



WholeKidsFoundation.org

SUPPORTING SCHOOLS INSPIRING FAMILIES NOURISHING KIDS



For more information contact
the Marketing Team Leader at



833 Wayne Avenue
Silver Spring, Maryland
301.608.9373



SCHOOL FOOD FORUM:

Creating a Vision of Fresh, Real Food
in Montgomery County Public Schools



Saturday, November 2, 2013

9:30 am – 2:00 pm

Lutheran Church of St. Andrew, 15300 New Hampshire Avenue, Silver Spring, MD

HOSTED BY



PRESENTED BY



Business and Organizational Sponsors

Parker Pediatrics
Silver Spring Pediatric Group
Chesapeake Institute for Local Sustainable Food and Agriculture
Climate Change is Elementary
Dr. Camps Pediatric Dental Center
Dr. Golnar Jahanmir, DDS
FRESHFARM Markets
Hawthorne Homemade: Organic Juice Bar & Café
Joseph Gorin, Psy.D. & Associates
Mary Louise Embrey, MLE Consulting, LLC
Michael J. Meyer, CPA
Ricciuti's Restaurant
Takoma Park Vision
Young Activist Club
Zupnik, Chen & Zupnick, DDS, PA

Individual Sponsors

Bonnie Cullison, State Delegate District 19
Kathleen Dumais, State Delegate District 15
Chairman Sheila E. Hixson, State Delegate District 20
Ben Kramer, Delegate District 19
Montgomery County Councilmember Roger Berliner
Montgomery County Councilmember George Leventhal
Montgomery County Councilmember Hans Riemer
Charlotte Grant-Blom
Chuck Schuster
Danielle Luttenberg Meitiv
Gina Angiola
Lisa Büttner and Ian McDonald
Marilynn P. and David A. Vismara
Mary Morrison
Nadine Bloch
Naomi Bloch
Pat Simons
Samantha Meklir
Some Friends of Karen
Terrill North
Victoria Cowles
Woody Woodroof

MONTGOMERY COUNTY COUNCIL ROCKVILLE, MARYLAND



HANS RIEMER COUNCILMEMBER AT-LARGE

November 2, 2013

School Food Forum Attendees –

Real Food for Kids - Montgomery is taking a bold stand defending the health and wellbeing of our County's school age children. Whether it is calling for the removal of unapproved vending machine options or identifying harmful artificial additives in school lunches, our County is lucky to have them as leaders in this cause.

In the 2012-2013 school year, over 55,000 MCPS students ate lunch at school every day and almost 25,000 had breakfast at school; numbers like these simply reinforce that the quality of school meals must be a priority for the community as a whole. Better nutrition for kids leads to higher performance in school, fewer sick days, and a lifetime of better health.

As a parent of two young boys, one of whom just began kindergarten, making sure that healthy, nutrient-rich food is served during the MCPS school day is a priority for me.

In recent years, there has been improvement in the quality of meals served at school such as the raising the percentage of whole grains to 75% and requiring that students choose at least ½ a cup of fruit or a vegetable with lunch; however, more needs to be done. Today's School Food Forum is going further by bring together stakeholders and people who can affect change in this area.

Working together, we can continue this momentum.

Sincerely,

A handwritten signature in black ink, appearing to read "Hans Riemer".

Hans Riemer
Montgomery County Councilmember (At-Large)



JUST IN TIME FOR THE HOLIDAYS—
a great new cookbook from the restaurant
owned by American family farmers!



Now you can use the Founding Farmers farm-to-fork philosophy to indulge in classic American dishes and farmhouse favorites—at home. Buy online at WeAreFoundingFarmers.com or at a Farm restaurant. Just \$40 + tax in store; + S&H for online orders.



