



MEALPLANNING
awareness
MONTH | SEPTEMBER, 2013

the way to your healthiest, happiest life

PROGRAM GOAL

Have 10,000 people pledge to prepare 4 or more home cooked meals over eating out for 1 month for:

40,000 HOME COOKED DINNERS IN 30 DAYS

Cooks Smarts is launching a Meal Planning Awareness program to help home cooks conquer their financial and health challenges, while reducing the strain on our environmental resources. Our goal is to teach home cooks how to easily plan delicious and healthy meals for the week in about 30 minutes, which is less time than it takes to eat just one meal out!

THE PROBLEM

LACK OF COOKING SKILLS
& KNOWLEDGE



POOR FOOD CHOICES



HEALTH & FINANCIAL
CHALLENGES

OUR FAST-PACED SOCIETY CREATES MANY COMPETING DEMANDS ON US, AND WE'RE OFTEN MAKING DECISIONS ON HOW WE EAT BASED ON WHAT SEEM TO BE THE FASTEST AND EASIEST OPTIONS. HOWEVER PRIORITIZING CONVENIENCE IS HAVING NEGATIVE IMPACTS ON OUR HEALTH, ENVIRONMENT, AND BANK ACCOUNT.

#1

The US has the highest obesity rate globally.¹

<50%

Children, teenagers and adults all eat less than 50% of the recommended amount of vegetables.²

28%

28% of Americans say they do not know how to cook.³

21%

21% of Americans say they do not have time to cook.³

>\$2K

The average American family throws away >\$2K of food every year.⁴

+75%

In 2013, we spent 75% more eating out at restaurants than we did in 2000 (\$660B vs. \$379B).⁵

OUR SOLUTION

COOKING SKILLS + MEAL PLANNING

HEALTHIER &
HAPPIER LIFE

THE COOK SMARTS MEAL PLANNING METHOD: MAKING LIFE HEALTHIER AND EASIER – ONE HOME COOK AT A TIME.

Cook Smarts believes that by giving home cooks the tools and skills to plan and prepare healthy meals, we can help them lead their healthiest and happiest lives. They'll spend more quality time with their family, reduce their risk for weight gain and disease, and stress less about wasting money and food.

WE'VE IDENTIFIED 4 MAJOR NATIONWIDE CHALLENGES THAT IMPROVED MEAL PLANNING AND COOKING SKILLS WILL ADDRESS:

1. MONEY AND RESOURCES ARE BEING WASTED

American families throw away >\$2K of groceries per year⁴ that contribute to 25% of our methane emissions.⁶

2. HEALTHY EATING AND COOKING ARE STILL CHALLENGING

Only 23% of meals include a vegetable⁷ and 28 million Americans eat at McDonald's everyday.⁸

3. OBESITY AND OTHER DISEASES ARE ON THE RISE

36% of adults are obese. At the current trajectory, all 50 states will have obesity rates over 44% by the year 2030.⁹

4. FAMILIES ARE NOT SPENDING ENOUGH TIME AT THE TABLE TOGETHER

Compared to teens who frequently have family dinners (5 to 7 / week), those who have infrequent family dinners (<3 / week) are 2x as likely to use tobacco and 1.5x likelier to use marijuana.¹⁰

MEAL PLANNING METHOD

THE COOK SMARTS MEAL PLANNING METHOD IS BASED ON AN EASY PLANNING PROCESS SUPPORTED BY TOOLS AND VIDEOS THAT WORK TOGETHER TO HELP HOME COOKS PLAN AND PREPARE HEALTHY AND DELICIOUS MEALS.

1 PLANNING PROCESS:

The easy-to-follow five-step planning process guides home cooks through:

- Organizing their week
- Expanding their recipe options
- Incorporating healthier ingredients into their lives

2 TOOLS:

The Cook Smarts library has several templates, tips and checklists to make it easier for a home cook to start and even more importantly maintain a healthy lifestyle.

The tool library includes:

- Self-assessment survey
- A Meal planning toolkit (template & checklist)
- Guides on Ingredient care
- 3 free meal plans that offer healthy recipes and a food prep framework

3 VIDEOS:

Our video series is designed to give home cooks additional support that will empower and help them feel more confident and creative in the kitchen. Eating healthy doesn't have to be boring or hard!

Here are a few highlights of what you'll receive:

- How to reduce food waste and save money
- Prep ahead: The key to reducing dinnertime chaos
- 5 cooking secrets every home cook should know

THE IMPACT

BY HAVING 3 OR MORE HOME COOKED MEALS VERSUS DINING OUT EVERY WEEK,
A FAMILY OF 4 OVER THE COURSE OF A YEAR CAN:

\$4K

Save up to \$4,000

2K

Eat 2,190 more servings of vegetables benefiting from a more vitamin and antioxidant rich diet which can reduce the risk of a stroke or heart attack by 30%

-79K

Consume 79,000 fewer calories (equivalent of 22 lbs.!!)

81

Spend 81 more hours together over family dinner

SOURCES

1. World Health Organisation (WHO): Overweight and Obesity Factsheet: <http://www.who.int/mediacentre/factsheets/fs311/en/>
2. Centers for Disease Control and Prevention. <http://www.cdc.gov/healthyyouth/nutrition/facts.htm>
3. Impulse Research. <http://www.delish.com/food/recalls-reviews/one-third-of-americans-do-not-know-how-to-cook>
4. US Department of Agriculture. <http://www.businessweek.com/articles/2013-01-10/living-in-the-united-states-of-food-waste>
5. National Restaurant Association. 2013 Restaurant Industry Pocket Factbook. <http://www.restaurant.org/Downloads/PDFs/News-Research/Factbook2013-LetterSize.pdf>
6. US Environmental Protection Agency. “Anaerobic Digestion of Food Waste,” March, 2008. <http://www.epa.gov/region9/organics/ad/EBMUDFinalReport.pdf>
7. NPD Group. “25th Edition: Eating Patterns in America.” <http://www.nytimes.com/2010/09/25/health/policy/25vegetables.html>
8. McDonald’s. <http://www.nytimes.com/2012/05/06/magazine/how-mcdonalds-came-back-bigger-than-ever.html>
9. Trust for America’s Health. “F as in Fat: How Obesity Threatens America's Future 2012.” <http://healthyamericans.org/report/100/>
10. The National Center on Addiction and Substance Abuse at Columbia University. “The Importance of Family Dinners,” September 2010. <http://www.casacolumbia.org/upload/2010/20100922familydinners6.pdf>



FOR MORE INFORMATION

CONTACT: Soley Somma

EMAIL: Soley@cooksmarts.com

PHONE: (240) 393 - 6014

WEBSITE: <http://mpa.cooksmarts.com>