



TasteWiseKids



2019 ANNUAL REPORT



IMPACT

We had a very busy 2019. We worked with over 3,800 students, engaged about 1,200 families through our take home salad kits, and developed a new workshop model. We also increased our capacity and reach by engaging with new communities, enlisting more volunteers, and re-branding with a new logo, website, and messaging. Most importantly, we met our mission- to teach kids where their food comes from and how to build healthy eating habits. Here's a quick visual recap of our year:

OUR MESSAGE

Our students learn about where their food comes from and learn how to build positive, healthy eating habits. We empower children of all ages to think about food in new ways, to explore their own sense of taste and to realize that flavorful, nutritious food and good health go together - naturally.

Thanks to our work with RedStart Creative, we launched a new logo, website and messaging.

OUR TEAM

Over 1,900 volunteer hours donated.

Volunteers worked with students in our Days of Taste program, helped us plan our Farm to Chef Maryland fundraiser, helped us with program evaluation and helped us to develop a new workshop model.

OUR REACH

Over 5,000 individuals participated in our program activities.

Days of Taste, Workshops, High School culinary skill building, and Take-Home salad kits.

OUR IMPACT

"I make salad very often but have only gotten the kids to eat a leaf or two in the past. My son was very excited about making this salad and ate a good serving two days in a row. I've also always had a good variety of cheeses at home and always offer it to him but it wasn't until this program that he came home and said 'Daddy, I like cheese.' It is amazing how their perception changes when they experience things with their friends in school."

-Parent of Days of Taste student

2019 HIGHLIGHTS

In 2019 we were very excited to host our first successful workshop pilot. Read below how it went and what our students accomplished.

When TasteWise Kids was founded in late 2015, the immediate need was to maintain and grow the running of the Days of Taste program, launched in the Baltimore area by the American Institute of Wine and Food in 1998, and now in operation in over 40 schools a year under the guidance of TasteWise Kids, a reach we are very proud of.

Beyond this program, we have always wanted to bring Days of Taste type learning – learning about the elements of taste, how to balance flavors, and the journey of food from farm to table – to other ages, other communities, and into other environments, in a more bite sized (pun intended!) format. We want to give kids of all ages fun ways to learn about food and inspire healthy eating habits, wherever that may occur.

We're happy to say we had a great time spending the afternoon with the students in the Hampden Family Center's after-school program. Our new Taste workshop was a success as deemed by their K-5th graders who participated. As you can see in these pictures, everyone had fun!



Students learned about the different plant parts we eat. A favorite was eating the seeds of the sugar snap peas.

We did experiments to discover the four elements of taste. One fun moment was when they discovered that combining the sour citric acid and sugar is like a sour patch candy!

Making a yogurt dip to their own individual taste was a hit. Students worked on their math skills as they measured out the ingredients and got to flavor their dips to their liking.

Tasting the dip by using the “plant part dippers” was of course a highlight . Students used carrots, radishes, sugar snap peas, celery and cauliflower. There was a lot of discussion about which dipper was “best”.



We are planning more workshops like this one in the future. We hope to connect to organizations that might be interested in providing this type of workshop. We can't wait to work with these curious and clever students again soon.

BOARD OF DIRECTORS

Jerry Edwards, CPCE, is Co-Board Chair and has been volunteering his time as chef for the Days of Taste program for over 12 years. Professionally, Jerry is the owner and Corporate Chef of Chef's Expressions Catering and Consulting. He is very active in many charities for children's issues, social causes and adult diseases and is the current spokesperson for Meals on Wheels of Central Maryland. Since his career in catering consulting and administration has taken off, he finds peace and solitude in his kitchen where he creates wine dinners for both family and friends. Jerry loves to garden and grows over 30 types of tomatoes each summer.

Lon Engel, J.D., serves as Co-Board Chair and counsel to TasteWise Kids. He has been involved since TasteWise Kids' origination and with its Days of Taste program since 2006. Lon is the managing attorney for Engel Law Group, a firm dating back to 1949. He is also co-owner of Engel Family Vineyards in St. Helena, Napa Valley. His favorite vegetable is corn and his favorite comfort food is Ben and Jerry's Phish Food ice cream.

Riva Eichner Kahn, PhD, is TasteWise Kids Board Vice-Chair and the Director of our Days of Taste program. Riva has been involved with the Days of Taste program since its inception in the Baltimore area in 1988, and has been National Days of Taste Chair since 2006. Riva retired from the Faculty of The Johns Hopkins School of Medicine. Riva has been invited to speak at many state and national conferences on food education, student wellness programs and farm-to-school initiatives, and represented Days of Taste at Michelle Obama's launch of Chefs Move to Schools at the White House in June 2019. Outside of TasteWise Kids and Days of Taste, she is active in several Baltimore area cultural organizations. Her favorite fruits and vegetables are radishes, zucchini, pomegranates and watermelon—depending on the time of year.

