, integration is key:

The best kinds of educational opportunities integrate learning with solving a real-world problem. Kids are amazing, natural problem solvers. They also have all kinds of different abilities, different loves. But the beauty of what educators call "experiential education" is that it takes a child's unique set of abilities and skills and puts them to good use toward something real-world, something tangible... something like lunch.

Why lunch needs to change:

The state of school food is currently a Frankensteinian nightmare of epic proportions. It's not just the hot Cheetos and strawberry milk. It's seemingly wholesome foods laden with food & flavor chemicals. Mashed potatoes with something called "shortening powder", hamburgers flavored with "thiamine hydrochloride" (and no, I didn't make that up).

Food service companies whine the day away: "We can't AFFORD to serve healthy meals, fresh produce is sooooo expensive."

Are your eyes rolling yet?

Start at one school:

Why not try this experiment: let's put the freshest young brains on the planet in charge of their own lunch. Not just cooking it, but planning it, running it as a business. Being in charge in a world that doesn't give kids the chance to own anything except electronic gadgets.

I've worked with middle schoolers for years. I would bet, hands-down, if you told a group of 8th graders that they were now in charge of the cafeteria program and that they had \$2.59 a meal to feed their fellow students, they would be more than up to the task. With a little more guidance and support, a group of 5th graders could source and cook for their younger schoolmates.

For High School students, I could see being on the "lunch crew" becoming a competitive program, something students can put on college applications and use to demonstrate interest in anything from environmental studies to a fast-track MBA program.

Do what you're good at:

Work with your hands? You bet. School gardens can provide most of the produce, and the kids most inclined can be in charge of farm operations.

Math whiz? We have a job for you. Calculate food costs - you're our head purchaser and bean counter - literally!

Leader of the pack? Let's get you down to the farmers' market where you can negotiate a rock-bottom price for the farmer's leftovers (that would head to the compost pile otherwise). Feel like being a star? Go talk to the local Rotary about getting some extra funds for fresh foods.

Artistic type? Ooooh - yeah! We need to get the kids to EAT this stuff, right? You'll be designing a marketing and advertising campaign to sell our new meals.

Role models lead the way:

We need to get chefs, restauranteurs, farmers, and small businesses into the act. Each aspect of school food service can be overseen by a mentor with real-world experience. With just a little guidance, the right information and tools, we could put kids in charge of their own lunches.

The big reward:

In the end, a student-run food service will help kids to:

- Understand themselves better and learn how to shine.
- Learn what it means to eat healthy food,
- Become self-sufficient cooks and entrepreneurs-to-be, and most importantly -

Put all hand-wringing aside, and help themselves and the world come to the realization that...

THEY ARE PERFECTLY CAPABLE OF SAVING THEMSELVES.



AUTHOR



Liz Snyder

Joined:
September 11, 2010

Country:
US

Website:
www.ieatreal.com

66 COMMENTS - VIEW MORE AT OPENVIDEO.COM

Jordan J. Lloyd
September 12, 2010, 05:39PM

Love it - this is a particularly good way to get teenagers to get involved; arguably a much harder group to work with than children. This will be of particular appeal to business studies and economics students, or even keen students wanting to run a club of some sort.

I'd also emphasise looking at the distribution chain, I saw an amazing project put up on Google Maps (it's name escapes me) where they literally plotted on a map where their school lunch ingredients were coming from - local shops and businesses stand to gain a great deal from getting young students to source their school lunches to them. It's a win win scenario for all involved.

Demian Repucci
October 08, 2010, 02:36PM

Great idea with a lot of potential! I love the way this concept takes what most everyone sees as a processed food mess and liability, school lunch programs, and turns it into a multi-faceted, integrated learning opportunity for kids. Even if the program struggles... after all, developing delicious healthy lunches for less than \$2.59 is not the easiest thing to do...(Jamie had a hard time on his 'Food Revolution' show), I think it would be a great learning experience and real-world business training for kids. So many opportunities, as you mention, for parallel learning in multiple subjects and disciplines. Great stuff!

Clare O'Keefe
September 13, 2010, 03:11PM

This is a fab way of integrating food and cooking into the curriculum in a more holistic fashion. The edible schoolyard run by the Chez Panisse foundation has a similar ethos which I have loved reading about in their journal <http://www.edibleschoolyard.org/journal/>. Children should see where their food comes from. I especially like the way that kids can find their niche but still be part of the whole creative process.

After school 'Cooking is Fun' Club

10



Fun cookery after school club for infant and junior schools... As well as learning about healthy food as part of the curriculum.

Cooking, and knowing where food comes from, definitely has to be a significant part of the curriculum at infant and junior schools. Also, as well as having vegetable patches at every school playground, for each class, the kids have to also use the vegetables they grow in some way, to be able to link what they grow to many different ways they can eat them! As well as what all the kids are taught during the school day, my idea is to have cooking

as part of the after school activities on offer - a fun weekly session where kids learn more interesting facts about food, learn what is healthy food, try out simple healthy recipes (hands-on), learn about ingredients, taste them, play food-related games/quizzes, and have fun! Existing school cooking facilities could be used. Recipes can be adapted/chosen for the different age groups. If kids grow up with this sort of basic knowledge, and have fun with it, they will be much better equipped to cook themselves a healthy lifestyle, as adults... and teach their children one day!



AUTHOR



Sandra Stovell

Joined:
September 13, 2010



“ COMMENTS

River McDowell
October 08, 2010, 03:40PM

It's all about the kids!!!

Roman Bercot
October 12, 2010, 10:44PM

This idea ties well to the fact that many of the kids who are hardest to reach where nutrition is concerned also need quality after school programs. Teaching latchkey kids to select and prepare healthy meals and snacks for themselves would go a long way toward preventing junk food habits from forming in the first place.

Sandra Stovell
October 19, 2010, 09:20AM

Thanks for the comments! The aim really would be to get the kids to have fun, learn and experience, hands-on, how easily healthy tasty food can be prepared. As a bonus, this also would provide another useful option for parents for after school care, and on that day the children would definitely have something healthy to eat: whatever they prepared at the club! Week after week, the kids would develop preferences and favourites, which hopefully they would want to re-create at home, and thereby, slowly but surely, breaking the habit!

Children Food Ambassadors

19



Children Food Ambassadors

Let's enable our children to eat well and talk about it.

Instead of adults telling children what's good for them, why not train children to function as food ambassadors?

Why do we underestimate our children? Initiatives like "Plant for the Planet" show that children are not only aware of difficult challenges but they are eager, willing and, most of all, able to find solutions for them. So why not let children teach children in their own language about obesity and how we can fight it?

This is my idea:

Children trained to be food ambassadors teach children what fresh food can do for them, how they can cook it and what's cool about being healthier (like staying focused and just feeling better).



Children Food Ambassadors

Let's enable our children to eat well and talk about it.

 AUTHOR


Nicole Winzer

Joined:
September 13, 2010

“ COMMENTS

Clare O'Keefe
September 13, 2010, 02:41PM

I think that you cannot overestimate the importance of children learning through collaboration. Lovely idea..

Joe Henderson
September 21, 2010, 05:26PM

View the TED.com video on 'how to start a movement'. Get one kid in each social group who is a leader / persuader to champion good food causes and practices. More will follow ... it's human nature!

Demian Repucci
October 05, 2010, 03:55PM

This is a great idea in that involving kids on every level from, cultivation to prep to evangelism can only lead to greater knowledge and respect for healthy food. I would be interested to see how the curriculum or program develops and what knowledge kids would be sharing with their peers that would make a lasting impression.

Some great opportunities there. Thanks for the concept!

Ludwig Bekic
October 07, 2010, 09:22AM

Great idea! I know of another project where kids help each other: in Austrian schools, kids of all ages are trained to mediate between classmates in case of conflicts. If kids can implement that, they will implement your idea at ease.

This initiative works on 2 levels:

1. train food ambassadors- Children of all ages are trained to talk about food and nutrition, to prepare healthy meals and to raise awareness among other children.

Goal: Self-confident food ambassadors who are not only healthier but also have a good purpose in their lives.

2. food ambassadors spread the word- Food ambassadors go into schools, kindergartens or wherever they are needed to talk about fresh food, to hold cooking lessons and raise awareness.

Goal: Even more healthy, self-confident children who have been taught by people, who speak their language why fresh food is simply cool.