Founding Farmers • Foggy Bottom, Washington DC
MoCo's Founding Farmers • Park Potomac, Potomac MD
Farmers Fishers Bakers • Washington Harbour, Georgetown DC
FARMERSRESTAURANTGROUP.COM



**SUPPORTING
AGRICULTURE IN
MONTGOMERY
COUNTY FOR 98
YEARS**

Panelist Biographies

Marla R. Caplon, RD, LD, Director, Division of Food and Nutrition Services, Montgomery County Public Schools

Marla Caplon has a B.S. in Foods and Nutrition from the University of Maryland. Ms. Caplon has devoted her career to eliminating childhood hunger and promoting health and wellness among all populations. She currently is an active board member and past chair for Manna, Montgomery County's food bank.

Lisa Y. Lefferts, MSPH, Senior Scientist, Center for Science in the Public Interest

Lisa Lefferts is senior scientist at Center for Science in the Public Interest (CSPI) and focuses primarily on food additives. She has written a book and many articles on food safety issues. Prior to CSPI, her work consulting for non-profit organizations took her around the world, conducting trainings, representing Consumers International at Codex Alimentarius, and participating in FAO/WHO expert consultations. She has done extensive work assessing "green" label claims on various products. She also served as a Senior Editor of Environmental Health News. She received her BA from Oberlin College in Biology and Environmental Studies, and a Master's of Science in Public Health from the University of North Carolina at Chapel Hill.

Shivani Narasimhan, MD, Endocrinologist, Annapolis Endocrinology Associates

Dr. Narasimhan received her degree from Hahneman University School of Medicine, Philadelphia, PA. She completed her Internship & Residency at the George Washington University, Washington, D.C. She then pursued a two-year fellowship in endocrinology at George Washington University. Dr. Narasimhan is Board Certified in Endocrinology, Metabolism and Internal Medicine.

Panelist Biographies (cont.)

Kathy Lawrence, Director of Strategic Development, School Food FOCUS

Kathy Lawrence is Director of Strategic Development for School Food FOCUS, a national collaborative that leverages the knowledge and procurement power of large school districts to make school meals across the country more healthful, regionally sourced and sustainably produced. Kathy helped launch the FOCUS network, and now provides strategic vision and development of FOCUS procurement initiatives and coordination of programmatic work across USDA departments, as well as oversight of legal research and communications. A long-time leader in the fields of food justice, local food systems development, and non-profit management, Kathy served as Executive Director of the National Campaign for Sustainable Agriculture and directed Just Food, the New York City-based non-profit organization she founded in 1995. She holds a BA in East Asian Languages and Culture from the University of Kansas and a Master of International Affairs, Economic and Political Development, from Columbia University.

Jill Coutts, Science Resource & Horticulture Teacher, Sherwood High School

Jill Coutts is the horticulture teacher at Sherwood High School and the Science Department Chair. When Northwood High School re-opened in 2004, Jill was part of the school team as Science Chair and Environmental Science Academy Head. At that time, she began teaching horticulture. Jill has taught at Sherwood High School for 5 years, and manages a 3,000 square foot commercial greenhouse complex at the school. Jill is an avid gardener, a lifelong resident of Montgomery County and a product of Montgomery County Public Schools. Jill and her husband raised 5 healthy, vegetable-eating children, who also graduated from Montgomery County Public Schools.

Karla Kratovil, PTA VP & School Garden Coordinator, Flower Hill Elementary School

Karla Kratovil received her MSW from the University of Maryland, Baltimore in 2005. She currently is a stay-at-home mom and volunteers her time at Flower Hill Elementary as VP of the PTA, newsletter editor, and garden coordinator. Karla organized the effort to create a garden in the unused courtyard space at the school to grow vegetables and a perennial butterfly garden. She maintains the garden and leads the children with planting vegetables and flowers each season.

Keynote Speaker Biography

Tony Geraci, Director, Nutrition Services, Shelby County Schools

Anthony Geraci, or Tony as he is called by his peers, is a chef and Food Service Consultant and the former Director of Food and Nutrition for Baltimore Public Schools. Tony is a native of New Orleans and a third-generation restaurateur who did a traditional apprenticeship with four star hotels and restaurants throughout the U.S. Tony's inspiration for cooking comes from helping his grandmother in the kitchen as a child. He is featured in "Cafeteria Man", a film focused on the transformation of Baltimore Public School's lunch and breakfast program. Tony is currently the Director of Nutrition Services for Shelby County Schools in Tennessee, where he serves over 142,000 children in 221 schools. Since his arrival, the Breakfast in the Classroom has more than doubled and he has also implemented the first At-Risk Supper Meal Program in the state of Tennessee, which provides meals to after-school programs. Tony has also expanded the Farm-to-School program, enabling schools to serve more locally-grown produce. Chef salads are made fresh daily and delivered to all school sites from the central kitchen which Tony oversees. The central kitchen also bakes bread from scratch and various cook-chill items. Tony has been a trail blazer for providing healthier options for children. His mission is to place healthy children in front of educators ready to learn.



