



How to Get Started and Best Practices  
Chef Mike Flynn, CEC  
Jessica McGovern, MS, RD, LD

# Chefs Move to Schools

When students have opportunities to grow food and taste fresh fruits and vegetables, they are more likely to adopt life-long healthy diets.

Chefs can play a major role in this process by providing hands-on taste testing and cooking demonstrations.

# Partners



# How Chefs and Schools Can Work Together

- \* Chefs can use their culinary creativity and knowledge to engage students
- \* Host classroom cooking demonstrations
- \* Host student or family or teacher cooking classes
- \* Starting school gardens
- \* Guest star of health fair
- \* Speak at school assembly
- \* Taste tests- new recipes or new foods
- \* Help food service staff revamp the menu with new recipes
- \* Teach food service staff new cooking techniques



# Getting Started

- \* Finding a Chef on the website
- \* Planning Process
- \* Barriers
- \* Funding
- \* Best Practices
- \* Let the public know what you are up to!
- \* Mike's Story

# How to Find a Chef

Chefs Move to Schools – Home

www.chefsmovetoschools.org

DOE News Popular Maine Child Nutrition ADMIN REVIEW CN Label Criteria USDA 6 Cent Food Buying Guide NFSMI Secure Maine Website SNA Archived Webinars

Login Chef Registration **School Registration**

Get Started Success Stories Partners Media Contact

*Visit*  
the **Chefs Move to Schools'**  
*Get Started*  
page for tips to build  
a partnership with  
a school or chef.

First Lady Michelle Obama is calling on chefs to join the fight against childhood obesity by adopting a school and working with teachers, parents, school nutrition professionals and administrators to help educate children about food and to show them that healthy eating can be fun.

## Why Partner

Chefs and Schools have a unique opportunity to work together to teach kids about food in a fun, appealing way. The Chefs Move to Schools program seeks to utilize the creativity and culinary expertise of chefs to help schools ensure that America's youngest generation grows up healthy.



# Find a chef or school in your area who is willing to participate.



**Step 1:** Use the map below to locate a participating Chef or School in your area.

**Step 2:** Click a map marker for contact information and make a connection.

**Step 3:** When you make a match, please use our [Report a Match](#) form to record your match.



Chef



School

Map results can sometimes take a few seconds to load. Please be patient.

04103

Find



Powered by [Easy Locator](#) - fast results (0.2130 seconds).

## Nearest Chefs & Schools

### East End Community School

0.6 miles

28 Homestead Ave  
Portland ME 04103

Phone: 207-874-8288  
Contact: Marcia Gendron  
Email: [gendm@portlandschools...](mailto:gendm@portlandschools...)



### King Middle School

0.6 miles

28 Homestead Ave  
Portland ME 04103

Phone: 207-874-8140  
Contact: Michael McCarthy  
Email: [mccarm@portlandschools...](mailto:mccarm@portlandschools...)