2/School District Toolkit

Effecting real change throughout an entire school district is incredibly powerful, and these ideas will spur administrations to make changes that help larger numbers of children.



Vegetable Circus Stage Shows & After-School Programs!



A Vegetable Circus stage show uses movement arts and circus skills to teach children about healthy eating and living. The performers are cool role models who visibly demonstrate the benefits of a healthy lifestyle, while keeping the audience captivated with their skills. We would start with a revamped stage show that tours underprivileged elementary schools across the country. Along the way, we can recruit

and train new talent to lead shows and after-school programming, through which we can integrate many of the other most important concepts presented here on OpenIDEO. This concept not only promotes healthy eating and food knowledge, but also thinking for one's self, anti-peer pressure and bullying, healthy activities, physical fitness, and trying new things, while including the parents in the process.

This concept is actually an existing idea as you can see from their website at <http://www.alliedwellness.org/vegetable.html>. That being said it was interesting how few community members had heard of it but thought the idea was great so we thought that it was important to keep it in the winning concepts.

1 Define the curriculum for the stage show, to ensure that we're getting as many of the most important messages to the kids as we can, with the help of Jamie Oliver and other respected health experts. Include the creation of take-home messages for parents so they can follow up on our main points with their children.

2 Refine the script with help from health & theater experts; then do some small practice shows to work out the kinks with a real audience; use their responses to do final refinements to the show.

3 Book a free stage show tour for the poorest schools in the nation; perhaps include an appropriate children's musician to accompany us, and get our message out there!

4 Use the buzz from the tour to recruit young, relatable talent across the country to lead their own chapters of the Vegetable Circus; host some training camps and then help book our new chapters at after-school programs, elementary schools and community events. We could include many of the other best concepts into these programs; a focus on food education and cooking would accompany a variety of movement arts training.

5 Produce a television show that can teach these ideas to the masses!

There is already a network of Vegetable Circus performers on both coasts, who have paved a lot of the initial groundwork, and experimented with these programs for about 6 years now. It's been a non-profit endeavor from the start, and we think with Jamie's help, we have a theme here that kids across the country can really relate to! To learn more about the Vegetable Circus, check out: <http://www.alliedwellness.org/vegetable.html>

AUTHOR



Rob Close

Joined:

August 03, 2010

Occupation:

Director,
Vegetable Circus

Websites:

www.alliedwellness.org
www.alliedwellness.org/veg

“ COMMENTS - VIEW MORE ON OPENIDEO.COM

River McDowell

August 25, 2010, 05:08AM

This is a good idea because it is interacting with kids on a more personable/Real world level. Two thumbs up!!

is great. They are often the ones that motivate us adults the most. GREAT job !!!! Keep on it !!!!!

Rob Close

September 09, 2010, 03:54AM

After examining the other most popular concepts, I believe that we should add cooking education to this program. We could have that be a primary element of the initial take-home interaction with their parents, and also integrate it into the after-school programs.

Joanna Caffrey

August 25, 2010, 05:10PM

The shows are so much fun, and really get the kids moving, and thinking. There is such a good, strong message behind this program...

Vanessa Nemergut

August 26, 2010, 11:22PM

the kids love being able to participate in these kinds of veggie circus shows! it really leaves an impact that is palpable and memorable!

Brian Walden

August 27, 2010, 03:53PM

The Vegetable Circus wants to bring the magic of Vegetables and healthy living into communities in all 50 states and beyond. Let's help these veggie-angels do more of what they are already doing!

Erin

September 14, 2010, 03:30AM

I'm intrigued! This program sounds like it is effective and easily replicated, not to mention COOL because of the interactive components of both the circus tricks and the cooking/food education. I would have loved this program when I was growing up!!

Jenniffer Sauvageau

September 17, 2010, 05:18AM

The combination of circus and healthy eating is a winner. Circus arts can help support healthy eating behaviors by helping the kids become more aware of and confident in their own bodies. This sounds wonderful!

Claudia Caffrey

August 29, 2010, 12:29AM

So many struggle with eating habits, making it fun to learn is the best principle !!!!! And involving the whole family and starting with kids

Nathaniel Putnam

September 24, 2010, 04:00PM

Throwing in a cooking show and field trips about edible wild plants and I am on it!!!

Ian Larue

October 01, 2010, 02:37AM

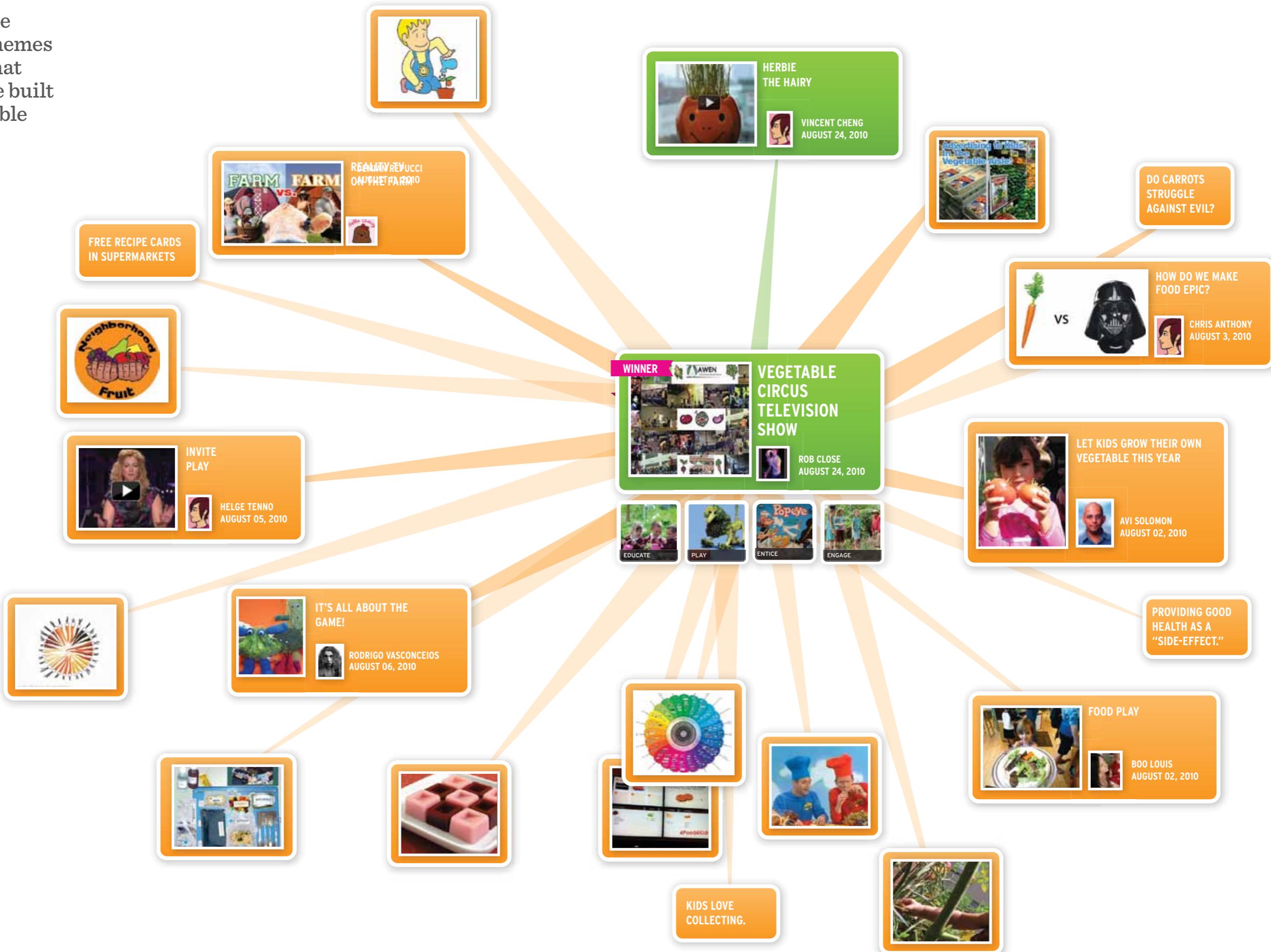
I'm very impressed by your proposal - especially because you mention parents. I think that too many "bright ideas" in education fail because they don't recognize the extent to which success in cultivating healthy habits starts at home. I also concur with the folks who've commented about incorporating an element about cooking, and would like to encourage the Vegetable Circus to think further "up the food chain" and think about ways to incorporate gardening lessons too!