Silent Auction Items

Please visit the silent auction tables before the program and during lunch. The silent auction will conclude 5 minutes prior to the end of lunch.

- \$100 gift certificate from Dawson's Market
- \$100 gift certificate from Mom's Organic Market
- \$100 gift certificate from Paladar Latin Kitchen & Rum Bar
- \$100 gift certificate from Wildwood Kitchen, Bethesda
- 2 \$50 gift cards from Mon Ami Gabi
- Dinner for 2 from Chef Geoff's / Lia's
- \$25 gift certificate from Capital City Cheesecake
- Print from Pyramid Atlantic
- 1 month membership to Golds Gym, Rockville Town Square

Our Hosts

About Us

Real Food For Kids – Montgomery (RFKM) is a grass-roots, parent advocacy group promoting whole, delicious, fresh foods in the Montgomery County Public Schools. RFKM is a project the Chesapeake Institute for Local Sustainable Food and Agriculture.

realfoodforkidsmontgomery.org

realfoodMCPS@gmail.com

facebook.com/RealFoodForKidsMontgomery

Montgomery Victory Gardens (MVG) is an advocacy and education project promoting school gardens, community gardening and food growing education, local farmers, and a more sustainable Montgomery County. MVG is a project of the Organic Consumers Association.

montgomeryvictorygardens.org

info@montgomeryvictorygardens.org

facebook.com/MontgomeryVictoryGardens

Thank You to Our Event Committee

Lisa Büttner

Gordon Clark

Karen Devitt

Lori Gordon, MPA

Evelyn Harleston

Suzanna Lane

Carissa Lovelace

Ashia Mann

Sophia Maravell

Denny May

Alejandra Negro

Laura Otoloski, MS, RDN, LD

Lindsey Parsons, EdD

Other Thanks

Thank you to our graphic artist, Elisa Rappaport, to La Prima Catering for our delicious lunch, to growing SOUL for their composting services, to Lutheran Church of St. Andrew for making their space available for our event and to our Spanish interpreters, Aura Triana, Shannon Earle and Andrea Grynberg.

Agenda

Order of the Day

- 9:30-10:00 **Registration and Tables from Supporting Organizations**
Action for Healthy Kids, Bethesda Green, Brickyard Educational Farm/Save the Soil, Climate Change is Elementary, Montgomery County Food Council/Audubon Naturalist Society GreenKids, Whole Kids Foundation
- 10:00-10:05 **Welcome from the Co-Hosts**
Karen Devitt, Co-Director, Real Food for Kids - Montgomery
Gordon Clark, Project Director, Montgomery Victory Gardens
- 10:05-10:10 **Welcome and Remarks**
Valerie Ervin, Member, Montgomery County Council
- 10:10-10:25 **MCPS Food: Past, Present and Future**
Introduction: Lindsey Parsons, EdD, Co-Director, RFKM
Marla R. Caplon, RD, LD, Director, Division of Food and Nutrition Services, Montgomery County Public Schools
- 10:25-11:15 **What is real and nutritious food?**
Shivani Narasimhan, MD, Endocrinologist, Annapolis Endocrinology Associates
Lisa Lefferts, MSPH, Senior Scientist, Center for Science in the Public Interest
- 11:15-12:15 **From Farm and Garden to School**
Kathy Lawrence, Director of Strategic Development, School Food FOCUS
Jill Coutts, Resource & Horticulture Teacher, Sherwood High School
Karla Kratovil, VP, PTA & School Garden Coordinator, Flower Hill Elementary School
- 12:15-1:00 **Lunch**
Welcome and remarks
George Leventhal, Member, Montgomery County Council
- 1:00-1:55 **Keynote Address**
Introduction: Karen Devitt, Co-Director, RFKM
Tony Geraci, Director, Nutrition Services, Shelby County Schools
- 1:55-2:00 **Call to Action**
Lindsey Parsons, EdD, Co-Director, RFKM