### Portland High School

0.6 miles

28 Homestead Ave  
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Chef

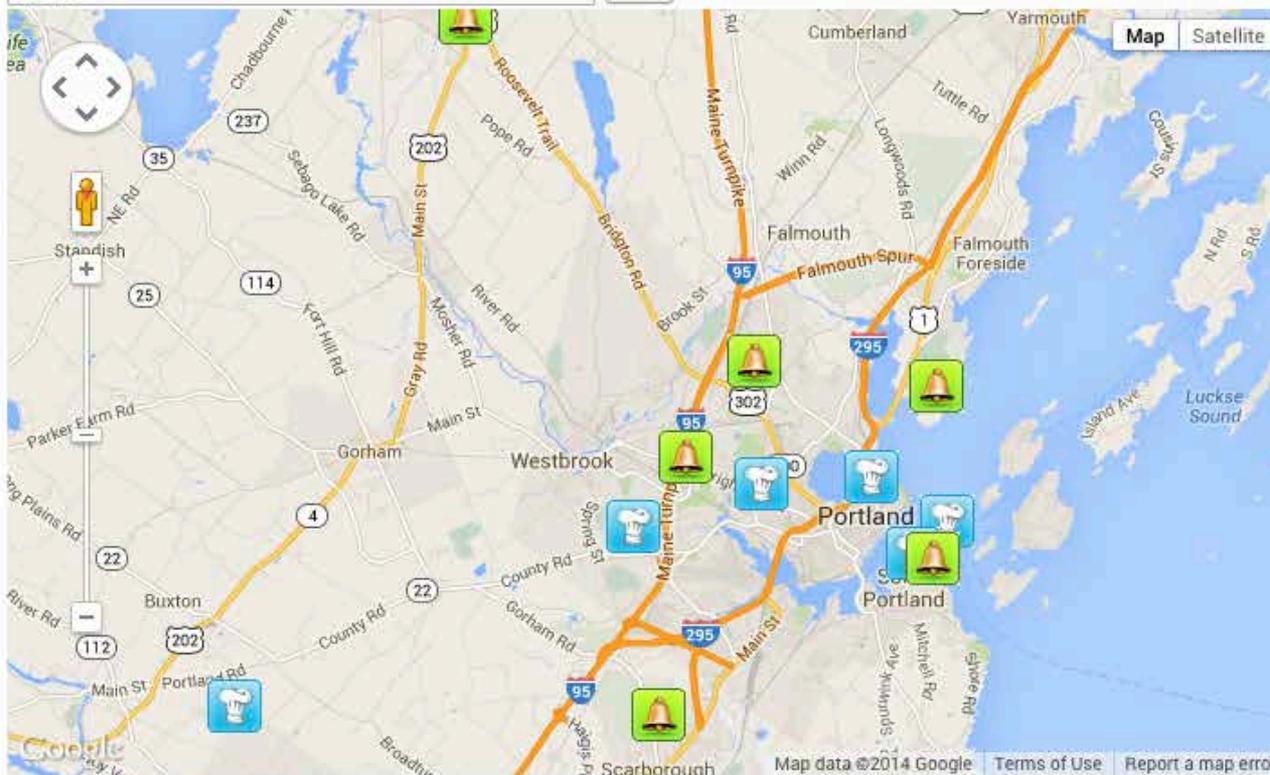


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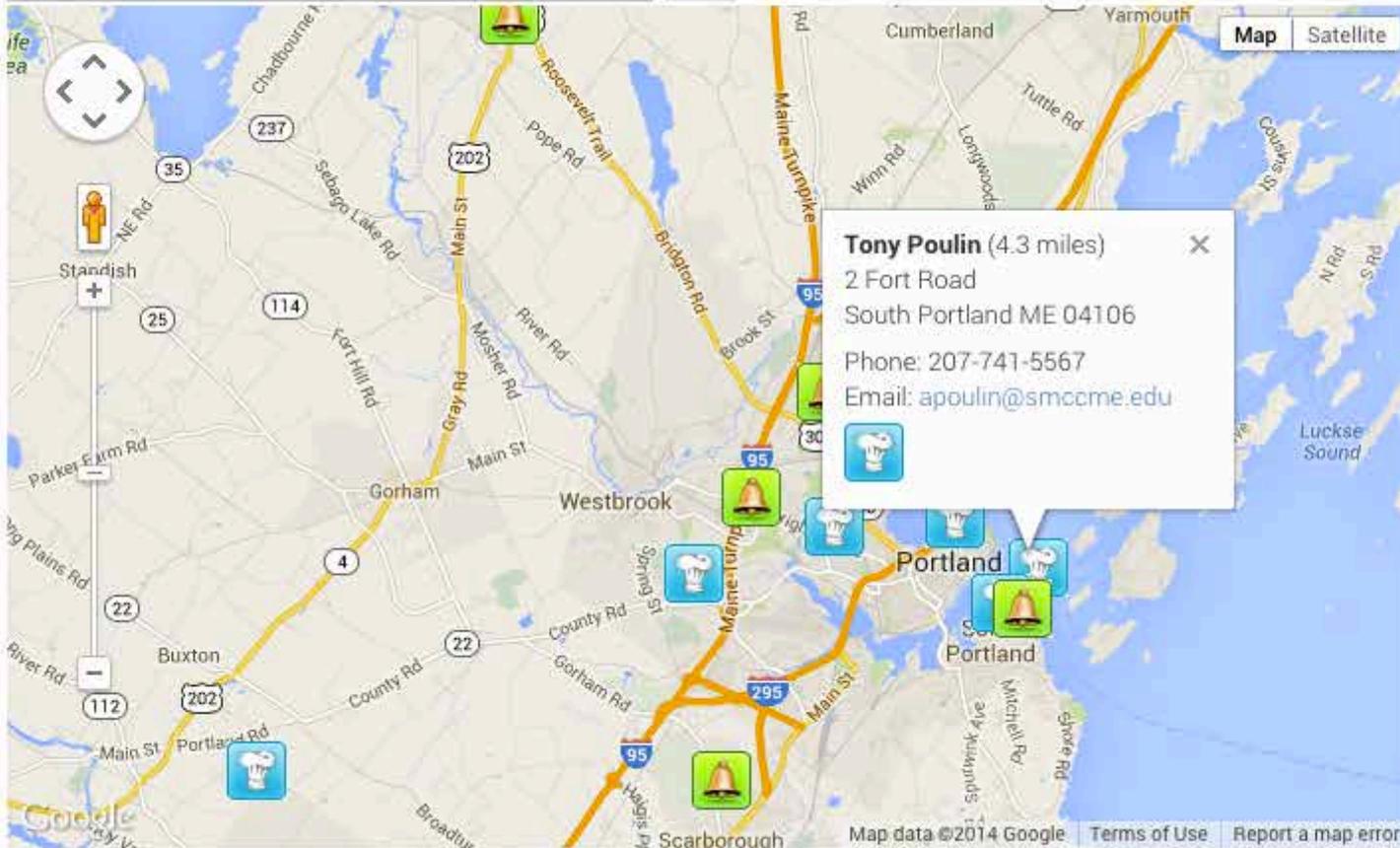
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0.6 miles

28 Homestead Ave  
Portland ME 04103

04103

Find



**Tony Poulin** (4.3 miles) ✕

2 Fort Road  
 South Portland ME 04106  
 Phone: 207-741-5567  
 Email: apoulin@smccme.edu



**Nearest Chefs & Schools**

PHONE: 207-233-0000  
 Email: flaherty.phyllis@nne.s...  
 Website: http://www.sysconne.co...



**Tony Poulin** 4.3 miles

2 Fort Road  
 South Portland ME 04106  
 Phone: 207-741-5567  
 Email: apoulin@smccme.edu



**Tony Poulin** 4.4 miles

South Portland ME 04106  
 Email: apoulin@smccme.edu



**Small School** 4.7 miles

# Add Your School to The Map!



1

## Step 1: Update Your Profile

Please [review your profile](#) and ensure that all contact information is listed and correct, then come back here and follow Step 2 below.

2

## Step 2: Agreement

By clicking "Add Me" below, you agree to have your contact information made available on the Chef / School locator map. Only registered chefs and schools can view this information.

Add Me

**Please note: new locations are added to the map every 24 hours. As a result, it may take up to a day before your information appears on the map.**

# Report A Match!

## Contact

Do you have a question, a story to share or resources for others to use? Please send us information to help spread the word about the amazing things chefs and schools are doing through the Chefs Move to School program.

