

# Farm2Childcare



of The  
Planning  
Council

OBICI  
Healthcare Foundation

Children get as much as 80% of their daily nutrients in childcare.

**80%**



Nearly 1 in 3 Virginia preschoolers (ages 2-5) are overweight or obese (compared to 1 in 8 nationally).

Overweight or obese preschoolers are 5 times more likely to be overweight or obese as adults.

**5x**

Obesity is associated with a variety of health issues and chronic illnesses:



Heart Disease



Diabetes



Asthma



Mental Health Problems



Almost 75% of Virginia youth reported eating fast food at least once a week.

Studies show that school gardens increase excitement for trying new fruits and vegetables.

Early food and diet experiences help determine later eating habits.

Source: [www.cdc.gov/VitalSigns/ChildhoodObesity](http://www.cdc.gov/VitalSigns/ChildhoodObesity)

## What is Farm2Childcare?

Led by The Planning Council and made possible with funding from the Obici Healthcare Foundation, Farm2Childcare is a community-based pilot program designed to connect farmers and childcare providers in Western Tidewater (Isle of Wight and Southampton counties, Suffolk, and Franklin).

## Farm2Childcare Seeks To:

- INCREASE** Community connections (farmers to consumers)
- Kids' consumption of fresh fruits and vegetables
- Access to healthy, affordable foods
- Kid's exposure to growing fruits and vegetables
- DECREASE** Childhood obesity and hunger
- Fast food as a regular meal option
- Food deserts
- High-calorie, sugary snacks and meals

## How You Can Help

The earlier children learn to eat more fresh fruits and vegetables, the healthier they'll eat as adults. And, right now, kids just aren't getting enough healthy foods. That's where you come in!

**Childcare Providers** can introduce children to fresh fruits and vegetables and teach where they come from and how they're grown by:

- Taking field trips to local farms and farmers' markets
- Inviting a farmer, chef, master gardener to your childcare center
- Including local foods in snacks and meals
- Involving children in growing small gardens (growing seeds in cups or containers)
- Offering taste tests and food demonstrations

**Farmers** really are at the top of the food chain when it comes to Farm2Childcare... they provide the fresh produce. This program seeks to link farmers with consumers to expand their market and economic viability, along with access to healthy, affordable fruits and vegetables. Farmers can also teach providers, children, and the community about growing healthy food and assist with container gardens.

## Community Partners

From demonstrations to donated gardening supplies, and garden plots to support for local farmers markets, Farm2Childcare Community Partners are critical to the success of this program. Community partners are a vital resource to build a community-wide, sustainable program with lasting changes to increase consumption of fruits and vegetables, and dramatically reduce childhood obesity.

### Community Partners include:

- Families – parents, grandparents, caregivers
- County and City leadership
- Local nonprofits and organizations
- Local businesses
- Garden centers and retailers
- Healthcare organizations
- Schools
- Media outlets
- Master gardeners
- Chefs

For additional information about Farm2Childcare, facts and data sources and how you can get involved, contact The Planning Council at 757.622.9268 or email us at: [farm2childcare@theplanningcouncil.org](mailto:farm2childcare@theplanningcouncil.org).