The Beecher’s Foundation delivers a free food education program, the Pure Food Kids Workshop, to 4th and 5th grade classrooms. **We’ve taught the workshop to more than 160,000 students** since launching in 2006. The class is designed to spark kids’ curiosity about food, providing them with information and tools to make healthy food choices and inspiring them to cook more at home. We initially targeted the Seattle metro area and have since expanded into New York City. Throughout our 13 years of programming, we’ve placed a strong emphasis on data and evaluation. We collect information to:

- Gain insights into what learning takes place on the day of the workshop;
- Learn how that knowledge has been adopted into behaviors at home and at school in the months following the workshop; and,
- Improve the quality of the Pure Food Kids Workshop in order to achieve greater impact.

**REACH**

**Pacific NW**
- 227 Schools
- 748 Workshops
- 17,410 Students

**NYC**
- 99 Schools
- 313 Workshops
- 10,210 Students

**326 Schools**
**1,190 Workshops**
**27,620 Students**

“*I’m reading labels on everything!*”
- 4th grade student
On the day of the workshop, we test the students' knowledge on what they know before the workshop, as well as the information they learned during the workshop. Here are the results for the 2018/19 school year:

### Growth in Knowledge

<table>
<thead>
<tr>
<th>Topic</th>
<th>Pre-Quiz</th>
<th>Post-Quiz</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Definition</td>
<td>30%</td>
<td>73%</td>
<td>+43%</td>
</tr>
<tr>
<td>Calories Definition</td>
<td>25%</td>
<td>79%</td>
<td>+54%</td>
</tr>
<tr>
<td>Calculating Sugar</td>
<td>43%</td>
<td>77%</td>
<td>+34%</td>
</tr>
<tr>
<td>Ingredient List Organization</td>
<td>19%</td>
<td>78%</td>
<td>+59%</td>
</tr>
<tr>
<td>Where to check for Artificial Colors</td>
<td>36%</td>
<td>73%</td>
<td>+37%</td>
</tr>
<tr>
<td>Average</td>
<td>31%</td>
<td>76%</td>
<td>+45%</td>
</tr>
</tbody>
</table>

### BEHAVIOR CHANGE

After the workshop, students are asked to rate their experience on a scale of 1-10 (10 being the highest score).

"I love this workshop every year. It aligns to core standards, is engaging, and is so important to kids."

- 4th grade teacher

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In addition, we asked teachers how the workshop has shifted their own food and beverage choices.

Was the workshop aligned with curriculum or content areas you teach?

- Yes: 81.9%
- No: 18.1%

Has anything you’ve learned during the workshop influenced your food and beverage choices?

- Yes: 49.6%
- No: 50.4%

Did you find the workshop personally informative?

- Yes: 94.3%
- No: 5.7%

Students learn to become Food Detectives in our academically-aligned workshop.

The 2.5 hour workshops spark curiosity about what’s really in the foods kids eat; teach kids how to read nutrition labels and ingredient lists; raise awareness about how food companies are marketing to kids; and let kids be chefs, cooking and eating tasty, nourishing veggie chili right in their classrooms!

“\[The hands-on nature of the workshop is incredible.\]”

-4th grade teacher

LEARN MORE

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