

# CALIFORNIA THURSDAYS™

What is California Thursdays?



CENTER FOR ECOLITERACY

California Thursdays™ is a collaboration between the Center for Ecoliteracy and participating school districts across California to serve healthy, freshly prepared school meals made from California-grown fruits and vegetables.



The program was developed and piloted by the Center for Ecoliteracy in partnership with Oakland Unified School District during the 2013–14 school year.



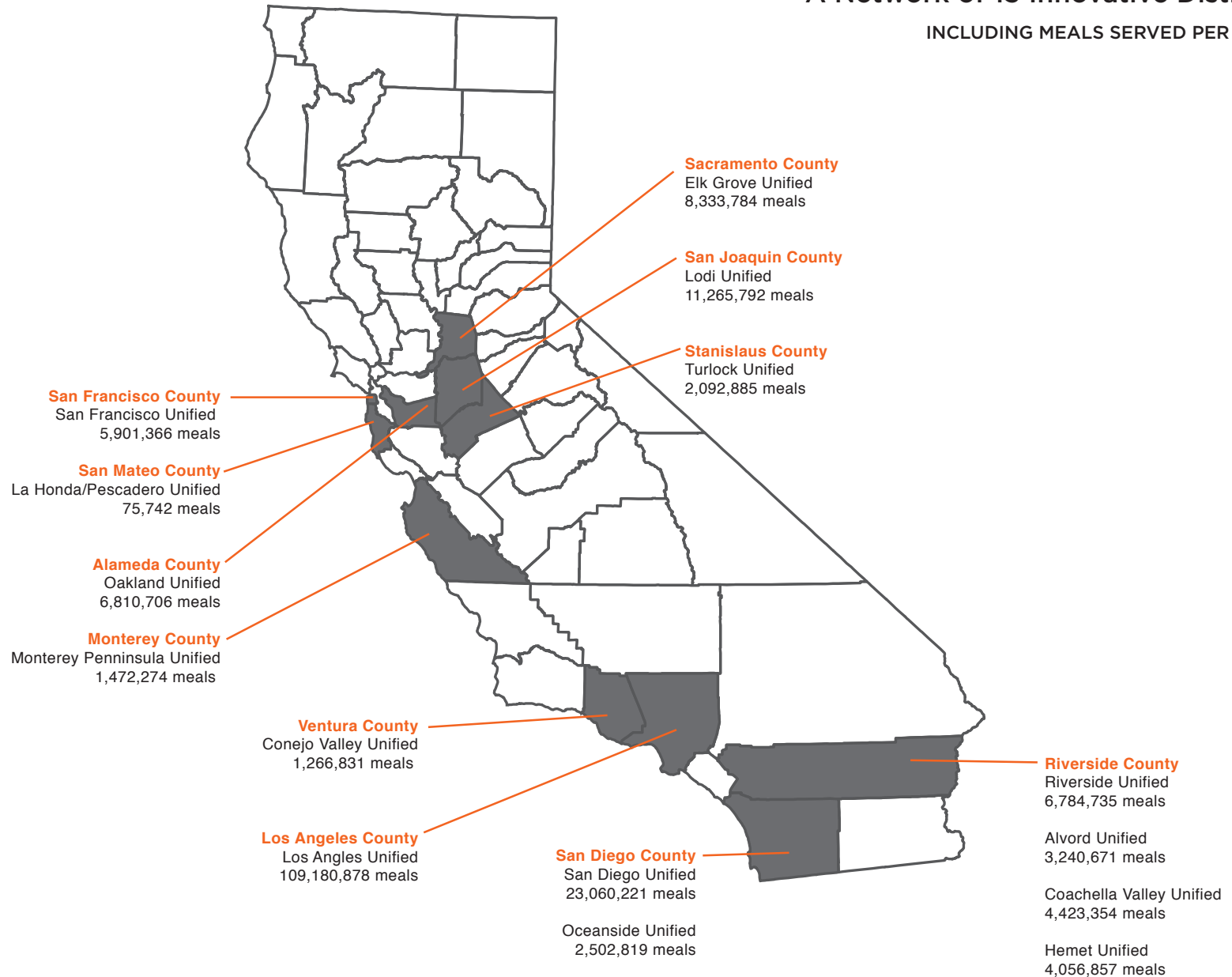
It's grown to include a network of 15 innovative school districts...

.....who serve over  
**190 million** meals a year.

# California Thursdays™ 2014

## A Network of 15 Innovative Districts

INCLUDING MEALS SERVED PER YEAR



We call it a *bite-sized* implementation strategy because districts can begin small, working to serve a single dish from local sources.

RETHINKING SCHOOL LUNCH  
CALIFORNIA FOOD FOR CALIFORNIA KIDS™

# SCHOOL MEALS FEATURING CALIFORNIA FOOD

50 AND 100 SERVINGS



CENTER FOR ECOLITERACY



# CALIFORNIA THURSDAYS

## School Lunch Map: Chorizo and Greens

You are here

Chorizo from Silva Sausage in San Jose, CA



Organic Muir Glen Tomatoes from the San Joaquin Valley, CA.



Organic Dinosaur Kale from ALBA growing collective in Watsonville, CA.