Becca Schoen

October 08, 2010, 11:47AM

This reminds me of my friend Barbara Storper's traveling educational troupe called "Food Play". They incorporate hip-hop music, dance and dialogue to persuade school children to stay away from junk food and adopt a healthy diet. They've been around for a long time and have made a huge impact on the lives of countless children across America.

A collaboration map showing the Inspirations, Themes and Concepts that inspired or were built from the Vegetable Circus Concept



What's for dinner? – The last class of the day



Last class of the day would bring cooking curriculum back into schools and solve an age-old daily question 'WHAT'S FOR DINNER?'. Kids would cook a tasty meal with enough servings to feed their family and bring it home for dinner! This addresses several opportunity areas:

1. Educate kids on the fun of cooking with their friends in an inspiring environment
2. Relieve the 'we don't have enough time to cook' pressure - a leading barrier to entry for parents.
3. Provide recognition and a significant 'role' for kids in the family with the recognition

they long for.

4. A more sustainable / cost effective food system with ingredients purchased in larger amounts to supply multiple homes with similar meals
5. A mechanism for the school to connect by creating a community based on food
6. Immediate feedback for kids that what they are learning makes a significant difference.

Design challenges:

1. Where will kids cook?

Use the facility that's already there! Lunch area with modest equipment. Alternatively a mobile truck could be used (temporary cooking vs. permanent)

2. Who will pay for this?

Since its providing family meals they could pay a subscription fee. Insurance? Kids cook food to sell? Subsidies via Michelle Obama? If the expense is seen as risky the program could be run on an experimental basis to prove the concept.

3. Who will teach the class?

Important question! If the food isn't good the program would fail on the first meal! Thinking something similar to Dave Eggers model where volunteers from the community roll up their sleeves with talent thrown at educating. Could be a part of a culinary education experience for example.

AUTHOR



Chris Waugh

Joined:
August 02, 2010,

“ COMMENTS

Vincent Cheng
August 24, 2010, 05:55PM

Creative time choice and leveraging of school facilities. Another approach/benefit: this could be an "after-school" program, not just a "last class of the day".

Arjan Tupan
August 30, 2010, 09:32PM

Great idea. Starting at school by giving children the knowledge on how to cook a simple but good meal should be very effective. And I agree with the "Last Class Of The Day" principle. In The Netherlands when I grew up, a weekly swimming class was mandatory for all primary school students. So why not cooking?

[ah-nah-EES]
September 08, 2010, 05:52AM

love it! just as the "role models" idea, I like that it brings kids into the kitchen and integrates them with food in a more practical way. I found this could be less abstract than telling kids about what ingredients, produce or type of foods are better than others, to actually provide healthy foods for them to try and like. (example: making and trying broccoli quiche, as opposed to being told by someone that broccoli is a good thing to eat) (also prepared dishes are closer to what you actually might find at the dinner table or a restaurant menu)

Sherrilee Shackcloth
August 07, 2010, 07:35AM

Indeed. There could be a class a period each day for each class to tend to the garden in some way - this would mean the garden is constantly looked after, and the kids would gain a greater connection with the food they're growing!

Hannah Muirhead
September 29, 2010, 06:20AM

Great idea. Similar to the Lunchdate in Schools idea. Combining critical services like grocery provision and education to make life simpler for families.

Helen Brickwood
October 04, 2010, 06:52PM

An excellent idea! If you can show how interesting creating food can be, and make it fun, creative and relevant, then the pupils would be willing to engage and play with the vegetables and utensils!

This could lead the way to children being able to be independent and take pressure off mum and dad to make sure the kids are getting healthy meals.

They could also learn about local/seasonal produce and the benefits of using these.

Demian Repucci
October 07, 2010, 02:54PM

I love this idea! It is incredibly practical and 'ticks all the boxes'. While the concept is not entirely original, I agree that it is time for "home-ec" style classes focused on healthy living to come back into the national curriculum!

contribute, not only by the desire to help, but also because the concept is super clever at its foundation, it's product offerings are fun and clever, its graphic identity is smart and crisp, etc. It resonates with the kids coming for tutoring support AND with the adult volunteers who want to be a part of this hip, tongue-in-cheek community.

If 'Superhero Supply Co.' is used as a conceptual launching point for an after-school cooking class a couple things come to mind. Since 'Superhero' is about tutoring kids with their schoolwork, maybe a cooking class could intertwine 'teaching moments' into the meal preparations by bringing in related lessons about math (weights, measures, fractions, etc.) science, business, etc. The more educationally relevant the more school systems and parents will support it.

This also makes me think that this idea could be an extension of the storefront concept that Jamie set up in his Food Revolution TV series. But of course there is a lot of opportunity there for development.

Linsey Willaford
October 10, 2010, 07:49PM

I love this idea! It is incredibly practical and 'ticks all the boxes'. While the concept is not entirely original, I agree that it is time for "home-ec" style classes focused on healthy living to come back into the national curriculum!

Students get to create that day's school lunch for the entire school.



Classrooms will be empowered to choose that day's school lunch for the entire school.

At the beginning of the school week, one classroom, or one section of a class, will be charged with choosing and creating the entire school's lunch for a day in the short future. An interactive class project where they learn about what it takes to create a balanced meal, the benefits of fresh food, learning how to look beyond personal preferences to give an entire school what it needs, and working closely with the lunch ladies to bring it to life. Like a field trip

inside your own school, where they spend a few hours in the cafeteria learning what goes into preparing the meal, perhaps inspiring them to take a more involved role in the future. At that lunch, the entire school will know who helped create their lunch, giving the students a high-profile reward in the respect of their peers.

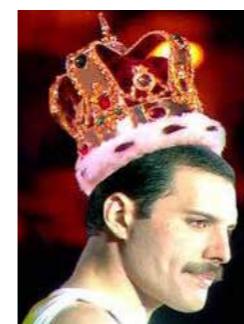
This idea is trying to work within the bounds of 'what is already there.' The kids won't be able to choose anything that isn't already served on the school menu, but will still get to say they chose

the specific arrangement and helped prepare it. No extra teachers required other than a little more commitment from the lunch ladies to shepherd a few kids as they join them one day of the week.

So, in conclusion, kids get to:

- choose a balanced meal for the entire school.
- learn what makes that meal acceptable.
- how to prepare that meal
- and hopefully inspiring them to become more involved in what they eat at school and at home.

AUTHOR



Eb Davis III

Joined:
September 09, 2010

“ COMMENTS

Vincent Cheng
September 09, 2010, 09:54PM

Nice way of using existing lunch facilities/resources to encourage children to learn about healthy eating, and get to know the lunch ladies better too!

Patrick Donohue
September 10, 2010, 09:02PM

Nice idea! Actually giving kids responsibility is one of the ways we can embody the notion of responsibility for their health and long-term well being. Activity/challenge-based learning has long been a super-effective learning tool. It also taps into "knowledge is power" themes.

Patrick Donohue
September 10, 2010, 09:08PM

Another thought – what about a follow-on activity of cooking for their parents and teaching them – one of the best ways to learn something is to teach it; teaching parents/extended family gives another opportunity to receive praise and unknowingly change their very home environment, which may be very unhealthy.

Lukasz Krupinski
October 05, 2010, 06:26PM

Wow! This idea is cool;) Just wondering about the naughty kids;) Anyway, it would be great.

Momoko Nakai
October 14, 2010, 03:50PM

Would need a professional nutritionist to make the best balance of the important food, but working closely together with a professional would be a good experience for children to learn themselves.

Diego Rodriguez
October 20, 2010, 02:44AM

To me, this idea should be paired with the other concept of having kids run stands at a farmer's market. I love the idea of having kids cook for each other at school. Imagine the sense of accomplishment and the sense of community created!

Relatively easy to implement across many schools. What would be the liability issues that need to be worked out?

Student Run Farmer's Market

12



Create a student run farmer's market within high schools. This can be organized as part of a economics club or perhaps a completely separate club. The idea is that a set of students (led by a teacher/ sponsor) will be responsible for creating a farmer's market (on school property during the school week and potentially off school property on weekends). Students will be responsible for: - Sourcing produce from local farmers - Learning about each product they sell - Selling fresh produce at their schools "Farmer's Market."