**General:** [info@chefsmoveetoschools.org](mailto:info@chefsmoveetoschools.org)

**Support:** [support@chefsmoveetoschools.org](mailto:support@chefsmoveetoschools.org)



# Using the Website

- \* Explore the Getting Started page and use the Discussion Forum to talk with other districts/chefs
- \* Contact a Chef!
- \* Record your match on the website and look for grant opportunities
- \* Download the activity toolkit
- \* Partnership for a Healthier America offers free cooking demo kits to school matched with chefs

# Once You Find a Chef



- \* Send them the Chef Packet
- \* Be flexible
- \* Make sure you both understand what is expected
- \* Know what they need from you
- \* Communicate what you need from them
- \* Hold a meeting prior to the event to discuss details

# Working with Chefs

- \* Understand sustainability
- \* Discuss scaling up of recipes
- \* Price of recipes
- \* Don't showcase something you cannot reproduce in your kitchen
- \* Complex recipes/cooking methods are discouraged
- \* Volunteer basis is recommended
- \* Institutional cooking experience or understanding
- \* Check your ego at the door, the kids should be the stars!

# Before the Event

- \* Tour the School
- \* Tour the Cafeteria
- \* Observe a meal service and visit with students
- \* Eat with the staff and students
- \* Discuss next steps with the principal or administrator

# Planning the Event

- \* Who- who is the event for?
- \* What- what type of event will you do?
- \* When- what time of day/week?
- \* Where- where can the event take place?
- \* Why- what are your goals for the event?
- \* How- how will you prepare for the event?



# Planning Process: Who?

- \* Parents
- \* Staff
- \* Students
- \* Specific age groups
- \* Specific school groups
- \* The community

# Planning Process: What?

- \* What type of Chef to School event will it be?
  - \* Classroom
    - \* Nutrition class
    - \* Cooking demo
  - \* Cafeteria
    - \* Taste test
    - \* Cooking class
    - \* Cooking club
- \* School Garden
  - \* Planting
  - \* Harvesting
- \* Training
  - \* Work with staff to develop skills
- \* Recipe Development
- \* Gymnasium
  - \* Health fair
  - \* Open house

# St. James's School Biddeford, ME





# Summer Taste Test



# Classroom Taste Test



# Classroom Food Demo



# Planning Process: When?

- \* After school
- \* During meal service
- \* During the school day
- \* Before the school day
- \* On the weekend
- \* During study hall

# Planning Process: Where?

- \* Cafeteria
- \* Classroom
- \* Auditorium
- \* Gym
- \* Food and Consumer Science Room
- \* Hallway
- \* Outside

# Planning Process: Why?

- \* **What are your Goals?**
  - \* Recipes to add to the school menu
  - \* Recipes for parents to cook at home
  - \* Recipes that kids can cook at home
  - \* Try new foods
  - \* Try healthy foods
  - \* Learn to cook
  - \* Learn about new foods
  - \* Explore cultural foods
  - \* Utilize local foods

# Planning Process: How?

- \* Where will the Chef prep?
- \* Will the Chef need kitchen space/equipment?
- \* Who will do what? \*Assign responsibilities\*
- \* What type of staff time do you have to devote?
- \* Will the Chef need to store food at the school?
- \* Who will purchase the food?

# Surveys

- \* GET FEEDBACK!
- \* Online Surveys
- \* Stickers
- \* Trash Can Method

# Creative Surveys



# Barriers

- \* Funding – seek out sources
- \* Space – ask the chef if they have somewhere to prep
- \* Time – make sure to keep administration in the loop
- \* Communication – set appointments to discuss each step in detail
- \* Food Allergies – ask the school nurse to be involved
- \* Food Safety Sanitation
- \* Rural Location
- \* Does your Chef fit your needs/goals?

# Funding Opportunities

## Grants

The application period for Chefs Move to Schools grants from the American Culinary Federation is over. Please check back soon for updates, or follow us on Twitter [@Chefs2Schools](#) and [Chefs Move to Schools Facebook page](#) for information on available grants.