Jeff Reinhardt, CPA, CVA, serves as Treasurer of TasteWise Kids and has been involved since September 2016. Professionally, Jeff is partner/stakeholder with KBST&M Certified Public Accountants and Consultants. In Jeff's spare time, he enjoys golf, football and coaching youth sports. His favorite vegetable is broccoli.

BOARD OF DIRECTORS

Jamelle Bryant the Secretary of the Board and is a program manager at One Financial. She focuses on leadership education programs for new managers. Jamelle has prior non-profit board experience. She was previously the board secretary at the Village Learning Place, and also chaired their Governance Committee. Jamelle is passionate about serving the community and often volunteers her time to causes related to children and education. She enjoys mentoring, has worked on many Baltimore City School initiatives, and has also taught financial literacy to middle and high school students. Jamelle is originally from Connecticut and has been slowly migrating down the east coast with a stop in Pennsylvania before moving to Maryland. As a life-long learner, she has an undergraduate degree in accounting from Bentley University, and is currently pursuing an instructional systems development certification from UMBC. In her free time, Jamelle can be found attending concerts and live music festivals, book club activities, and happy hour events.

Michael Abboud, serves as a member of the TasteWise Kids Board of Directors. Michael joined the board of TasteWise Kids in July of 2018. He comes to the board from BGE where he is currently the Manager of Regional Distribution Engineering. Michael is responsible for leading an engineering team focused on improving the system reliability of Baltimore and surrounding counties. He has worked at BGE for 14 years and served in various roles from Design & Engineering, Project Management, Customer Relations, Utility Training and Business Operations. Micheal's most recent position was working directly for CEO of BGE where he was responsible for providing analytical and business support for the CEO. Prior to joining the board of TasteWise Kids, Michael has been actively involved as a coach for the Bel Air Terps youth football program and the Baltimore Lutheran Saints. Michael brings his passion for food to TasteWise Kids, which was developed early in his childhood while working at his family's restaurant in Bel Air, MD. Michael holds a B.S. from Johns Hopkins University and an MBA from Loyola University. He lives in Harford County with his wife and two daughters, who love to enjoy the outdoors, cook wonderful meals, and travel to new destinations.

BOARD OF DIRECTORS

Renee Evans, has been a board member since 2017. Professionally, she is the Vice President of Human Resources for Pompeian Inc., a manufacturer of olive oils, vinegars, and cooking wines. Growing up on a small farm in Ohio, Renee fondly remembers picking fresh vegetables out of the garden and bringing in eggs from the chicken coop. Today, Renee and her husband enjoy traveling the globe and experiencing different foods and cultures. Always open to new experiences, she's tried some interesting dishes during those travels. Her favorite vegetables include red beets, peas, and tomatoes.

Dana Slater has been involved with TasteWise Kids since it began in 2015. She has also been part of the planning committee for the Farm to Chef Maryland event since 2012. Outside of TasteWise Kids, Dana produces the ORIGINS speaker series held monthly at Artifact Coffee. Her favorite vegetable is butternut squash.