Students will be responsible for:

- Sourcing produce from local farmers
- Learning about each product they sell
- Selling fresh produce at their schools "Farmer's Market"

By creating this program within schools, students will learn about local produce and also share that experience with the student body. Produce can be priced in order to have the market break even, which will ideally allow students to get fresh produce into students hands cheaply, and in the school cafeteria.

A side benefit of the idea, is that students involved will also learn about running a business. How to create sourcing relationships, where & when to open the market, marketing, etc.

Like many ideas, it needs some more development, but would only involve a small start-up cost (stand, teacher overtime, initial investment for produce, etc) and some dedicated help from teachers/parents. This idea could conceivably have a national presence to help each local school get started.

It would be interesting to create a network across the US so that each Farmer's Market could interact with each other for ideas exchange, host some friendly competitions, etc. This could be easily accomplished through a typical social networking platform.

Summary of Ideas from Comments below (added on 9/20/20):

- Incorporate students younger than high school to help with the Farmer's Market. This will expose students

earlier and potentially build a pipeline of interest as new students enter high school.

- Encourage participation from other student groups - finance, food club, computer club, etc. This will help the students get access to different skill sets and assist in making the Farmer's Market successful. This will also extend the reach of the idea.

- Explore interaction with Community Supported Agriculture (CSA) groups. In essence, schools could become a member of these groups and source produce when available. As a member of a CSA, students will also have a closer connection to the farms they get produce from. Here is a link to more information about CSA: www.localharvest.org/csa.

AUTHOR



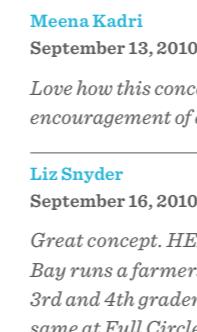
Mark Newcomer

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September 01, 2010

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Interactive Marketing
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Website:
consensusinteractive.com

“ COMMENTS



Meena Kadri

September 13, 2010, 09:34PM

Love how this concept includes encouragement of entrepreneurship.

Liz Snyder

September 16, 2010, 05:06PM

Great concept. HEAL in Half Moon Bay runs a farmers' market with 3rd and 4th graders. We did the same at Full Circle Farm (www.fullcirclesunnyvale.org) with at-risk youth ages 16-24. It was rewarding and life changing for many - 2 ended up employed after the program in agriculture!

Also, many schools are becoming CSA drop-off sites - a small portion of the share goes to the school, making it a school fundraiser as well. I've always thought it would be awesome if the CSA baskets could be from produce grown at the school - or sold directly at a farmstand - instant school fundraiser!

Brett Hagberg

September 26, 2010, 04:16PM

What I would also suggest is a "pilot" system where younger kids are given the opportunity to spend some time around the farmers' market where their older, high school peers will be running the show. That way, they'll be able to get introduced to the better eating habits/entrepreneurship that the older kids are doing. These habits have to be ingrained early, and I'm afraid that high school might be too late. I also highly

learning and running a business.

Perhaps we can bring members of different school clubs, hence different social circles into the picture. You stated there will multiple moving parts; many tasks to carry out, and different functions to perform (e.g. finance, marketing), is there a way we can encourage members of the food club, students from the art class, or students in the computer lab to all come together and bring this concept to life? - this way, we'll have an interdisciplinary team running the show. Every member will be able to carry out new functions, and learn new skills.

agree with the interdisciplinary approach that Thao suggested.

Diego Rodriguez

October 20, 2010, 02:42AM

I really like this idea. It feels like something which could become a real movement, with active learning by participants and customers alike.

Matt Currie

October 21, 2010, 04:07AM

Great concept. To build on it, what if some or all of the produce/food was grown/made at the school by the children?

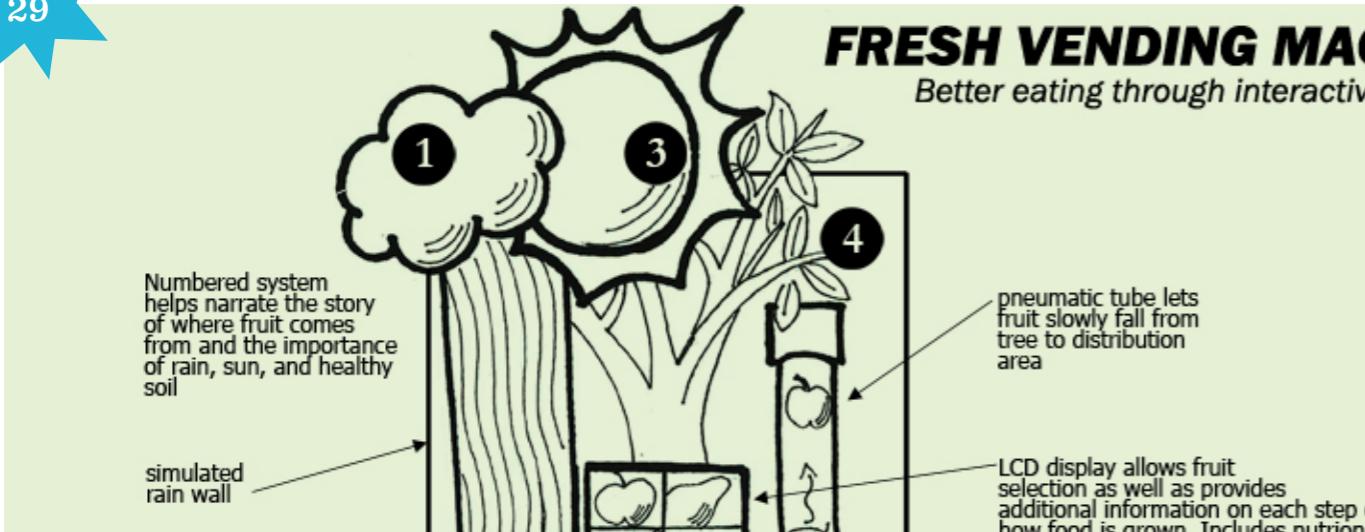
Liz Snyder

October 24, 2010, 04:27PM

I love this concept! Yes, I agree with Matt - if some kids also got the opportunity to be producers that would be amazing. But learning how to source produce is also a valuable lesson (future business skills!) - it ties in nicely with my concept, "Seed to Tray Education" where kids source and purchase and cook their own school lunches. If you added a farmers' market concept on that, they could actually develop a profit model too!

“Made by Earth” Vending Machine

29



Interactive vending machine used to inform, educate and entertain. The thought process is not to replace sugar-laden vending machines, but place it next to them to help children make their own choice while learning about nutrition and where food actually comes from.

The idea is to show where healthy food comes from in a series of 4 steps.

1. Simulated rain falls to the ground.
2. Using a small LCD display, children watch as a seedling grows (high-speed recorded footage of a seed sprouting from the ground. The combination of real water in step one will seamlessly be mixed with the growth of the seed in step two).
3. The sun symbolizes growth of the tree and nourishment of the fruit.
4. Once the fruit is "ripe", the fruit is dispensed in an innovative way. Using a pneumatic tube, the fruit drops gently from the "tree" to the dispenser.

Throughout the short presentation, the larger LCD screen in the middle (also used to make a healthy selection) displays facts about each process. Narration and sound (such as thunder, birds, wind) complete the interactive experience.

The LCD screen would also be used 'passively' to provide fun facts and trivia about food and nutrition to constantly engage youth as they walk by the machine (see gallery slide 2 for a quick idea).

An "achievement system" could be built to reinforce the positive choice. This could include the nutritional superiority over a Kit-Kat bar, or the unique benefits of each fruit.

The ultimate goal is for children to learn to make healthy choices while also having a fun time doing it.

AUTHOR



Joe Force

Joined:
August 22, 2010

Country:
US

Websites:
echoless.tumblr.com

“ COMMENTS

Larry Cheng
September 16, 2010, 06:39PM

This would great public art piece as well. I would place vending machine 'shells' around the trees in an apple orchard at harvest time. It would be great to have kids experience getting fruit from a vending machine, in the context of the sights, smells, and sounds of being at an apple farm.

