



**KINGSTON  
EATS**

## MAKING FRUITS & VEGGIES FUN IN 2024

Kingston Eats is a city-wide campaign designed to cultivate a culture of health and wellness by making healthy food fun. Piloted in 2023 and expanded in 2024, Kingston Eats called in partners from all across Kingston to celebrate a fruit and vegetable each month. Informed by a steering committee made up of local nonprofits and growers, Kingston Eats encourages connections and camaraderie over food across all parts of our community.











### KINGSTON EATS PARTNERS

- |                           |                                      |
|---------------------------|--------------------------------------|
| <b>17</b><br>Restaurants  | <b>14</b><br>Community Organizations |
| <b>11</b><br>Schools      | <b>7</b><br>Early Care Centers       |
| <b>3</b><br>Food Pantries | <b>2</b><br>Food Retail Locations    |

### HIGHLIGHTS

- 1** Digital Passport + AR experience launched!
- 4** Hands-on Cooking Workshops
- 42** Taste testing activities
- 105** Community & school menu features
- 30K** Pounds of produce through school, daycare, & community participation!!

**MONTHLY SCHEDULE**

KINGSTON EATS <small>#KingstonEatsFresh</small>			
<b>MARCH</b>  CABBAGES & MANGOS	<b>APRIL</b>  POTATOES & KIWIS	<b>MAY</b>  SPINACH & RHUBARB	
<b>JUNE</b>  LETTUCES & BERRIES	<b>JULY</b>  CORN & STONE FRUITS	<b>AUGUST</b>  TOMATOES & MELONS	<b>SEPTEMBER</b>  PEPPERS & GRAPES
<b>OCTOBER</b>  KALE/ COLLARDS & APPLES	<b>NOVEMBER</b>  CARROTS & PEARS	<b>DECEMBER</b>  WINTER SQUASHES & CITRUS FRUITS	

### THE TEAM

**Cornell Cooperative Extension  
Ulster County**



# FOSTERING A HEALTHY FOOD CULTURE SHIFT THROUGH ACCESS, EDUCATION, & COMMUNITY

## ACCESS

Core to our values is that healthy, local, fresh, food should be accessible for everyone! To make Kingston Eats fun for everyone, we prioritized the following accessibility points.



To reach as many people as possible to create as many opportunities for participation as possible, we recruited cross-sector partners, from schools, food pantries, restaurants, daycares, the farmers' market, organizations that provide subsidized meals alongside mental health services and more.

**“ [My favorite part about Kingston Eats is] The joy of the community when they learn what the vegetables are and how to eat them. ”**  
~ Food pantry partner

We worked with a local nonprofit farm, Hudson Valley Farm Hub, as a member of the steering committee and a food access partner, to align the veggie and fruit of the month with their production/donation calendar as much as possible. To fill the winter month gaps, we secured additional funds to purchase non-local fruit for November and December.



Donated leftovers from each cooking workshop to a free community fridge. For the last workshop, we offered take-home ingredients.



Supported Kingston City School District's partnership with Rondout Valley Growers Association to feature the veggie/fruit of the month on school menus, which is free for all students.

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## EDUCATION

We are big believers in the power of food education to cultivate curious, adventurous, healthy eaters. In addition to our regular taste testing activities, Kingston Eats provided food education through the following special events.




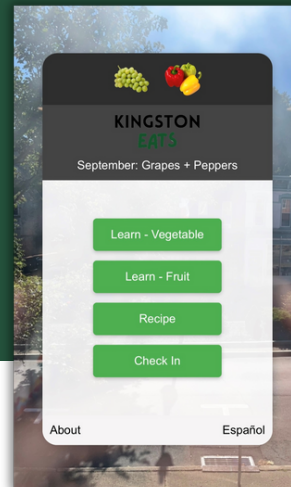
 Hosted 4 hands-on free community cooking workshops through our Kingston Cooks program




 Hosted special events, like JFK Elementary School's 2nd Annual Spinach Fest



 Appeared on the radio to talk about the fruit and vegetable of the month, with some unique appearances like the live cooking show with Radio Kingston



 Launched a digital passport in collaboration with a local partner, Trust Up, to gamify the experience with augmented reality from local teen farmers and a chef

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## COMMUNITY

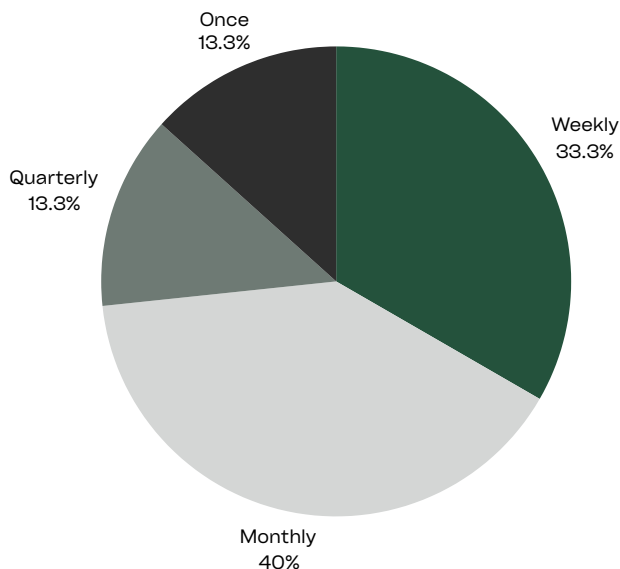
More than anything, we sought to use food to create a sense of community and connectedness to catalyze a culture shift in the Kingston food system.

**[My favorite part about Kingston Eats is] The importance of sharing information about vegetable types and how to cook them in order to build food resilience and community solidarity.**

*~ Local food business partner*

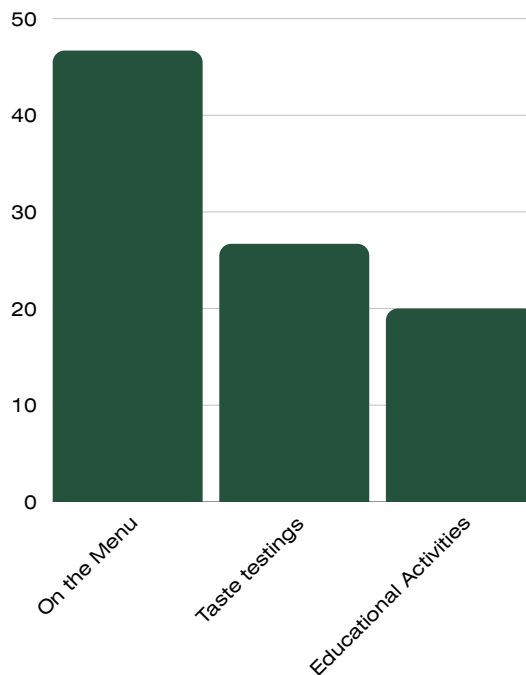
## Partner Participation Frequency

More than 86% of partners surveyed participated on at least a monthly basis, if not more frequently.



## Partner Participation Type

Food education and our favorite activity, eating the veggie and fruit of the month, were the most popular ways to celebrate.



## For more information

<https://livewellkingston.org/kingston-eats/>

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