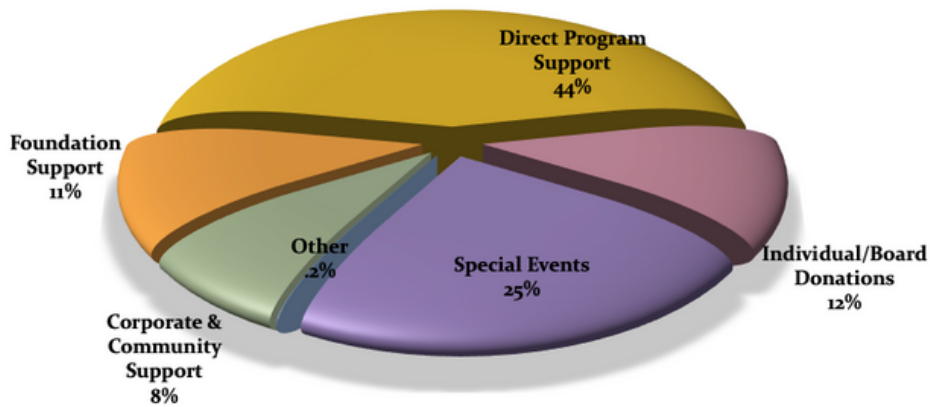
LEADERSHIP

Wendy Jeffries, MPP, serves as the Executive Director of TasteWise Kids and was part of the small group who founded the non-profit in December 2015. In her role as Executive Director, she manages the organization's core functions, works closely with the Board of Directors, and is building partnerships to increase the reach of the organization. Prior to TasteWise Kids being established, she has been involved with the Days of Taste program since 2009. Wendy brings her expertise in using data and research-based practices to improve programs and outcomes for kids and families. She lives in Baltimore City with her husband and two daughters where they love to stay active, cook up great meals after buying ingredients at our city's great farmers' markets, and visiting new restaurants. While she loves to buy whatever is in season, her favorite vegetables are sugar snap peas and butternut squash.

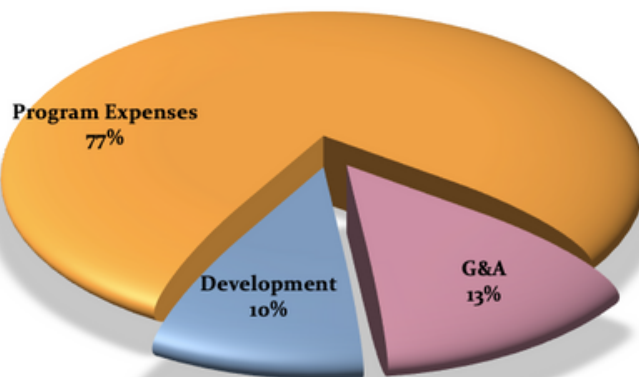
FINANCIAL OVERVIEW



**TasteWise Kids
Income 2019**



**TasteWise Kids
Expenses 2019**



2019 FUNDERS

- 32nd Street Farmers Market
- Anonymous
- Cloverland Dairy
- Collins Wilson Communications
- Engel Law Group
- Fells Point Meats
- Harford County Government Division of Agriculture
- Harford County Women's Giving Circle
- Hamilton Bank
- Howard County Economic Development Authority
- Howard County Farm Bureau
- Howard County General Hospital
- Howard County Medical Society
- Johns Hopkins Medicine
- KBST&M
- Keswisk
- Kiwanis Club of Ellicott City
- Kramon and Graham
- MARBIDCO
- Maryland Agricultural Education Foundation
- Maryland's Best
- Maryland Healthcare
- Michele's Granola/Give One For Good Food
- Multi-Specialty Health
- Pompeian Olive Oil
- QED Systems
- Sprouts Farmers Market
- St. Paul and Biddle Medical Associates
- The Coastal Companies
- The Links, Columbia, MD Chapter
- Trohvi
- Tulkoff Food Products
- United Healthcare
- United Healthcare Marketing





- United Healthcare
- BIC Educational Foundation
- Johns Hopkins Medicine
- The Women's Giving Circle of Harford County
- Sprouts Farmers Market
- The Coastal Companies
- Pompeian
- QED Systems
- Harford County
- The Links, Incorporated, Columbia (MD) Chapter
- Howard County General Hospital
- The Howard County Farm Bureau
- Maryland Agricultural Education Foundation
- Howard County Medical Society
- Kiwanis International
- Graul's Market
- 32nd Street Farmer's Market
- Healthy Harford
- Atwater's
- Civic Works Real Food Farm
- Community Foundation of Howard County
- Maryland Agricultural Resource Council
- Vanns Spices
- Restaurant Association of Maryland Education Foundation
- Baltimore Office of Sustainability
- The Classic Catering People
- Strong City Baltimore
- Chef's Expressions Catering and Event Design
- Howard County Agriculture Economic Development Authority
- The Roving Radish
- Harford County Public Schools
- Great Kids Farm
- Howard County Public School System
- M&T Bank
- Johns Hopkins Center for A Livable Future
- The American Institute of Wine and Food
- BGE and Exelon Company
- University of Maryland Extension



