

Kids to kids – Let's prepare a healthy traditional meal



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Source reference:
Healthy and
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Healthy and sustainable food systems Background: childhood obesity, diseases, rejection of healthy seasonal food from the surrounding,

lack of motivation at home and at school, easy access to fast – pre-prepared food

Level: national

Start school year: 2011/2012

Main target group: children from 7 to 15 years

Next target group: teachers of household, school nutrition planners, school chefs

Encourage kids to consume seasonal vegetables and fruit from surroundings - short chains

Make basic ingredients as a necessary part of an every day's meal

Changing kid's taste and mind

Encourage regular daily eating

Cooking at home is trendy, affecting the transmission of information to family members

Strengthen inter-peer influencing and motivation

Educate children about importance of sustainability

To influence a better social environment – raise empathy

To prove that healthy food is easily accessible to all

With intergenerational communication to revive culinary, almost forgotten heritage – with the reasons of eating (what, why and when) and to adapt old dishes to today's body needs. In collaboration with school nutrition staff and chefs, at least once a month, more than 3000 kids cook healthy traditional meals for whole school in the school kitchens. With promotional and competitive performances across the country, information and motivation is transferred to various public, through the media we influence the entire population.

Reduce wastes of food at minimum

Reduce disease - higher motor skills

Kids self-esteem and self-initiative is rising, consequently health

Interest in co-operation increases sharply every year: the number of schools and the number of children in each school

Interest spreads into a younger group of children (under 8 years of age)

In school meals grows amount of varied vegetables

Fresh fruit replaces artificial fruit preparations

Water and tea replace fruit juices

Replacement of white bread with buckwheat, rye, whole grain, corn

Replacement of potatoes and pasta with cereals - porridge or polenta

The amount of fried foods in oil is almost deleted

High level of feeding culture and changes in the nutrition process among children is achieved.