Thao Vo
September 26, 2010, 12:45AM

Life is too busy. We tend to schedule our life around fresh foods, not the other way around, and that is a big pain.

Health is not the number one priority - taste, convenience, low cost - these things ranks higher in our minds.

Positive reinforcement through fun is a great way to "start the conversation", and hopefully change kids habits at school and home.

Today I read a NY Times article about a vending machine that sells baby carrots at a high school. This vending machine competes with the junk food vending machine. <http://www.nytimes.com/2010/09/25/health/policy/25vegetables.html?r=1&hpw>

Perhaps the items in the vending machine could follow the ideas from the article to help make eating vegetables easier:

1. packages of cut broccoli designed to go right into the microwave
2. washed, ready-to-eat bagged salads

An article about a Del Monte special refrigerated vending machines that stocks fresh fruit snakes like pineapple chunks, grapes, apple slices, baby carrots, celery, tomato, etc. http://www.freshplaza.com/news_detail.asp?id=51151

If I were a student today, I might go for the healthy alternatives.

Joe Force
September 30, 2010, 06:16PM

I agree Thao, fresh, packaged fruits and vegetables could easily be added

to a concept like this. The whole thought of this exercise was to change children's eating habits through positive re-enforcement and fun.

It has already been proven out that people will take the stairs (instead of an escalator) if it plays like a piano. Or that recycling will go up significantly if the recycling machine has a gaming aspect.

Positive reinforcement through fun is a great way to "start the conversation", and hopefully change kids habits at school and home.

Demian Repucci
October 08, 2010, 03:41PM

Good idea to incorporate informative and fun animation! How about skip the spoilage issues and have the vending machine stock dried fruit products? Dried fruit is great in that it can come in snack sized pieces, is easy to handle, carry and keep, is nutritious and tastes great... sometimes just as good as sweet processed snacks.

As far as fresh food goes, the baby carrot vending machine is inspirational! They have done a lot of work on clever graphics, marketing, ads, etc. It would be great to apply this strategy to other vegetables that could stay fresh for long enough to sell. Great opportunities for development here!

Joe Force
October 10, 2010, 07:18PM

Great ideas Demian and Emma. Salads in high traffic areas, dried fruit in all other areas. The possibilities are endless, and variety is key!

Low Income Apartments - Gardens - Coaches - Community

30

Dear Jamie,

This topic has been following me, not so much haunting me but regularly tapping me on the shoulder at dinner parties and conferences and coffee with friends. We do not grow food or even for the most part, allow residents of low income housing to grow food.

"They won't do it. If it's not fat and sugar and salt, they won't eat it", say my neighbors...an acupuncturist and a nurse. They see the up close results of how many of our low income...and not so low income...families eat, in America. Processed, fattening, no nutrients, food dyes.

I don't subscribe to the idea that people will do that which is in the best interest of themselves and their families. Look around. So I don't think that healthier fruits and vegetables is not only about eating for our children, but it is about a positive state of pulling together and offering healthy tastes.

Gardens in low income subsidized apartment with garden coaches.

There are hundreds of thousands of subsidized low income apartments throughout our country. Only a very small handful have gardens despite having plenty of land that is otherwise mowed and costs money to maintain.

The land is available.

These apartments house our low income children and their families face the common problem of buying poor quality food because that is what they know and can afford.



AUTHOR



Julie Gwinn

Joined:
September 07, 2010



“ COMMENTS

Vincent Cheng
September 08, 2010, 03:32PM

Nice story & focus on where "food landscaping" could do a lot of good!

Julie Francis
September 11, 2010, 02:11PM

The organisation Cultivating Community, in Australia, does community gardening with low income apartments in Melbourne.

Hugo Ferreira
September 24, 2010, 11:00PM

Definitely a good idea I'm trying to pull off in Portugal, hope u guys can find a way to get a go at it in the us.. also think about bringing school children to these community gardens, especially if there are elders involved.. It'll be a beautiful sight I promise.. A community garden tied to a school also helps bounding the school and the work that's done there to the community therefore it should also help in reducing drop out cases.. I'm hoping my project will also open up teachers mind to get into some

more field work from farming to composting it provides a valuable experience driven opportunity for teachers to step outside their classroom and make classes much more interesting specially in the Science related classes and I'm hoping in a few (well maybe longer than I'd hope for) it'll become standard in any science class of any level of teaching.

Once again best of luck!

Louise Marston
October 05, 2010, 09:04AM

This has the added benefit of creating community ties, and therefore a support network between parents to help each other stick to a change in diet. The relationships created could be a spur to other community efforts.

Franziska Luh
October 13, 2010, 09:33AM

I think this idea uses the right lever to solve a big part of the identified problem.

The children that live here are the most vulnerable.

It is time to make gardening a community way of life in our subsidized low income apartment communities. By using garden coaches to help children and adults learn the joy and benefits of gardening, we begin to improve upon quality of life for residents!...meeting and building friendships with neighbors, healthy food to supplement a small food budget, increased physical activity, getting outside into fresh air, sharing a bounty with a neighbor....

The Good Food Vending Quota

40



Vending machines are required to allocate a percentage of space for locally produced and sourced produce and snacks.

Vending machine operators who have contracts with school boards should be required to allocate a percentage of space for locally produced and sourced produce and snacks decided by the schools.

This will work because:

- Vending contracts provide valuable funding for school boards, and are long-term contracts which cannot be easily broken. This will operate within this system.

- School will be able to source their own locally grown food. Even from their own gardens. Contracts with produce suppliers that ship their goods thousands of kilometres will not be required.

- Students will still be able to have their choice, and good food choices will depend not on legislated availability, but on good education, in the classroom and at home.

- No new infrastructure is required.

Photo Credit: Melissa Yu
<http://topsintoronto.blogspot.com/>

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COMMENTS

Vincent Cheng
August 25, 2010, 06:13PM

Interesting thoughts on school boards and vending machines. In addition, whole vending machines could be "healthy": <http://www.schoolsfreshvending.com/>, <http://www.vendingmachinesschools.com/>, <http://www.vendnatural.com/>, <http://www.healthyy vending.com>

Melissa Yu
October 06, 2010, 09:19PM

There are so many snacks that have popped up recently that use local ingredients and are natural - I recently had a rather delicious granola bar: <http://www.shandiz.ca/shandiz-products.php?category=1>