MARTIN O'MALLEY
GOVERNOR

STATE HOUSE
100 STATE CIRCLE
ANNAPOLIS, MARYLAND 21401-1925
(410) 974-3901
(TOLL FREE) 1-800-811-4336
TTY USERS CALL VIA MD RELAY
GOVERNOR.O'MALLEY@MARYLAND.GOV

A MESSAGE FROM GOVERNOR MARTIN O'MALLEY

Dear Friends:

Welcome to the School Food Forum, "Creating a Vision of Fresh, Real Food in Montgomery County Public Schools" hosted by Real Food for Kids – Montgomery and Montgomery Victory Gardens.

These dedicated hosts have done an outstanding job in helping the children of Montgomery County make healthier food choices. I commend Montgomery Victory Gardens for its support of local farmers and educating young people and adults on how to grow nutritious vegetables, as well as its lead role in changing the policy in the Montgomery County Public Schools (MCPS) to allow and promote vegetable gardens in the schools.

Real Food for Kids – Montgomery has also done excellent work in reducing the hours in which children have access to candy and soda vending machines, starting a trial of healthier vending and a la carte items in MCPS, and bringing about more transparency with parents regarding the a la carte items sold in the schools.

It is vital that we help our children make the connection between the agriculture industry and what we eat daily. Buying locally is vital to ensuring a smart, green and growing future for Maryland families. It preserves farmland, protects the environment, bolsters local economies, and provides wholesome, nutritious, great-tasting fresh food.

On behalf of the State of Maryland, please accept my wishes for a successful event.

Sincerely,

Governor

Health insurance.

Plant the idea in everyone's mind.
At Kaiser Permanente, we believe a happier,
healthier you is well within reach.

Kaiser Foundation Health Plan
of the Mid-Atlantic States, Inc.
2101 East Jefferson St., Rockville, MD 20852

kp.org

KAISER PERMANENTE. thrive

JAMIE RASKIN
20th Legislative District
Montgomery County
Judicial Proceedings Committee
Joint Committee on the Chesapeake and
Atlantic Coastal Bays Critical Area
Joint Committee on
Federal Relations
Joint Committee on Legislative Ethics



The Senate of Maryland
ANNAPOLIS, MARYLAND 21401

Annapolis Office
James Senate Office Building
11 Bladen Street, Room 112
Annapolis, Maryland 21401
410-841-1614 • 301-858-1614
800-493-7122 Ext. 3614
Jamie.Raskin@senate.state.md.us

October 28, 2013

Dear Friends:

I am writing to encourage you to attend the School Food Forum in Silver Spring this coming Saturday, November 2nd. It's an important event for everyone who cares about the future of food in Montgomery County.

Having lived in France with my family for a year one decade ago, I can attest that the French have a lot to learn from Americans about public education, but there is one crucial thing we can learn from them: to take the school menu as seriously as the school curriculum. I will never forget going to our kids' first "Back to School" night in Paris and witnessing the thunderous applause that greeted the School Chef, who took the microphone and spent fifteen minutes discussing nutrition, school meals, healthy snacking, and how to recognize eating disorders. Our French friends told us that the school chef was as important in the community as the school principal! Here, back home, sadly, I have never known who any of my kids' chefs are.

We are blessed with great resources in our country, our state, and right here in Montgomery County. But some kids, and adults, simply don't have enough to eat, and most kids still don't eat right.

We cannot delegate away these complex food issues to someone else. These are our kids, and it's their health at stake. It's also about the future of food in Montgomery County, and using our abundant natural and social resources, including our large agricultural reserve, to feed our citizens. That's why this forum is just as important for non-parents as it is for those with children in the food system.

