



**HUNTER COLLEGE  
NEW YORK CITY  
FOOD POLICY CENTER**

FOOD POLICY COMMUNITY SPOTLIGHT SERIES / GENERAL / FEBRUARY 19, 201

# Veggiecation Promotes Kid-Friendly Vegetable



**What they do:** Veggiecation is an evidence-based culinary nutrition education program that promotes and educates communities about the health benefits of vegetables and how to prepare them in simple, unique, affordable, and delicious ways.

**How they do it:** Classes take place in schools, after-school programs, summer camps, grocery stores, community events, and select Whole Foods Markets. Veggiecation lessons incorporate unique and kid-friendly vegetable preparations into fun activities. By replacing food fears and resistance with ownership and positive peer pressure, children are empowered to expand their horizons while simultaneously improving their nutritional status and knowledge. Veggiecation lessons allow children and parents to develop the culinary skills that will empower them to prepare meals that are health conscious and environmentally sustainable.

Veggiecation offers an online certification program that provides training in Veggiecation's signature Healthy Kids Cooking Classes. Participants learn about food safety, allergy awareness, and Veggiecation's unique teaching style.

**Mission:** "The mission of Veggiecation is to promote and educate communities on the health benefits of vegetables and how to prepare them in simple, unique, affordable, and most importantly, delicious ways."

**Latest Project/Campaign:** They have recently launched their self-scheduled training program, which allows individuals to take their online training course at their own pace.

**Major funding:** N/A

**Profit/Nonprofit:** For-profit

**Annual budget:** N/A

**Interesting fact about how they are working to positively affect the food**

**system:** Veggiecation programming has been implemented in over 30 US States as well as Canada, the UK, South Africa, South Korea, and The Dominican Republic.

**FACT SHEET:**

**Location:**

P.O. Box 5121

Ridgewood, NJ 07451

**Core programs:** Kids cooking classes, family workshops, educational posters, group trainings, Veggiecator educator training workshop

**Number of staff:** 3

**Number of volunteers:** None, but they recently donated 250 sets of educational posters to the Office of School Wellness and provided free training to over 100 teachers and health educators in Bergen County, NJ.

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**Areas served:** Nationwide

**Year started:** 2009

**Director:** Lisa Suriano

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**Tags:** Culinary Education   New Jersey   Nutrition education   Ridgewood



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