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## COMMUNITY & ECONOMIC DEVELOPMENT OFFICE

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### **Burlington Food Council Meeting October 24, 2006 9:00-10:30 am Pickering Room, Fletcher Free Library**

*Present:* Betsy Rosenbluth, Emily Swint, Linda Berlin, Emily Hilliard, Jen Cirillo, Jenn McGowan, Diane Imrie, Mike Delage, Doug Davis, Bonnie Acker, Rachel Daley, Caroline Homan, Susan Whitman

#### **I. (9:00-9:10) Opening: Updates and Introductions**

- City Market raised \$250 for Barnes, over \$500 for Edmunds. Nov. 4<sup>th</sup> and 5<sup>th</sup> fundraising film (“Black Gold”) at Roxy re: fair trade coffee
- FAHC procuring produce from Intervale Center for next year
- Nov. 8<sup>th</sup>, 5:30-7pm: Barnes Local Food Spectacular. SSP working w/science curriculum to include food and sustainability
- Edmunds Harvest Dinner: Thursday 10/26 6-7pm
- There is a local foods program at Spectrum
- BHS Student Food Committee getting going, getting student opinions on school lunch and new items. Maybe to do taste tests w/new items. Monthly meetings, fully student-based.

#### **II. (9:10-9:20) Celebrate School Lunch Week 2006**

- 7 farmer visits at BSD schools – all Intervale farmers
- Principals recognized direction and tried to get on board
- Rachel did excellent job organizing, got PIC involved and energized

#### **III. (9:20-9:35) Parent Outreach Ideas (tabled from 9/19/06)**

- Color code menu to reflect local, fresh foods
  - i. Will do on website
- Use school newsletters, w/a consistent header. Could PIC send to newsletter regularly? Food service could send short fun facts to schools weekly
- Food Service: provide timeline of where we started and where we are going (FEED/FS)
- Improve website
- Hand out ingredients and recipes to parents
- Create calendar for next school year
- Info on school lunches at Food Shelf
- Use carrots as symbolic school food, make widely available at PTO/school events

- Create an informed citizenry
- Continue dialogue with health care providers
  - i. Bright Futures program (Joe Hagen)
  - ii. Be aware of class in parent-pediatrician outreach
- WIC program a good partner

**IV. (9:35-9:50) ONE/Intervale Harvest of the Month Updates**

- Distributed packets, mostly to social service agencies and Barnes community

**V. (9:50-10:05) Fletcher Allen Room Service**

- Program developed to implement room service, “on call” demand
- Healthier options, reduces waste
- Instituting in January.
- Contact person: Diane Imrie, FAHC

~~**vi. (10:05-10:20) Coordination of Nutrition Education**~~

~~**vii. (10:20-10:25) FFN Local Heroes Award**~~

**viii. BSFP Logo**

- 3 directions
  - i. Farm-to-School (F2S) as logo
  - ii. F2S integrating food
  - iii. F2S w.kids active, with vegetables
- Must work in color and b&w, newspaper size to truck/bus ad size
- Versions of logos: girls, boys, various sports/activities
- How do we use and target audience and function?
- Target kids but use w/parents and families
- Use kids w/veggies – 4 different version
- Incorporate F2S and Burlington into logo
- F2S as logo
- Keep more generic than stating Burlington
- Not many words
- Needs to be able to stand alone
- Blackboard is dark, color is great
- Spell F2S w/veggies, carrots
- Show kids doing “what they do”
- Is this broader than F2S?
- Needs to be visceral, juicy colors, simple
  - i. Just a carrot?
- 3 people: small – med – large to show growth
- Keep 1 unified logo
- Apples and carrots are most popular items, make sure it stays relevant and current

**IX. (10:25-10:30) Next Meeting**

Tuesday, November 28<sup>th</sup>. 9-10:30am. Fletcher Free Library, Community Room (1<sup>st</sup> level)