I have been greatly encouraged by all of the growing activism of parents, students and staff and County school officials to promote healthier diets and choices in our schools. Food reformer Tony Geraci, the keynote speaker at the forum, is a local and national hero. And I am so proud of the work of the two groups that organized this forum, Montgomery Victory Gardens and Real Food for Kids Montgomery. Their creativity is boundless.

As the Senate sponsor of Maryland's Jane Lawton Farm-to-Schools Program, I will be deeply interested in the results of the School Food Forum discussions, and stand ready to work with all of you on further legislation to make Maryland's school cafeterias--just like our classrooms-- #1 in the nation.

All best wishes,

Jamie Raskin
Senator, District 20 (Silver Spring and Takoma Park)
Chairman, Montgomery County Senate Delegation

In-Kind Sponsors

Capital City Cheesecake
Chef Geoff's / Lia's
Dawson's Market
Golds Gym, Rockville Town Square
Homestead Farm
Mayorga Coffee
Mom's Organic Market
Mon Ami Gabi
Paladar Latin Kitchen & Rum Bar
Pyramid Atlantic
RW Restaurant Group
The Fairmont Hotel – Washington, D.C.



North Chevy Chase Elementary School PTA Supports
Healthy Fresh Nutritious Food for Our Children

Matt's Habitats

www.mattshabitats.com
202.841.1874

Native Plant, Wildlife, and
Edible Gardens
Foraging and Wild Plant Walks
Eco-friendly Interior Painting

Serving Takoma Park/Silver
Spring/NW DC

UNIVERSAL PRINTING

Christ Congregational Church

A United Church of Christ
A Just Peace Congregation
An Open and Affirming
Congregation
An Anti-Racist Congregation
9525 Colesville Road
Silver Spring, MD 20901

Honorary Hosts

Honorary Host Committee

Real Food for Kids - Montgomery and Montgomery Victory Gardens thank the following legislators for their support:

Governor Martin O'Malley

U.S. Congresspersons

John P. Sarbanes
Chris Van Hollen, Jr.

State Senators

Brian J. Feldman
Brian E. Frosh
Jamie Raskin

State Delegates

Sam Arora
Alfred C. Carr, Jr.
Bonnie L. Cullison
Kathleen M. Dumais
C. William Frick
Ana Sol Gutierrez
Sheila E. Hixson
Tom Hucker
Anne R. Kaiser
Ariana B. Kelly
Benjamin F. Kramer
Eric G. Luedtke
Aruna Miller
Heather R. Mizeur
Kirill Reznik
Luiz R. S. Simmons
Jeffrey D. Waldstreicher

Montgomery County Councilmembers

Nancy Navarro, *President*
Craig Rice, *Vice President*
Phil Andrews
Roger Berliner
Marc Elrich
Valerie Ervin
Nancy Floreen
George Leventhal
Hans Riemer



Jeffrey P. Bernstein, MD
Linda A. Paxton, MD
Robin G. Witkin, MD
Daniel H. Feldman, MD
Aasha L. Parikh, MD
Tamara M. Buckley, MSN, PNP
12501 Prosperity Drive, Ste 100
Silver Spring, Maryland 20904
(301) 681-6730
www.pacaremd.com

Denny May and Betsy

Taylor support healthier
school lunches.

DRESS IT UP
DRESSING

Glamorous Vinaigrette

Locally, Sustainably and Deliciously Made
AVAILABLE AT WHOLE FOODS

*Treat yourself to a relaxing
massage*

Patti Oseroff, LMT
kensingtonmassage.com
301-356-5830
pattioseroff@aol.com

Relaxation, Deep Tissue, Hot
Stone Massage, Reflexology



HIRSCH
PEDIATRICS

www.HirschPediatrics.com

Tim Willard
Montgomery
County
Green
Party

JAN MORALES PHOTOGRAPHY
Fine Art Landscape Photography
Takoma Park, Maryland • www.janmoralesphoto.com



Framed prints available at Now & Then
6927 Laurel Ave. in Old Town Takoma Park



*Serving the Public
Interest Since 1925*