

# Atlanta Local Food Forward

## Work Group Session: Expanding Cooking Skills

### Brainstorming

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- Focus: who should be partners in this effort, policies/ what is the plan, a piece we can

### Discussion

Levels, single person, Partners, things have fallen apart, no time to cook. Need to bring people to the table again others. Policies need to be removed? Easy steps..impediments to meals, family cooking skills. Harvest Eating.com. Easy recipes. Resources.

Step back, product identification. Education what are the vegetables herbs we see? Bring home ec back. Called family and consumer arts. Culinary arts. To learn how to take care of themselves. Health class in schools, should have nutrition in it. Boot camp for kids, men on cooking. Teach and engage men to cook, engage the children. Redefining family, potluck,

Clay oven to cook with. A public hearth, nature deficit disorder. Gets kids involved with growing food. Local farmers, Oakhurst community Garden, beet ice cream. Kids loved it.

Chefs, draw distinction. More complex, less people are drawn to it, chef means complex, more we can strip it away, the more simple, the better. Why do people think cooking is so hard?

Reach group that is interested in food. Then it trickles down. Need meal planning skills. Seasonal food planning. Something to prepare in 30 min. Need one pot or two pot meals. Family ritual.

Who do we approach? Change the environment so its easier to make a change. Hit early adaptors so they are a role model. So they can inspire. You can make small changes. Hit them in the Heart, Health, Pocketbook.

Barriers to making healthy, local meals. Barrier is people think they do not have time. Or the skill. People need to relearn how to taste. (salt). Access to kitchen, implements for a kitchen, what goes into a basic kitchen.

CDC partnership with Share Our Strength. Operation Frontline. Crock Center. Salvation Army. Op Frontline needs people to teach cooking. Les Dame Escoffier. Pro start, HS culinary skills. Maybe stopped? State Dept of Education needs to be involved. Atlanta School system.

Firemen cook, grilled dinner...may be way to get men involved. CDC may be available for ? Family meals. 8 minute meals, on you tube "My Family Meals" subtitled "Cooking Meals with People you love" not just "traditional" family.

### Planning

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- How to connect...Family Meal Policy. Wed. night no TV, family cook night. Maybe a w/e breakfast. Reteach how to be together, how to connect. What about pleasure? Shopping? Make it fun and interesting to shop, cook together. Atlanta Bo

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- tanical Garden may be a pick up site for CSA's. We have kitchen there. Have a dinner with food you receive.

Target audience...people who want this...good healthy food... how to reach them. Pitch it media, create a Facebook page. En Culturate? Film maker profiling local Atlantans.

Follow a seasonal farm to table. Family meals, healthy meals. Short You Tube clips of the procdness of eating more healthy. Skills, Cooking, Family. Like Thanksgiving, but once a week, Sunday Night supper.

Age of children and what they can cook. Easy recipes.

Bob Reynolds statement that people are much more successful if they are educated. People need to be committed.

Someone has to be paid in order to keep the momentum going. If its all volunteer it will lose steam.

Create interest, there is packing problem. Mindful eating.

## Summary

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Target Family Meals, rationale, if you want to encourage food production at home, education and teaching people how to cook is too cumbersome. Enculturation practice. The default choice is to come together and eat. Eating out is expensive and cooking at home is a solution. Frugality is important now. How to eat well on a budget, how to stock a pantry on a budget. Heart, Health and Economy, Connection.

Multiple ways to approach, Partners, Policy, Community

Target groups: School children, early adapters, (influencers, Educators), different styles of families, teach men to cook.

Actions:

Campaigns:

- Metaphor with the growing season. Planting family meals as an idea, growing understanding and practices, harvesting knowledge and the sustained family meal experience. Connects people to the earth and environment: havesting health, love, passion, connection and support.
- Changing Ideas<sup>TM</sup> changing norms. Removing the idea of barriers that are constricted around the idea of cooking. Food is not a problem, it's a solution- a great use of our time, a skill to treasure, food to indulge in, family to treasure, taste, kids....
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## Media:

- small film, through channel 1. Movies, 8 minutes movies, self footage, PSA's. Ad council. News letters and news print. The evening news,
- Neighborhood and institutional meals, family meals. Usually restaurants have meals for their employees.
- Farm to home, Alice Waters style. Harvest meal.
- Viral messaging.
- Family meal resource guide.
- Supper club. They make it fun and interesting.
- Family meals policy, one night a week. Shop, cook together one night a week.

## Top 3-5 For Harvest Presentation

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- Text Here