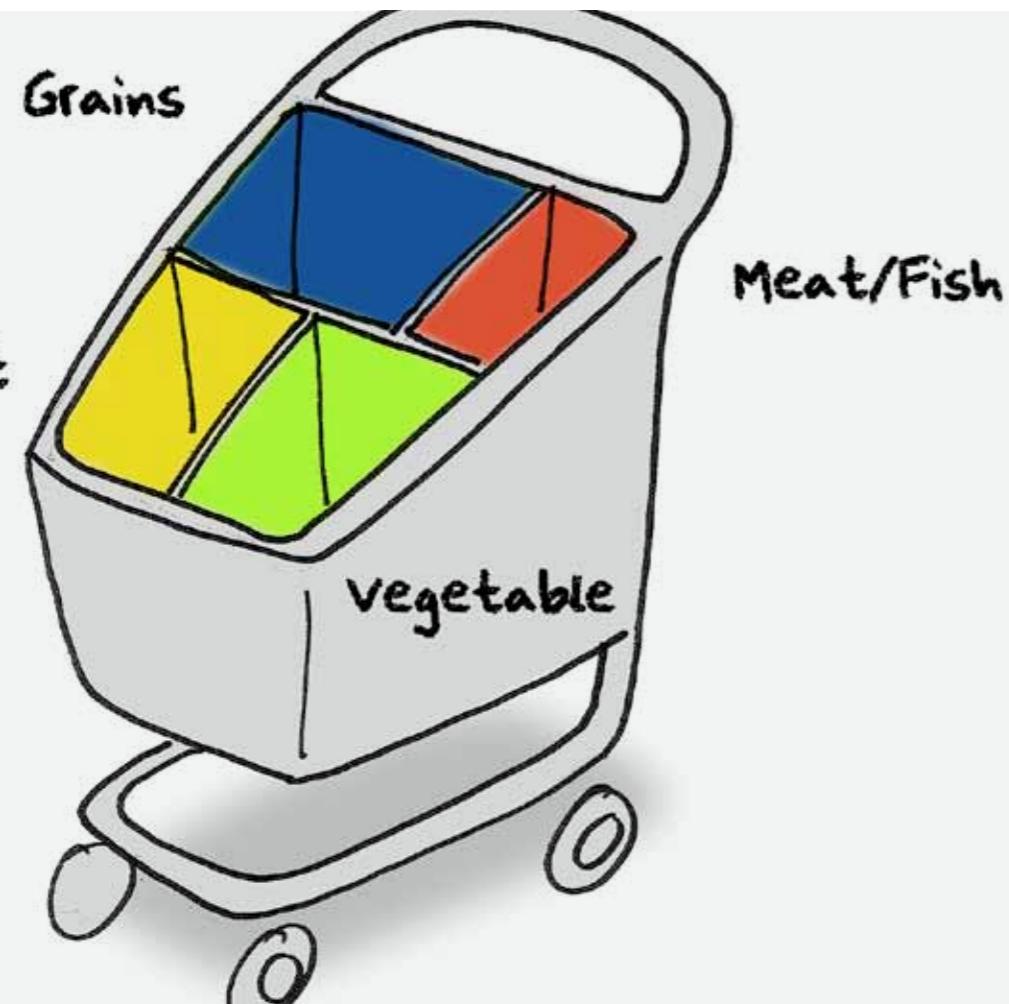
3/Supermarket sponsored

These ideas illustrate that supermarkets can be an amazing force for good, and we will be using them in our discussions with them.



Shopping cart provokes healthier purchases

4



A multi-compartment shopping cart, where the compartments represent a healthy balance of food, such as 50% of all food having to be fruit & vegetables. So families and kids automatically shop "the right way".

It's based on a very cool experiment they did, which had great impact. Check it out here: <http://www.kob.com/article/stories/s1690079.shtml?cat=504>



AUTHOR



**Axel
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Joined:
June 29, 2010

“ COMMENTS - SEE MORE COMMENTS ON OPENVIDEO.COM

Thao Vo

September 01, 2010, 04:27PM

This would work for any age kid, but I can just picture young kids with a mini-sized version of this cart walking through the grocery aisle with their parents.

Someone submitted an inspiration to mind was the nutritional pyramid we all love from grade school. Somehow that idea could inspire the look of the cart. Plus each section could have a handle and be removed for easy shopping.

[ah-nah-EES]

September 08, 2010, 05:37AM

Wow! I think this is a great idea because it recognizes the large influence parent's choices have in shaping kid's behaviors over time. By promoting healthier eating at home, I would expect kids to become familiar (and developed less resistance) to all food groups. It starts at home, kids tend to imitate what adults do, that's how they learn pretty much everything.

Vincent Cheng

September 01, 2010, 08:01PM

This is great! Visual Feedback/ Nudging integrated into people's regular grocery shopping routine. In addition to a brand new multi-compartment cart, perhaps a cheaper compartment kit could be sold/distributed to grocery stores, enabling them to retrofit their existing carts (more palatable than the \$100/new cart price tag).

What other things could be done to encourage grocery stores to adopt and scale this idea? For "Whole Foods", it might fit with the brand/reputation they are trying to convey.

How about other grocery stores?

Brigid Burnham

September 02, 2010, 11:11AM

Great idea! Would be cool if a handheld device was added in which kids could use it to take pictures of "qr codes" and learn more about foods they are putting in cart!

Ching Tan

September 05, 2010, 05:06PM

I think this a great idea. It would not only work for children but for adults as well. Could we also assigned a section of unhealthy food section on the trolley? Imagine standing next to someone at the check out with a trolley full of junk and unhealthy foods. What would the person next

to you think? And would you want to be seen as an healthy person by a shopping trolley full of items in the junk food section of your trolley.

Faris Elmasu

September 05, 2010, 05:42PM

This is cool. The first thing that came to mind was the nutritional pyramid we all love from grade school. Somehow that idea could inspire the look of the cart. Plus each section could have a handle and be removed for easy shopping.

I also know of some parents who bring their own mini shopping cart (purchased at any toy store) to grocery stores that don't have them. You could sell this version at a toy store. Could a grocery store possibly stop you from bringing it in? I doubt they would.

Combine this idea with the kid-sized grocery store and my daughter would be in heaven, and taking ownership of her already pretty good eating habits.

Ania Moniuszko

September 29, 2010, 11:30PM

It would be great to have slogans on shopping carts added to motivate shoppers. Something from Michael Pollen perhaps: "Eat Food. Not too much. Mostly Plants."

Amy Bonsall

September 16, 2010, 08:07AM

This is great. Maybe we could even work with supermarkets to color code stuff so that little kids could easily find the right "color" stuff to put into the carts. It could become a game in the supermarket.

Dan Watson

September 19, 2010, 07:27AM

I really like the idea of reminding people about wiser choices at time of purchase.

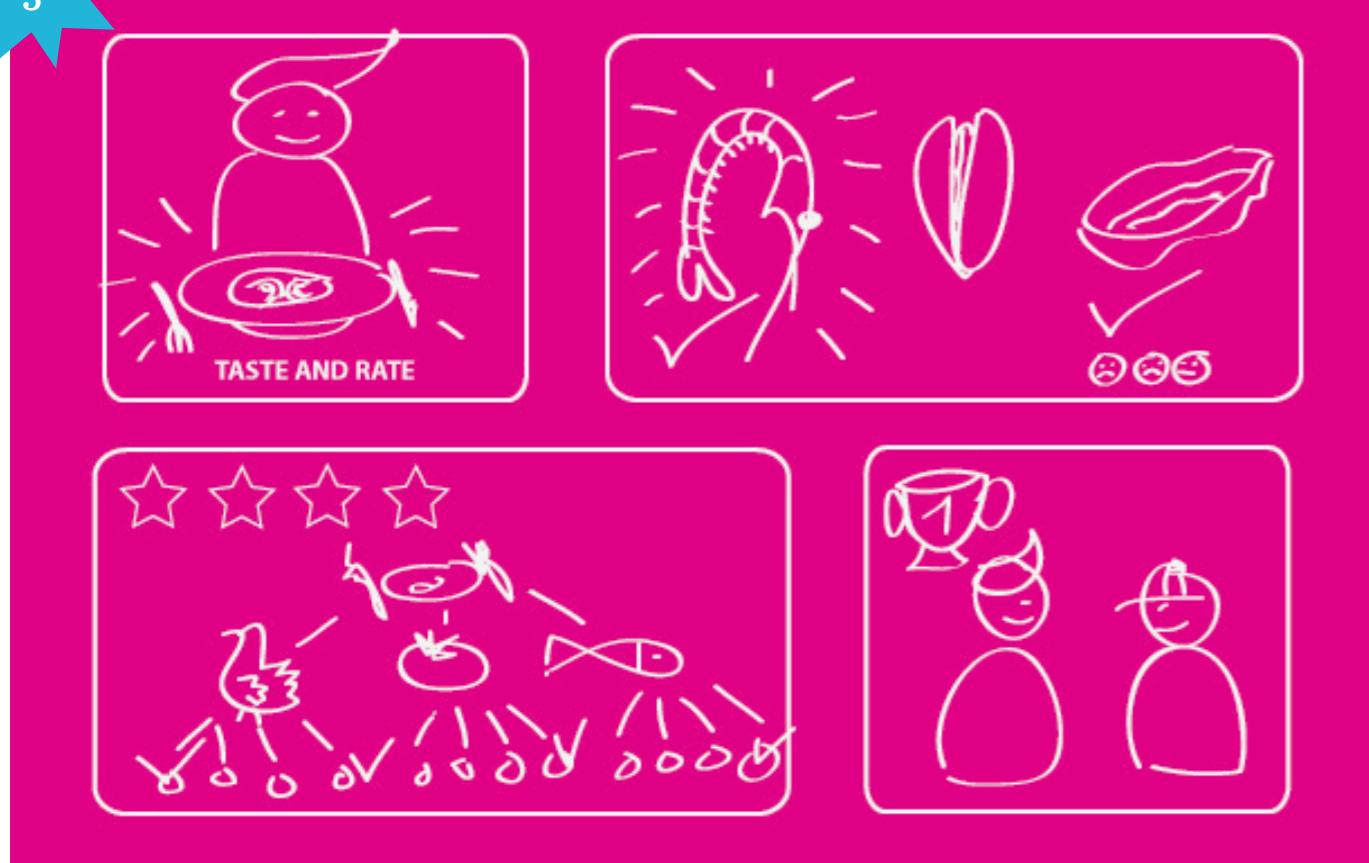
Kleber Oliveira

October 06, 2010, 06:33PM

This is a good match to the plate concept. Perhaps the categories should be more open, to address vegetarians or other sorts of food restrictions/preferences. One suggestion would be using other terminology, such as Proteins (which would encompass meat, eggs, fish, soy protein and other suitable substitutes).

