

COOKING WITH CHEF KELLEE

VISION OF KELLEE ETHERIDGE

VISION

What change do you wish to see in the food system?

I am here to cultivate culinary curiosity among children and families to expand their palettes and to promote family connections around healthy eating.

PROBLEM

What's keeping your vision from happening?

What is the root of the problem?

- Lack of Knowledge & Education
- Lack of Income & Money
- Lack of Resources and Time for Food Preparation
- Poor Access to Local, Fresh Food
- Family Structure, i.e. single-parent households



TRANSFORMATION PROPOSITION

My vision for food system change is two-fold.

First, I would like to start in school and spark kids' curiosity with quick, fun recipe ideas. I am creating a curriculum that can be used in the classrooms to teach students about different fruits and veggies. My curriculum includes a "send home" component, which provides families with produce, food preparation materials, and recipes for different skill levels to take home and prepare. I encourage families to snap a picture of their Cooking with Kellee in action to post on social media. I also encourage families to share their feedback with the schools so teachers and other students can engage in a broader conversation to promote culinary curiosity.

The second part of my food system change connects the fruit and veggies to grocery and local markets with QR codes that will be placed on produce and around the produce departments. The QR codes will provide recipe ideas and information on how to prepare items.

HOW CAN YOU GET INVOLVED?

- Fresh produce donations
- Local chefs and cooks to help develop recipe cards and videos
- Grocery stores and markets – introduce and encourage the use of recipe QR codes in stores
- Social media expertise
- Funding – buying produce, printing recipe cards, QR stickers, and other materials

IMPACT METRICS

How will you know when you have changed the food system?

- When more families are cooking and eating together
- When families have the choice to try different foods
- When grocery stores in all neighborhoods provide fresh produce

KEY PARTNERS

- The Music Settlement



KELLEE ETHERIDGE

Kellee Etheridge, a personal chef with her own catering service, has a well-rounded view of issues surrounding healthy food access for families receiving food assistance. Ms. Etheridge's desire is to team up with local chefs and teach families healthy eating, shopping, and preservation of food.

Contact me via email to learn more about how to get involved: etheridgekellee@yahoo.com

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