

Healthy Food Passport - Project Canvas

Problem <ul style="list-style-type: none"> • I don't have access to healthy food. • I don't know what healthy food means. • I don't have time and options to get healthy food • I don't know where my food comes from • I don't have the money to buy healthy food 	Solution <ul style="list-style-type: none"> • Opportunities for hands-on exploration • Preserves the cultural context • Involves the community in education to help recount and build new stories around the origins and connections to food 	Value Proposition We create new stories about food that offer discover and connections to the real world as well as a new experience to access, prepare, and eat food together.	Unique Advantage <ul style="list-style-type: none"> • Rich food culture • Strong roots in urban agriculture • Skills and resources of Vincent High School's ag program • Status as top 5 food producer in US • Strong culinary culture • Strong interest from public health community • Access to strong (FaB) business community • Ability to prototype/experiment 	Customer <ul style="list-style-type: none"> • Children • Families
	Key Metrics <ul style="list-style-type: none"> • # of healthy meals served in schools • Amount of food waste in school cafeteria • Length of lunch periods • # of survey responses to validate problem statements • # of students interviewed to validate problem statements 		Channels <ul style="list-style-type: none"> • Lunch program/food services • Non-profit community • Industry partners • Media exposure • Foundations & prof. membership organizations • Health/Medical orgs • Universities 	
Cost Structure <ul style="list-style-type: none"> • Staff • Time • Materials • Education/training • Media capability • Change in curricular organization • Administration • Cross-curricular coordination • Logistics 		Revenue/Value Creation Structure <ul style="list-style-type: none"> • Learning capacity • Healthier local economy • Reduction in health impact of environmental factors • Validation of "you" • Increased student engagement • Talent development for food industry • Increased capacity for policy change • Reduction in the # of food deserts 		