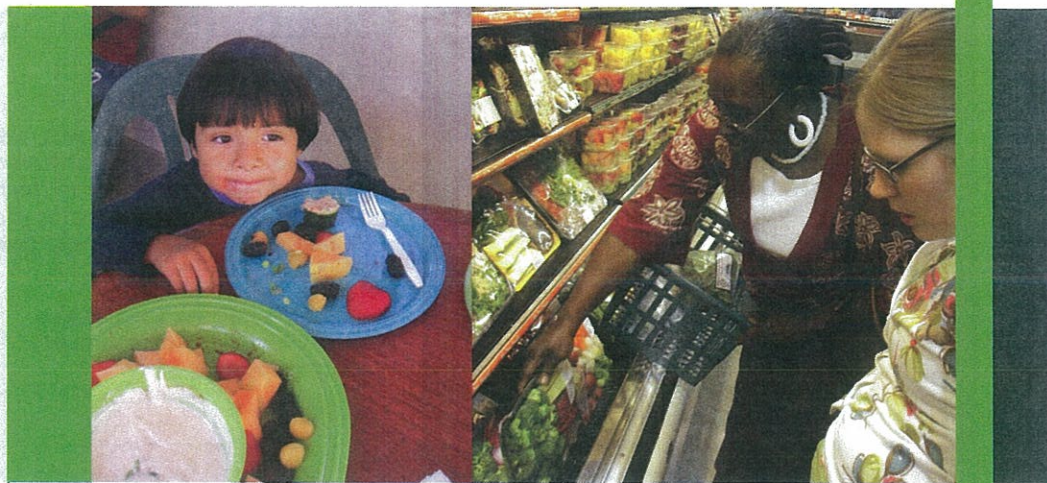




SHARE OUR STRENGTH'S
**COOKING
 MATTERS®**
 NO KID HUNGRY



Share Our Strength's Cooking Matters empowers families at risk of hunger with the skills, knowledge and confidence to make healthy and affordable meals. With the help of volunteer culinary, health and nutrition experts, participants learn how to select nutritious and low-cost ingredients and prepare them in ways that provide the best nourishment possible to their families.

Based on its proven success teaching families how to cook and eat healthy on a budget, Share Our Strength's Cooking Matters created new standalone tools for volunteers to use in their own communities to help families at risk of hunger. **To learn more, visit CookingMatters.org/Educational-Tools.**

IN THEIR OWN WORDS

"BUYING HEALTHIER DOES NOT HAVE TO COMPROMISE TASTE AND DOES NOT HAVE TO COST A LOT MORE THAN REGULAR GROCERY SHOPPING."

—*Shopping Matters*
 for Adults participant
 Greenfield, Ind.

"I LEARNED THAT TRYING NEW THINGS WILL BE GOOD FOR ME AND MY CHILDREN!"

—*Shopping Matters* participant

SHOPPING MATTERS

Shopping Matters for Adults is a free, guided grocery store tour that teaches low-income adults how to get the most nutrition for their food dollar. Participants learn four key shopping skills: how to identify whole grains, buy fruits and vegetables on a limited budget, compare unit prices, and read food labels.

Shopping Matters for WIC Parents is also a free, guided store tour that covers these same skills while focusing on the WIC food package in the participant's state.



All participants receive a free manual with fun activities and recipes along with a reusable shopping bag and calculator. Facilitators receive online training, technical support, a free manual with tips on planning and leading interactive tours, handouts, recipes and talking points for each section of the grocery store.

A wide-range of facilitators can lead tours, including health and culinary professionals. **To learn more, visit ShoppingMatters.org.**

While families are largely satisfied with the

variety 61%



and **quality 64%**

of healthy grocery items available to them,



only 30%
 are satisfied with **price**



It's Dinnertime, a survey of 1,500 low-income families conducted by Share Our Strength's Cooking Matters found that the cost of healthy grocery items is seen as a barrier to cooking healthy meals.

NO KID HUNGRY

WHO WE ARE

Cooking Matters plays an essential role in Share Our Strength's No Kid Hungry Campaign—a national effort to end childhood hunger in America. The No Kid Hungry Campaign connects children at risk of hunger to the healthy foods they need every day by increasing access to public food and nutrition programs and educating families about how to get more from their food resources and put healthy meals on the table.

In 2011, Cooking Matters helped 100,000 individuals at risk of hunger in 41 states get more from their food resources—more than double the number of people reached in 2010. Today, 85 percent of participants in our six-week courses graduate, taking with them improved nutrition practices, eating habits, and food budgeting skills. For more information, visit CookingMatters.org.

SHARE OUR STRENGTH'S NO KID HUNGRY CAMPAIGN

Share Our Strength, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives. Through its No Kid Hungry Campaign—a national effort to end childhood hunger in America—Share Our Strength ensures children in need are enrolled in effective federal nutrition programs; invests in community organizations fighting hunger; teaches families how to cook healthy, affordable meals; and builds public-private partnerships to end childhood hunger, at the state and city level. Working closely with the culinary industry and relying on the strength of its volunteers, Share Our Strength hosts innovative culinary fundraising events and develops pioneering cause marketing campaigns that support No Kid Hungry. Visit Strength.org to get involved.

WHY GET INVOLVED

In a survey released in early 2012, Cooking Matters found that 85% of low-income families rate healthy eating as important. But families sometimes lack the skills they need to make those changes at home. Everyone has a strength to share. It's time to roll up our sleeves and put an end to childhood hunger. Visit CookingMatters.org to get involved and access free educational tools to use in your community.

EXPLORING FOOD TOGETHER

This toolkit includes simple activities that adults who work with young children can use, in the classroom or in the home, to help kids learn about new foods and start building the skills to make healthy food choices.

To download a free copy of this toolkit, visit CookingMatters.org/ExploringFoodTogether.



OF LOW-INCOME PARENTS SAY THAT **EATING HEALTHY MEALS IS IMPORTANT TO THEIR FAMILIES**

"I LEARNED THAT WHEN YOU EAT HEALTHY, YOUR ENERGY INCREASE AND IT STAYS LONGER. I ALSO LEARNED THAT EATING HEALTHY CAN BE FUN AND DELICIOUS."

—Cooking Matters for Kids graduate

COOKING MATTERS FOR CHEFS AND KIDS

This easy-to-use guide provides chefs with hands-on instruction that helps kids develop a love of cooking and the skills to make healthy food choices wherever they go.

This toolkit includes advice on planning fun activities, easy and interactive recipes for kids, and fun handouts.

To download a free copy of this toolkit, visit CookingMatters.org/ChefsAndKids.



"WITH COOKING MATTERS, I AM HELPING GIVE MOTIVATED FAMILIES THE TOOLS TO PERMANENTLY TURN THEIR LIVES AROUND. IT HAS BEEN AND WILL CONTINUE TO BE AN EXTREMELY FULFILLING PART OF MY LIFE."

—Matthew Everett, Culinary Instructor
Denver, CO

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