Taste and rate

5



Get social influence inside the house with 'Taste and rate'. Every time you taste new (healthy) food as a child you can add it at your 'taste collection' and indicate if you liked it. The more you collect and the more you like, the more points you get. With a certain amount of points they can get a free mysterious product at the supermarket. The height of ranking and amount of free mysterious products, will be compared with friends and stimulate to eat more varied, healthy and to taste more.

This supermarket campaign will make eating for families and children feel like

a challenging discover adventure like 'learning how to ride a bike'. Sometimes it is difficult but you always try it again, because you know you will finally be able to do it and every time you try it, you improve. As a child you also get the reward of rising in stature among other children.

Every time you taste new (healthy) food as a child you can add it at your taste collection and indicate if you liked it. The more you collect the more points you get. Every time children taste something that they did not like before, their rating also raises. The purpose of this is to stimulate parents to

let children taste again, because children sometimes need to taste things up to 10 times before they like it. If they finally like it, they even get more points. Also your ranking raises when you eat something that not a lot of other children ate. With a certain amount of points they can get a free mysterious product at the supermarket. This product becomes more challenging overtime. The height of ranking and amount of free mysterious products, will be compared with friends and stimulate tasting.

Supermarkets have the power to reach families and make this campaign a rage. Children and parents will be in this way convinced to eat more varied, healthy and taste everything. The concept can be digital or physical and should be used together by parents and children, it is connected to real fresh food you buy at the supermarket.

"At this moment I am doing my (Design for interaction) graduation project about: encouraging families with young children (4-6) to eat frequently more varied. After doing literature research and context study of dutch families eating behaviour (with the use of cultural probes, let them self document, generative techniques, expert interviews and joining them for dinner) I found out that during dinner a lot of families eat unvaried and unhealthy, but also that they do not enjoy the dinner ritual because of the struggle at the table. While families find it important, therefore you need to focus on both parents and children for a solution. If parents will

not enjoy varied cooking, children do not enjoy varied eating and the other way around. Therefore it is important for both that it becomes social, rewarding and intuitive. For parents the solution should be convenient and persuasive, for children joyful and explorative.

I want children and parents to enjoy together healthy varied eating at the dinner table. The next step of the project will be to develop the concept further and test it with families."



AUTHOR

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“ COMMENTS

Patrick Donohue

September 13, 2010, 12:41AM

I really like that it encouraged kids to taste and receive positive input through higher ratings, etc.

Tom Krueger

September 13, 2010, 06:48PM

Like the idea, but broccoli is broccoli. It does not even sound good! We might call the new food treats by different names to let kids go in open-minded to see if they like the "Mystery food for the week" before deciding that they hate it.

Now if the entire school had their "mystery food of the week" program, all the kids could compare notes.

When the majority like the taste of UMMPA's they will request more of them.

Juan Sierra

September 16, 2010, 03:39PM

I like it, if the supermarkets joined this campaign, they impulse garbage products, if they change the route would be very helpful.

Rogiez

September 17, 2010, 11:41AM

Great idea! Combining what kids like (surprises, presents, friendly competition) with their 'fear' of healthy food. Repetition also very important. Did you think about how physical activities increases how kids value the taste of food? When your body demands nutrition, food always tastes better! It might help kids to succeed better at winning points.

But kids also like to cheat at games. How now to make it such that it doesn't become too complicated with rules. The ideal would be if the first incentive to participate is the mysterious prize, but then the game takes over and keeps kids captivated and eager to try more interesting food types.

Good luck with this cool idea!

Kam

September 19, 2010, 04:53PM

Very good idea, I love it!

I think it should be pushed more towards the gaming side, meaning that collected points will allow each child to a privilege (treat, access more options, purchase an upgrade etc...) This way, the child would be motivated to eat more healthy, (since his cup of milk could be worth 100 points but the candy could only give him 5 points...)

What I also love about this idea is that it delivers knowledge in the real world (as opposed to other posts that try to deliver knowledge through virtual applications)

Again, it's a really great idea.

Dan Watson

September 20, 2010, 06:41AM

I think it'll be important with this idea to make sure that the system doesn't accidentally backfire and make kids avoid the foods that other kids didn't like, and also that the supermarkets don't just end up using it as market research to decide which products to get rid of.

I like the reward system, though, and the incentive to try something new.

Kam

September 21, 2010, 07:11PM

Exactly, I think that food rating shouldn't be done afterwards. It should be established before. Eating healthy should give the user a good score. Eating junk shouldn't. And I think that all participants here agree that eating vegetables and drinking milk should be well rewarded in points. A happy meal should generate a poor score. This will help everyone, but especially children to avoid nocive items. It's like the tobacco tax.

But kids also like to cheat at games.

How now to make it such that it doesn't become too complicated with rules. The ideal would be if the first incentive to participate is the mysterious prize, but then the game takes over and keeps kids captivated and eager to try more interesting food types.

Good luck with this cool idea!

could be very successful. Friendly competition is always good - everyone is winning.

In my childhood, we had recycling competitions or food drive competitions for homerooms. Same thing can be applied here. My big concerns is:

- is this infringing enormous cost on the parents
- what if the kids have allergies or have a family with religious beliefs

Just shooting off some general "game" ideas:

Give kids an online "passport" where only faculty and parents can sign off on their "tried" list.

- online means we save paper as well
- engages the parent as well
- kids lose things all the time
- there maybe some fun data between classes or schools or region that the kids might want to know.
- might have good strategic data to change the learning curriculum to upsell more liked foods the next time around.

Kids can engage in Daily quizzes about healthy foods for extra points. Maybe on Fridays they can wager a certain amount (like jeopardy's daily double)

- doesn't matter if they copied the answers from a kid. The information still passes through their brain.

Friendly competition in "seasons". The Macro game loop is to beat other classes, the micro is to beat their classmates.

- Any competition drawn out for too long are no longer fun to play.
- Every week, stats come out to see how each classroom is performing. Kids get to visually see how they compare, whether good or bad.
- Program needs to be tweaked to play keep players excited, and hoping for the next "season" to start.

Just some random thought.

Grab Kids Attention in the Vegetable Aisle!



8

Parents drag kids through the produce aisle as they enter the grocery store. So why not use the opportunity to show kids the connection between some of their favorite book and cartoon characters and the healthy vegetables that inspired them?

There is an opportunity in the vegetable aisle rarely taken advantage of. Advertising to kids! There are countless children's books, cartoons and movies that center around farm animals, vegetables, fruits, etc. So why not use the opportunity to draw kid's attention to the good stuff behind the stories? An ad feature stand for Ratatouille could help kids realize that they can make

the actual dish they saw in the movie! There could be tear-off recipes along with all the vegetables needed. Once kids see and get excited they will want mom or dad to help them make it. Publishers and movie companies could benefit from the cross-over advertising opportunity by also stocking the movie DVD. There could also be brand expansion with a Remy Cookbook, Remy aprons, wooden spoons, stuffed animals. All right there in the vegetable aisle! Movie companies would pay for the merchandising opportunity, kids would get excited about eating healthy and grocers (and farmers) could benefit from the new interest from kids.

AUTHOR



Demian Repucci

Joined:
August 03, 2010,

Websites:
demianrepucci.com

“ COMMENTS

Tom Hulme
August 25, 2010, 03:18PM

I love this idea - could we also include a programme where we produce materials for the kids to plant in the isles themselves? e.g. Ratatouille stickers to go next to the ingredients?

Demian Repucci
August 25, 2010, 03:37PM

Tom, great connector idea. Maybe the rear-off recipe could have stickers for each ingredient so that the kids can put the 'eggplant' (aubergine haha) sticker on the eggplant they choose, the 'tomato' stickers on the fruit or tomato paste jars in another aisle, the 'herb' sticker... etc. so that using up the stickers shows them that they have everything for the recipe.

