

Virginia Cooperative Extension: Your food security partner





Virginia Cooperative Extension

- VCE puts university knowledge into the hands of people. We are credible experts and educators who provide information, education, and tools you can use every day to improve your life.
- 4 main areas:
 - Agriculture and Natural Resources
 - 4-H
 - Family and Consumer Sciences
 - Community Viability

Welcome to Virginia

Cooperative Extension's Family Nutrition Program!

- We serve low-income Virginians by:
 - Supporting them to make healthy choices
 - Teaching basic nutrition, budget food shopping, and food safety to both youth and adults
 - Funded by SNAP-Ed and EFNEP





Direct Education

- Help participants:
 - Taste unfamiliar produce
 - Get the most food for their dollar



- Cooking demonstration and nutrition education
 - Program Assistant Angie Helm is available for demos and education
 - We can train volunteers to use “Just Say Yes to Fruits and Vegetables” curriculum
 - cooking kit, recipes, hand outs
 - FCS Agent Dawn Barnes can teach cooking and canning classes

Social media, Hand outs and recipes

- VCE is a source for free, evidence-based nutrition hand outs and tested recipes.
- The Family Nutrition Program has a free e-newsletter that has family friendly information on how to eat smart and move more.
- FNP can work with your program to provide you with fun and informative social media posts you can use on your Facebook and Twitter pages to engage your clients





Gardening Resources

- Montgomery County's Agriculture Agent Kelli Scott is a resource for any pantry or organization looking to start a garden to grow their own produce.



- Kelli is a link to the Montgomery County Master Gardener's group which may be able to provide volunteers to help start your garden



Programming and evaluation

- Sarah Misyak can assist you with evaluating your program and thinking of ways to tell the story of the impact of your work to funders, policy makers and more.

YOU
are doing
A FREAKING
GREAT
JOB.

Monday, January 6, 2014

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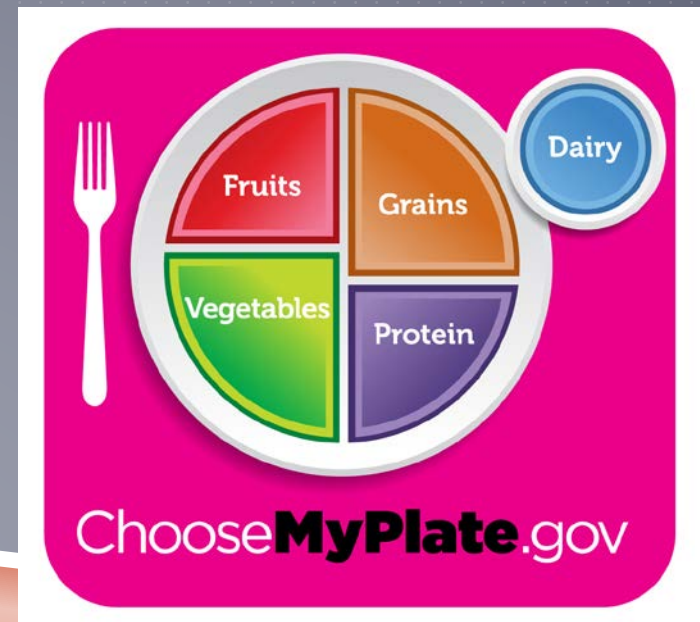


Contact information

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MYPLATE CONSUMER MESSAGING

- ▶ Focus on variety, amount, and nutrition
- ▶ Choose foods and beverages with less saturated fat, sodium, and added sugars
- ▶ Start with small changes to build healthier eating styles
- ▶ Support healthy eating for everyone



KEY CONSUMER MESSAGES

- ▶ Make half your plate fruits and vegetables.
- ▶ Make at least half your grains whole grains.
- ▶ Select a variety of protein foods to improve nutrient intake and health benefits, including at least 8 ounces of cooked seafood per week.
- ▶ Choose fat-free or low-fat milk, yogurt, and cheese.
- ▶ Oils are NOT a food group, but they provide essential nutrients. Therefore, oils are included in USDA food patterns.

EMPTY CALORIES

- ▶ The limit based on estimated calorie needs by age/gender group
- ▶ Physical activity increases calorie needs
 - ▶ More physically active need more total calories
 - ▶ Larger limit for empty calories
- ▶ Key Consumer Messages:
 - Enjoy your food, but eat less.
 - Avoid oversized portions.
 - Drink water instead of sugary drinks.

