

CALL FOR NOMINATIONS FOR THE GOLDEN CARROT AWARD

2005

GRAND PRIZE of \$3,500: \$1,000 to foodservice professional
\$2,500 to school foodservice program

Plus, four additional \$500 awards given to innovative foodservice professionals

In order to recognize the leadership of foodservice professionals who are having an exceptional impact on the health of children in schools, the Physicians Committee for Responsible Medicine (PCRM) is announcing the second annual *Golden Carrot Award*. PCRM is a nonprofit organization that promotes preventive medicine through healthy eating and sponsors the Healthy School Lunch Campaign (www.HealthySchoolLunches.org).

PCRM is requesting nominations for individuals who are approaching school nutrition in an innovative way. In particular, we are looking for individuals who, through the foods served in the lunchroom and/or through educational efforts, are encouraging children to eat more healthfully.

Examples would include novel programs that:

1. *encourage* the consumption of lower-fat meals.
2. *encourage* the consumption of fresh fruits and vegetables.
3. *provide* low-fat vegetarian or vegan menu items.
4. *respect* cultural diversity by offering culturally appropriate healthy menu offerings or by other methods.
5. *offer* non-dairy foods or beverages to meet the needs of children who avoid cow's milk.
6. *foster* community partnerships (parents, farmers, businesses) that result in healthier choices or opportunities for experiential learning for children at school (salad bars, recycling programs, gardens, etc.).
7. *provide* innovative programming that reduces child obesity or improves child health through foodservice operations.

Nominating an innovative foodservice professional for these awards:

Nominations are to be made for individual foodservice professionals who promote healthy nutrition to kids in their schools, rather than nominations for specific schools or programs. Self-nominations will be accepted. Note that the top four winners from last year will not be eligible for cash prizes this year. For information on 2004 Golden Carrot Award winners, please visit: www.HealthySchoolLunches.org.

Fill out the form on the back of this sheet, ANSWER THE QUESTIONS LISTED, and mail, e-mail, or fax it with any supporting materials to the Physicians Committee for Responsible Medicine at the address below. PCRM may follow up with you or the foodservice professional for more details.

Awards will be announced prior to National School Lunch Week, October 10-14, 2005, and recipients will be highlighted in *Good Medicine*, PCRM's quarterly magazine, on our Healthy School Lunches Web site, and in a press release.

Deadline for submission of materials: September 15, 2005

PCRM PHYSICIANS
COMMITTEE
FOR
RESPONSIBLE
MEDICINE



GOLDEN CARROT AWARD

GOLDEN CARROT AWARD NOMINATION FORM

Please send a nomination and include name, position, address, telephone number, and e-mail address of nominee, and your contact information. Include a description of the program that illustrates how this individual has improved the quality of foods and beverages offered or has promoted the health of children through school meal programs and/or educational efforts. Feel free to include illustrations, samples of program materials, photos, or other documents that will help the reviewers understand the innovative effort and its impact.

Nominator's Name: _____ **Position or Title:** _____

E-mail: _____ **Phone:** _____

Nominee's Name: _____ **Position or Title:** _____

E-mail: _____ **Phone:** _____

School : _____ **School District:** _____

Mailing address: _____

School Category: large public school small public school private school charter school special school

Number of students: _____ **Number of students served by program:** _____

To guide your application, please use the categories below to describe what innovations this foodservice professional has undertaken to encourage children to eat more healthfully, and why you believe this professional is deserving of the Golden Carrot Award for 2005. Please attach additional pages and supporting materials as needed.

1. *Encourages* consumption of fresh fruits and vegetables (salad bars, vegetable promotions, etc.)
2. *Encourages* consumption of lower fat meals
3. *Provides* low-fat vegetarian and vegan menu items (available daily or occasionally)
4. *Demonstrates* respect for cultural diversity
5. *Offers* non-dairy foods or beverages to meet the needs of children who avoid cow's milk
6. *Fosters* community partnerships that result in healthier choices and opportunities for learning (connecting classroom nutrition education to foodservice offerings, farm-to-school programs, recycling programs, school gardens, etc.)
7. *Provides* innovative programming that reduces child obesity or improves child health (nutrition education efforts in the lunch room or in the class room, hands-on learning opportunities, etc.)
8. *Discourages* the consumption of less nutritious foods and snack items (snack vending policies, other programs)

For more information or nomination submissions, please contact:

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