I was also thinking that this idea could work for the Harry Potter brand too. I think that there are a bunch of foods mentioned in the stories, pumpkin pasties, butterbeer, etc. so there could be a stand in the veg aisle that lists them and has ingredients. Take-away recipes could be in the form of book marks so that the kids could go back and tag the page in the book that the food item gets mentioned.

Of course cook books could be developed for all of these characters. Or it might be fun for a 'sequel' Ratatouille cartoon cooking show to be made. Remy could be in a kitchen and teach kids and parents how to make ratatouille similar to the movie as well as a bunch of other healthy French dishes. Now that I think about it a Remy cooking show could be a lot of fun! Thanks for the comment!

Christine Hendrickson
August 25, 2010, 03:49PM

Great idea! There is a cookbook for Ratatouille published by Chronicle. [link](#)

Vincent Cheng
August 25, 2010, 05:52PM

Awesome. In addition, just as you bring Disney to healthy food, you could also bring healthy food to Disney. Disney currently offers various popular cooking classes through their resorts/restaurants (including some for kids), but I believe they are more focused on the fact that these are taught by Disney "executive chefs", so really only appeals to existing foodies. Especially with Disney's efforts to revise their kid's meals to be healthier, couldn't healthy "Cooking with Ratatouille" classes be offered for kids?

Eddie Pratt
August 27, 2010, 05:03PM

Hey Demian, this is really fun. How about there's a healthy recipe of the week, and everything a family needs is in one biodegradable container they just pick up. e.g. 1 onion, 1 pepper, 1 potato, recipe card, nutrition info, colouring book/competition & link to video online with some. In fact, let's put vegetable seeds into the biodegradable container and they can tear it up and plant it to grow things at home.

Vincent Cheng
September 30, 2010, 10:52PM

Thought you all would find this interesting: [link](#)

A new health campaign launched by Disney, featuring first lady Michelle Obama, one of the Jonas Brothers, & various Disney kid stars.

Phil Niles
October 10, 2010, 09:09PM

Vidalia onions are having a record sales year - why? They decided to promote their produce to kids using Shrek! ("ogres have layers") [link](#)

Demian Repucci
October 11, 2010, 04:00AM

Phil, Thanks for the link to that article! Simply amazing!! Exactly what I am talking about with this concept. Because of the Shrek promotion Vidalia onion sales are up 30%-35% this year. I love the interviews with parents that say their kids are freaking out over onions, excited to buy them, cook them and eat them. Just think if other vegetables were promoted this way! Kids would be going crazy in the produce aisle begging their parents to buy all sorts of healthy food.

I am sure that this marketing cross pollination has been good for the Shrek brand as well. The clever onion tie-in references something Shrek said back in the first movie. I bet that kids, because they say the Vidalia onion promotional display, are now going back and rewatching the first movie, or buying it if they didn't already have it. All this visibility in the produce aisle I am sure has helped to keep kid's attention focused on Shrek, has reinforced the older Shrek material in their minds and has gotten kids talking about Shrek to their friends. All a good thing for DreamWorks.

Really great to see that something like this got such great results and has excited kids about eating healthy vegetables! Thanks again Phil!!

Healthy Kid Recipe Cards

27



Put recipe cards and cooking ideas next to the healthy food choices in the supermarket. This way people can be inspired or even be given the knowledge what to do with the raw ingredients.

AUTHOR



**Axel
Unger**

Joined:
June 29, 2010

“ COMMENTS

Dani Nordin

September 02, 2010, 03:00PM

I love this idea. Many supermarkets already have recipe cards in-store that give ideas for what to make for dinner. How can we specifically make it appeal to kids?

Julia Binkert

September 16, 2010, 03:50PM

I like the idea, personally I always make use of these cards when they are available in the supermarket. They give me new ideas of recipes. The idea could also be combined with "my first cooking set" mentioned before. Kids could collect the cards and make meal wishes at home. Cooking a meal can be fun and become a family activity?

Ludwig Bekic

October 07, 2010, 08:54AM

I think of a website for discussing and voting these cards. Kids can post images of what they cooked and suggest their own recipes (choose ingredients, upload image). New cards with topvoted recipes are released monthly

Demian Repucci

October 08, 2010, 01:55PM

Good idea to think about! What if the recipe cards were sponsored by some sort of online 'Kid Chef' video game? An overlap with my Ratatouille concept perhaps? In

addition to a recipe, the cards next to each item would also have a code, that when entered into the Ratatouille video game, will go toward building the kid's game recipe ingredients, connect the virtual to the real helping them learn about food and of course give them points and experience to move them further through the game. Each time the kid goes to the grocery store he or she can search for ingredients to complete a recipe or full 'meal' in the game. Each new recipe the game offers could be more complex or originate from a different culture, etc. building an understanding of preparation, tradition and culture in the process.

This activity would aim to get the kid interested in trying to cook these recipes for themselves (with supervision of course). The game conveniently causes the kid to search for the real ingredients so since they are standing in front of it they might as well buy some of that ingredient to try at home.

Recipe cards that connect virtual play with real world cooking.

Fun stuff!

In School Taste Testing



10 times is how many times a new food must be tried before you really know whether you like it or not. Help children get past the "peas are yucky" stage by hosting a taste test of different recipes during lunch. Provide incentives for tasting to kids like one entry into a drawing for each food tasted. Provide recipe cards for kids to take home with coupons for some of the ingredients attached. Work with local growers to bring in seasonal vegetables.

That's right, at least 10 times before they know if they like it. Many parents don't know this fact and when presented with a refusal to eat vegetables, will stop trying and so stop serving them at dinner. Schools too will serve dishes that kids will eat to minimize waste and make their dollars stretch further.

What I'm proposing is a weekly taste testing table, set up in much the same way they appear in grocery stores. A tasting will feature 4 or 5 dishes of a locally grown seasonal vegetable that is provided by a local farmer. The dishes should be simple and relatively easy to prepare.

For each dish tasted the child will receive a ticket that they put their name on (one ticket per dish max). The child then votes for their favorite(s) using their tickets. At the end of lunch, a drawing is held and a prize is awarded. Free dessert or free snacks are simple ideas of awards. A monthly drawing for a larger prize of an in home cooked meal would also be provided. This would allow for outreach to parents to teach them healthier cooking methods and choices.

35

Available at the tasting table will be recipe cards for each of the dishes served. Children will be encouraged to take the cards home so their parents can make the dish for dinner at some time. If allowed by the school system, coupons for ingredients in the recipe can be included with the cards to provide further incentive for the parent to try the dish.

Schools that have hot lunch programs can take the information of the favorite dish

voted on to give them direction on possible new menu additions. If possible the favorite dish should be offered as a choice in the next week so the kids can see the impact of their votes and also taste the dish again.

If possible, the farmer who has partnered with the school will also have a table that presents the farm to the children. Included in the presentation would be information on the farm, their growing practices, and information on the featured vegetable.

AUTHOR



Kenneth Baker

Joined:
September 07, 2010

Country:
US

“ COMMENTS

Arjan Tupan
September 08, 2010, 03:30PM

Nice idea. Very direct to the goal. I think once a month will already work great.

Patrick Donohue
September 10, 2010, 09:18PM

This idea reminds me of a killer sushi restaurant in Vegas that had business cards for their sake — on the front was a picture of the sake, with stats on the back (how it was made, where it comes from) — what about cards for healthy foods?

Thao Vo
September 19, 2010, 04:30AM

So the magic number is 10! If they collect at least 10 tickets of the same item (meaning they've tried the item at least 10 times), they win a prize? Something along those lines...?

Jorge Eduardo Alba
September 23, 2010, 02:51AM

Gra idea, al buscar el cambio en la percepcion que los niños pueden tener sobre los alimentos sanos. Solo le agregaría una guia de ejecucion divertida para igualarlo a su principal competidor, la comida chatarra. Aburrido vs Divertido.

Great idea, looking for the change of the point of view that the children have of the healthy food. I will add a fun guide to make it fun as snacks. Boring vs Fun.

**NEXT STEPS**

This challenge generated a multitude of inspirations and concepts! So what happens next? This is where you come in.

Earlier, we asked you to do a few things—



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**How can we raise
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of the benefits of
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can make better
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