We're bringing **California Food to California Kids™** starting every Thursday across the district. This is the next step for **Farm to School** in Oakland with an entire lunch menu sourced from California. We're moving Farm to School beyond produce to include meats, grains, and dairy products produced **right here in California**.

**THE TIMELINE:**

We're rolling out CA Thursdays in the 2013-1014 school year, with once monthly California Thursdays in October, November, December, January, February, and March. Then, beginning **Earth Day 2014**, California Thursdays will be on the menu every week!



Its impact grows as districts become more successful at local sourcing and preparing fresh, healthy meals.

For example, here's how the impact grows when the network serves a dish just once, then once a month, then once a week.

October 23, 2014



Chicken 144,000 lbs.

Cilantro 20,000 lbs.

Brown rice 89,000 lbs.

Sweet red pepper 53,000 lbs.

Green pepper 26,000 lbs.

Onion 56,000 lbs.

Olive oil 500 gallons

Lime juice 665 gallons

Garlic 2,000 lbs.

Jalapeno pepper 2400 lbs.

# One day a month



Chicken 1,296,000 lbs.

Cilantro 180,000 lbs.

Brown rice 801,000 lbs.

Sweet red pepper 477,000 lbs.

Green pepper 234,000 lbs.

Onion 504,000 lbs.

Olive oil 4,500 gallons

Lime juice 5,985 gallons

Garlic 18,000 lbs.

Jalapeno pepper 21,600 lbs.

# One day a week



Chicken 5,184,000 lbs.

Cilantro 720,000 lbs.

Brown rice 3,204,000 lbs.

Sweet red pepper 1,908,000 lbs.

Green pepper 936,000 lbs.

Onion 2,016,000 lbs.

Olive oil 18,000 gallons

Lime juice 23,940 gallons

Garlic 72,000 lbs.

Jalapeno pepper 86,400 lbs.

California Thursdays is also a communications platform that includes media training and a styleguide that helps districts achieve quality and consistency.

# T-shirts

California Thursdays T-shirts help promote California-grown fruits and vegetables and encourage a feeling of team unity.



## Front

Use a large California Thursdays image front and center.

Imagery usually reproduces best on white or light-colored fabrics. If using a colored fabric, consider something neutral like light gray or light tan.



## Back

Show pride in your district by making a bold statement on the back. Few words and strong type will be the most readable from a distance.

Include logos of your district and partners.



# Posters

Posters are a great way to promote California-grown fruits and vegetables, engage students, and brighten up the dining environment.

## Image

Keep it uncluttered. Let the food be the star.



## Message

Use simple, clean type. Limit your message to a few important words.

This Thursday, our district is serving fresh California fruits and vegetables.

## Footer

You can include information about your district, programs, or partners.

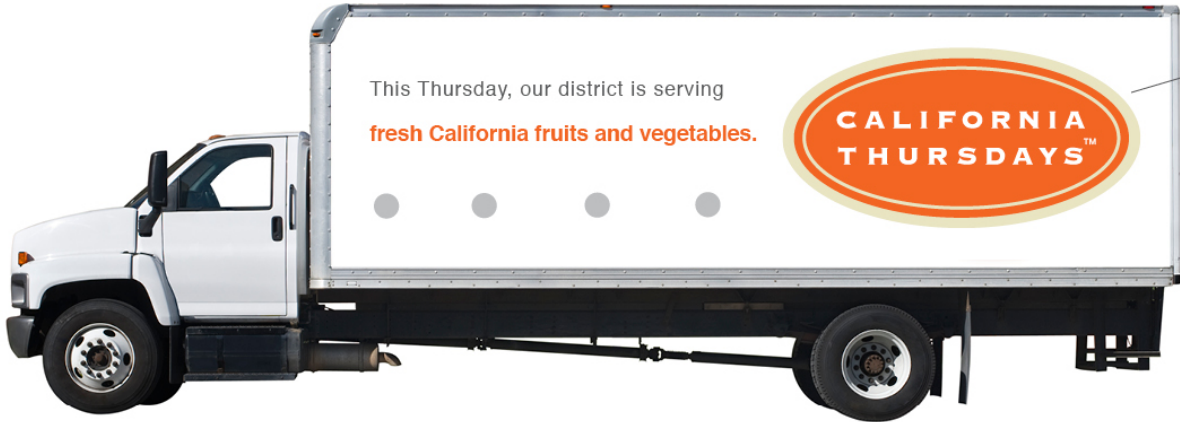
California Thursdays™  
is a program of the California Food for California Kids™ Initiative.

# Truck Wraps, Variations



**Emphasize the crops**

Use one side of the truck to display California-grown fresh fruits and vegetables.



**Emphasize the program**

Use one side of the truck to display the California Thursdays logo, your message, and partners.

In 2014, we're launching  
a Raised on California  
statewide campaign  
voiced by Aisha Tyler,  
with creative contributions  
from the San Francisco  
agency barrettSF.



**RAISED ON CALIFORNIA**

CENTER FOR  
ECOLITERACY

&

barrett **S F**

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5.20.14



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[www.ecoliteracy.org](http://www.ecoliteracy.org)