# Funding Opportunities: Local Companies

- \* Local Hospital
- \* Local Supermarket
- \* Local Health Stores
- \* Local Non-Profit Organizations
- \* Farm to School
- \* Ask Restaurants



# Funding Opportunities: School Food Service Funding

- \* Make the meals reimbursable
- \* Use the event to highlight new menu items
- \* Team Nutrition Training Grants (State Agency)
- \* Fuel Up To Play
- \* Use the FFVP funds when/where appropriate
- \* Ask local businesses to provide funding
- \* Involve administrators with their various grants
- \* After school community activities
- \* PTA/PTO may have funds for wellness



# Partner with Teacher's Lesson Plans



# School Partnerships

- \* School Nurse
  - \* Invite local chef to join the Wellness Team
    - \* Enhance Teacher's Lesson Plans
    - \* Create your own in-house chef
- \* Students' skills and interests (maybe a chef is in enrolled?)

# Incorporate Recipe into School Meal



# Funding Opportunities: The Culinary Trust

## The Culinary Trust

[Home](#) [About The Culinary Trust](#) [Scholarships & Grants](#) [Professional & Education Resources](#) [Endanger](#)

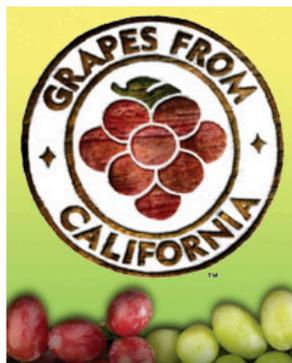
### Chefs Move to School Grant

**APPLICATIONS ARE NOW OPEN FOR CHEFS MOVE TO SCHOOLS GRANTS, TO BE AWARDED DECEMBER 2013 FOR 2014 ACTIVITIES.**

**[CLICK HERE](#) FOR OUR REQUIREMENTS AND APPLICATION FORM.**

**APPLICATION DEADLINE: NOV. 1, 2013**

**See our last round of grant winners [here](#)**



The California Table Grape Commission is the founding sponsor of The Culinary Trust's Chefs Move to Schools Grant.

The Chefs Move to Schools Grant provides funds for culinary professionals to help our children eat right by teaching them about food, nutrition and cooking. Funds can be used from garden to table and culinary professionals may seek funding for any program that promotes health and wellness in schools. For example, the grant may be used to plant a garden, teach a class, promote or create a wellness program for students or parents or assist in creating a school curriculum that focuses on healthy eating. In order to qualify the grant applicant must have the support of the school principal and, in some cases, additional school personnel. Title I schools will be given preference.



This grant is designed to support volunteer efforts by culinary professionals in public schools that serve children living at or below the poverty level. Awards up to \$1500 support these efforts and are intended to defray a wide range of expenses, including food costs, garden supplies, educational materials, and other out-of-pocket costs for volunteers.

# Funding Opportunities: American Culinary Federation

American Culinary Federation

## CHEFS MOVE TO SCHOOLS GRANT PROGRAM

Through the generous support of the makers of Hidden Valley® Salad Dressings, as part of its Love Your Veggies™ program, the American Culinary Federation is offering chef volunteers currently enrolled in the Chefs Move to Schools program grant funding to support volunteer efforts in their community. Grant funds can be used to support volunteer activities such as purchasing food,

equipment, supplies or giveaways for students. The ACF will have three granting opportunities for a total of 60 grants at \$250 each. Grantees will be notified of their status within 30 days of the grant deadline.

The complete CMTS grant applications are due by:

APRIL 30

AUGUST 30

DECEMBER 30

*Grantees who received funds during one funding window may reapply for funding during any of the granting opportunities.*

### ELIGIBILITY REQUIREMENTS

The American Culinary Federation will award a limited number of \$250 grants during 2012. To be considered an applicant must meet the following requirements:

- Be currently enrolled in the Chefs Move to Schools (CMTS) program through the website ([www.chefsmovetoschools.org](http://www.chefsmovetoschools.org)).
- Be officially matched with a school through the CMTS website.
- Currently volunteer at least twice a year with a local school through the Chefs Move to Schools program.

### LETTER OF REFERENCE

*(Total of 20 possible points)*

Submit one letter of recommendation from a culinary professional, ACF chapter leader or a school administrator where you volunteer. Recommendations written by relatives are not acceptable. Letter of recommendation must be on business or personal letterhead with contact information. Late references will not be considered.

