



farmers markKIDS days

Another Food Adventure with Recipe for Success Foundation

Recipe for Success Foundation's *farmers markKIDS* curriculum provides children and facilitators with knowledge and tools to transform their garden produce into a campus farm stand to serve the surrounding community, while gaining food and financial literacy through experiential learning.

Using a free, downloadable *farmers markKIDS* toolkit with five lesson plans, students will develop financial literacy, entrepreneurial skills and business experience, while making fresh produce easily accessible to the surrounding neighborhood. Educators, parents and



community groups can use the targeted lessons provided to prepare students to run their very own farm stand. The curriculum culminates in a *farmers markKIDS* stand, when students apply the skills and concepts they've learned to operate a stand selling the produce grown in their school, community or home garden.

Students can use the toolkit to guide their efforts in harvesting and pricing produce, developing and promoting

advertisements and executing their *farmers markKIDS* stand anytime they choose.

program highlights

- Teaches children the business of food and value of fresh produce and shopping locally.
- Introduces students to marketing and advertising techniques used to persuade food consumers, thus helping them be savvy food buyers.
- Provides lessons in financial literacy, such as budgeting, pricing and profit.



To celebrate national Food Day, Recipe for Success Foundation is promoting *farmers markKIDS days* to encourage students, schools and families to join other communities across the country in running their own *farmers markKIDS* stands.



Changing the way our children eat.

Recipe for Success Foundation is dedicated to combating childhood obesity by changing the way our children understand, appreciate and eat their food and by educating and mobilizing communities to provide healthier diets for children.

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