FOOD LITERACY AS A CATALYST FOR CHANGE
“The biggest question to ask yourself about food is: Where did this come from? And that begins the telling of the story.”

— Michael Pollan
What is food literacy and why does it matter?
FOOD LITERACY

Understanding the story of our food, from farm to table and back to the soil.
The ability to make informed choices about food that support one's health, community and the environment.
WHY DOES IT MATTER?

- When people are food literate, good things happen.
- Food literacy is the first step in shifting a food culture.
- To design a new food system, we need a new food culture.
WHAT IS FOOD CULTURE?

Shared values, traditions and practices surrounding food. Food culture expresses itself within society, community, organization, school, and family.
The more individuals and institutions involved in the conversation, the more likely the food culture of a community will change.
To be food literate, what should all students learn and practice before graduating from high school?
What is your vision of a healthy food culture?