2019 CHEFS

2019 Chef Partners

- Steve Agostini (Lib's Grill, Maple Lawn)
- George Batlas (Manor Tavern)
- Bryan Boessel (One Eleven Main)
- Greg Brown (Land of Kush)
- Bruce Clarke (Laurrapin Grille Catering)
- Terence Dickson (Terra Café)
- Jerry Edwards (Chef's Expressions)
- Barry Fleischmann (Scratch Mill Kitchen)
- Kiah Gibian (Wild Thyme)
- Sean Gomez (Pairings Bistro)
- Mickey Graham (Stella Notte)
- Therese Harding (The Classic Catering People)
- Keith Holsey (State Fare)
- Richard Jallet (Baltimore Country Club)
- Jon Kohler (Pairings Bistro)
- Sandy Lawler (Lord Baltimore Hotel)
- Corey Laub (Aida Bistro, Coelum)
- Martha Lucas (Cavalletta Media)
- Greg Mason (White Oak Tavern)
- Susan Muldoon (The Vandiver Inn)
- Nona Nielsen-Parker (Atwater's)
- Carlos Raba (Clavel)
- Dave Sherman (Ground & Griddled)
- John Shields (Gertrude's at the BMA)
- Dave Thomas (Ida B's Table)
- Keith Watson (Dandelion Bakery & Bistro)

- Dan Wecker (Elkridge Furnace Inn)
- Doug Wetzel (Gertrude's at the BMA)
- Bri White (Bluebird Café)
- David Zamudio (Alma Cocina Latina)

2019 Farm to Chef Participants

- Steven Agostini (Lib's Grill in Maple Lawn)
- David Alima (The Charmery)
- Chris Amendola (Foraged)
- Johntay Bedingfield (La Food Marketa)
- Saon Brice (Copper Kitchen)
- Josh Brown (Vida Taco Bar)
- Joey Chavez (Bygone)
- Jerry Edwards (Chef's Expressions)
- Trinity Fisher (Wicked Sisters Tavern)
- Beej Flamholz (Beej Flamholz)
- Robin Haas (Birrotecca)
- Therese Harding (The Classic Catering People)
- Jonathan Hicks (Cosima)
- Scott Hines (The Revival--Topside)
- Keith Holsey (State Fare)
- Jon Kohler (Pairings Bistro)
- Joseph Lancelotta (Conrad's Seafood)
- Corey Laub (Coelum Market Bar Cafe)
- Mark Levy (Magdalena)
- Susan Muldoon (Vandiver Inn)
- Nick Pasco (The Food Market)
- Stefano Porcile (Orto)
- Jesse Sandlin (The Outpost American Tavern)
- David Thomas (Ida B's Table)
- Todd Weisz (B&O American Brasserie)
- Doug Wetzel (Gertrude's)

2019 FARMS



2019 Farm Partners

- Baltimore County Agricultural Center (Baltimore Co)
- Brad's Produce (Harford Co)
- Buppert's Farm (Carroll Co)
- Gorman Farm (Howard Co)
- Grand View Farm (Harford Co)
- Great Kids Farm (Baltimore Co)
- Karma Farm (Baltimore Co)
- Mary's Land Farm (Howard Co)
- Myrtle Woods Farm (Howard Co)
- One Straw Farm (Baltimore Co)
- Real Food Farm (Baltimore City)
- Third Way Farm (Harford Co)
- TLV Tree Farm (Howard Co)

2019 Farm to Chef Participants

- Brad's Produce
- Calvert's Gift Farm
- Catoctin Mountain Farm
- Charlottetown Farm
- Cherry Glen Goat Cheese
- Chesapeake Farm to Table
- Crooked Fence Farm
- Crow Farm
- Deer Meadow Farm
- Grand View Farm
- Karma Farm
- Mary's Land Farm
- Moon Valley Farm
- Oak Spring Farm
- One Straw Farm
- P.A. Bowen Farmstead
- Pahls Hogs and Goats
- Pahls Produce
- Prigel Family Creamery
- Prosperity Acres
- RASTAFARMI
- Roots Farm (McDonogh School)
- Sapidus Farms
- Springfield Farm
- Third Way Farm

2019 ELEMENTARY SCHOOLS

Baltimore City:

- Armistead Gardens
- Barclay
- Commodore John Rodgers
- Dickey Hill
- Edgewood
- Govans
- Harford Heights
- Henderson Hopkins
- John Ruhrah
- Kipp
- Margaret Brent
- Patterson Park Public Charter
- Thomas Johnson
- Tunbridge Public Charter
- Waverly

Baltimore County:

- Bear Creek
- Dogwood
- Fort Garrison
- Hampton
- Owings Mills
- Summit Park

Howard County:

- Bellows Springs
- Bryant Woods
- Clemens Crossing
- Ducketts Lane
- Gorman Crossing
- Guilford
- Hanover Hills
- Jeffers Hill
- Swansfield
- Talbott Springs
- Thunder Hill
- Triadelphia Ridge
- Worthington

Harford County:

- Bakerfield
- Churchville
- Halls Cross Roads
- Havre de Grace
- Hickory
- Magnolia
- North Harford
- Red Pump
- Ring Factory

