

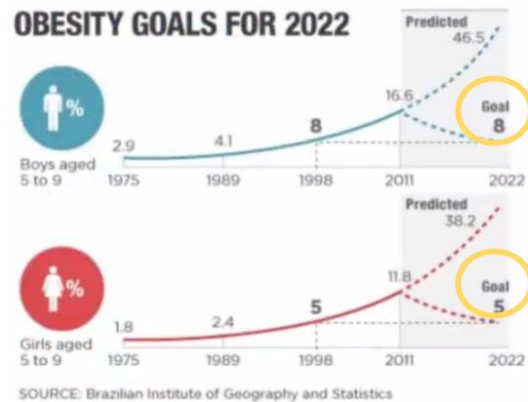
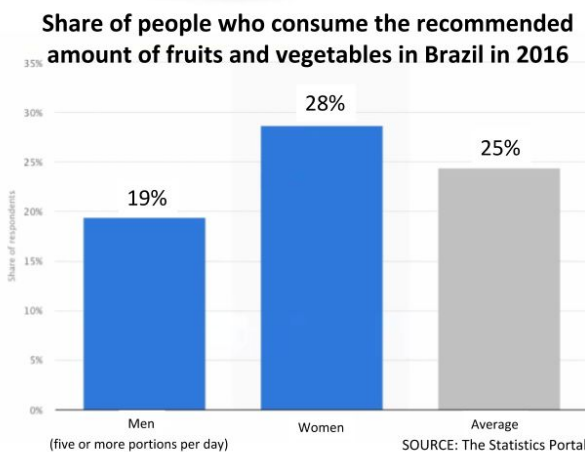


## FoodTopia **Fruits** & **Veggies** Food Truck Hands-On Nutrition Education

**SOLUTION DESCRIPTION:** Mobile classroom bringing fruits & veggies preparation & nutrition education to schools, supplied by local farms and markets. Promoting sustainable dietary patterns among elementary school students, by increasing knowledge and taste for fresh, seasonal produce. Self-sustaining model: FoodTopia Food Truck serves as mobile billboard to advertise fruits & veggies as well as producer, to incentive suppliers. FoodTopia educators dress in action hero costume to add excitement, with online resources for families and social media promotion.



### Sustainable Dietary Pattern The Challenge in Brazil



### Problem in Brazil:

- **Fruit & vegetable consumptions is extremely low, due to:**
  - Customs, preferences, knowledge, affordability, convenience, availability

### Target population:

- Primary school (6-10), living in low income urban areas of Campinas-SP (can be expanded to include rural)

### Solution strategy:

Nutritional education workshops that include cooking, tasting, eating and interactive learning for primary school children to increase knowledge about the importance of and preference for fresh fruits and vegetables. Using a mobile classroom to facilitate rollout and add excitement.

### Circular Strategy:

Offer smallholder farms and local fruits & vegetables markets the opportunity to supply fresh produce for the program in exchange for promotion/advertising.

### Curricula, customized to target each grade level

- Tasting and interacting learning
- Basic age-appropriate cooking skills
- Interactive nutrition education for kids
- Learning-of-the-day resources for parents, encouraging healthy cooking

### FoodTopia Food Truck Approach:

- **Novel approach:** Solar-powered Food Truck with kitchen to conduct cooking classes, tasting experiences & interactive learning with seasonally available, locally grown food.
- Volunteer educators dress in fruit/veggie superhero costumes to associate fruits & veggies with strength/health, and to add fun! Interactive experiential learning.

### Rollout / Implementation:

- **Solicit buy-in from local government and schools**
- **One year Pilot - extendable to three years**
- **Launch in Campinas-SP with plans to extend**
- **Program efficacy testing via questionnaire to assess knowledge/preferences**
  - Immediately pre/post program, and after 6 months
  - Compare: 8 classes in consecutive weeks, to 8 classes spread across year
  - Compare intervention results with schools without intervention as controls
- **Measurement**
  - Questionnaire administered among both kids and parents: fruit & vegetable intake, nutritional information, dietary diversity, food preferences, intention for parents to purchase fruits & vegetables

### FoodTopia team brings to bear a wealth of relevant experience and knowledge:

- Nutrition, agronomy, research, education, social intervention programs, Brazilian culture

Key Stakeholders/ Partners: Local smallholder farmers / markets, nutrition educators and students interested in volunteer teaching, teachers allying with nutrition educators, families, universities