### INTENDED USE OF FUNDS

# No Chefs in Your Area?

- \* Contact Chefs Move to Schools [chefs@ars.usda.gov](mailto:chefs@ars.usda.gov).
- \* Currently working with schools in less urban areas to help generate interest among nearby chefs
- \* Identifying opportunities to work remotely with a chef (via e-mail, etc).
- \* Provide hands-on training at a State or regional conference and then follow-up with a school via e-mail or Web meetings.
- \* A chef could also connect with classrooms through the Web or as a “pen pal” to the class.

# Public Awareness

- \* Increase parental involvement
- \* Utilize media
- \* Utilize outside groups
- \* Entice more Chefs
- \* Potentially secure more funding sources
- \* Toot your own horn!
- \* Post to your website, newsletter, social media
- \* Get the PTA involved in spreading the word
- \* Feature an “Ask the School Chef” column in the local paper or school newsletter

# Sample News Release



## **CHEF MOVES TO SCHOOL IS COMING TO OUR DISTRICT!**

**DATE** - Catchy first line describing event.

**DISTRICT NAME** students and staff will be learning about **DESCRIBE EVENT HERE AND MENTION DATE.**

**Mention Chef's name and a small blurb about their background.**

Chefs Move to Schools is an essential component of First Lady Michelle Obama's *Let's Move!* initiative. Led by White House Assistant Chef **Kass**, *Chefs Move to Schools* links chefs to schools in their communities to improve child nutrition, teach children about healthy lifestyles, and help combat childhood obesity. Chefs Moves to Schools is designed to teach children about healthy food options, encourage educated meal choices, ensure kids are getting enough physical activity, and advocate for healthier school environments.

Small lessons like helping to teach a child how broccoli or cauliflower grows, or how to make a salad, or demonstrate a basic cooking skill that results in a delicious sweet potato can help put young people on the path of making healthy choices for years to come.

Partners that make this initiative possible are the Maine School Nutrition Association, United States Department of Agriculture, Maine Department of Education, American Culinary Federation, Research Chefs Association, and International Corporate Chefs Association. **WHOEVER FUNDED YOU?**

For more information about the event contact: **FOODSERVICE DIRECTOR NAME, PHONE NUMBER, EMAIL.**

**MEDIA ALERT/PHOTO OPPORTUNITY  
FOR IMMEDIATE RELEASE**

**Media Contact:**

Stephanie Joyce, School Nutrition Supervisor  
Windham Raymond School District  
207-892-1800 x 2029  
[sjoyce@rsu14.org](mailto:sjoyce@rsu14.org)

Jeanne Reilly, Director of School Nutrition  
Windham Raymond School District  
207-710-7760  
[jreilly@rsu14.org](mailto:jreilly@rsu14.org)

**Guest Chef to Bring Asian Flare to Windham High School Lunch Program**

*Local chef will help foodservice staff prepare a healthy Asian lunch for Windham school students and staff.*

**WHAT:** Students and staff at Windham High School in Windham will have the opportunity to dine on an Asian-inspired menu on Thursday, November 8th when the cafeteria will host a guest chef, Tony Poulin, Chef and Culinary Arts Professor for Southern Maine Community College. As a part of First Lady Michelle Obama's *Chefs Move to Schools Program*, Chef Poulin will come to the school to prepare a healthy entrée with an Asian theme, featuring miso soup, California rolls, seaweed slaw, chicken teriyaki skewers and Udon noodle salad. The school district has been working over the past couple years to increase the amount of local, healthy foods, and entrees cooked from scratch, in the school nutrition program and this year has implemented new regulations required for all national school meal programs. These new guidelines were required by the 2010 Healthy and Hunger-Free Kids Act championed by Michelle Obama and includes offering more whole grains, reducing sodium and increasing the amount of fruits and vegetables.

**PRESS:** Audio/video opportunity: Tony Poulin will be working with foodservice staff from 7:30-10:00 AM and lunch will begin to be served at 10:30 AM.

**WHEN:** Thursday, November 8, 2012. Lunch will be served at 10:30 AM – 12:24 PM.

**WHO:** Tony Poulin, Chef and Culinary Arts Professor for Southern Maine Community College

Tony Poulin is a chef with over 20 years of experience. He has cooked for the 1996 Summer Olympic Games in Atlanta, Georgia and has served as a culinary expert and guest judge on Food Network's *Lobster Mac and Cheese Throwdown with Bobby Flay*.

**WHERE:** Windham High School, 406 Gray Road, Windham, Maine

Friday, Feb. 28, 2014 Last update: 7:44 a.m.

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## 'It tastes slightly of the ocean': Portland school students test seaweed pizza

By Seth Koenig, BDN Staff

Posted Feb. 26, 2014, at 2:52 p.m.

[Play](#) [Prev](#) | [Next](#) 4 of 8



Troy R. Bennett | BDN

East End Community School fourth graders, including Tessa Boxer-Macomber (center), dip edible sugar kelp into hot water, turning it from brown to green in Portland on Wednesday. Students were learning

# Document the Event

- \* TAKE PICTURES
- \* Create a video to play during lunch
- \* Photo releases
- \* Post to your website, Facebook, yearbook

# Make into a Video with United Way

\* <http://animoto.com/play/H2reD40Jus5IT9rmZUEFrQ>

# Chefs Move to Schools Marketing Tool-kit

- \* <http://www.chefsmovetoschools.org/assets/files/CMTS-MarketingToolKit.pdf>
- \* Provides information on engaging the community, administration, and students through various methods
- \* Same authors as 'Smarter Lunchrooms'

# Best Practices

- \* Plan ahead!
- \* Find partners with ties to your community
- \* Educate the Chef about your school meals program
- \* Chefs support your program—they don't drive your program
- \* Involve the whole school – get art classes to make decorations/posters
- \* Get feedback!



## **Kittery School Nutrition**

### **Farmer's Feast Community Dinner**

**Wednesday, March 5<sup>th</sup> 4:30-6:30**

The Kittery School Nutrition Program invites the community for dinner and to meet our local farmers. We are excited to share our Farm to School and Chef to School initiatives. Our own future farmers in training, The Shapleigh Greenhouse Team, will be working with a local Chef to help prepare your meal.

We will be showcasing our salad bars, donated by Whole Kids, to allow the community to enjoy the same fresh offerings we serve our students daily. The menu will also feature Stuffed Shells with a meat sauce, a warm vegetable, bread and Blueberry/Apple Crisp. Superintendent Hutton and Principal Ellis will be manning our smoothie station.

Don't worry about waste.... Our Green Team will be on duty to help with composting!

Cost: \$5.00 Adults \$3.00 Children \$1.00 Smoothie

Pay at the door, but please RSVP at link below.

RSVP: <http://www.signupgenius.com/go/10C0848AAAD2DA1F58-farmers>

# Kittery Farmer's Feast Community Dinner

- \* **Who-** Invited the community, parents, staff, farmers, and local chefs
- \* **What-** Community dinner with local chefs and local farmers. Students helped prepare the meals with Chefs. Featured a typical school meal served in the cafeteria.
- \* **When-** In the evening on a weekday
- \* **Where-** The elementary school cafeteria and entrance
- \* **Why-** To showcase to the community the healthy new school lunch, the green initiative, the collaboration with chefs, and the program's use of local foods
- \* **How-** Local farms donated some food, charged 5 dollars per meal, advertised through local paper, website, and televised school committee meeting





# Questions?



A little bit about Mike...

What type of events have you  
done in RSU 11?

Tell us about Tiger Pause and  
engaging students in Chefs Move  
to Schools.

# Tiger Pause

- \* <http://new.livestream.com/accounts/546422/events/1706886/videos/7772822>
- \* Cooking with Math Video

Tell us about the lesson plans  
that you have created.

Tell us about partnerships that you have formed within your district and in the community.

Tell us about how you evaluate  
your events and use that  
information to better your  
program.