Inspiring kids to explore and experience the world of food and its sources.

For more information or to contact us:
www.tastewisekids.org
info@tastewisekids.org
TasteWise Kids
Educating kids about food, from source to plate

WHY IS FOOD AND NUTRITION EDUCATION NECESSARY?

40% of adolescents consume fruit less than once daily.

38% of adolescents consume vegetables less than once daily.

1 in 3 kids and teens eat fast food in a given day.

In the last 20 years, the percentage of overweight and obese children has more than doubled and, for adolescents, it has tripled.

To learn more, visit TasteWiseKids.org

COUNTIES TASTEWISE KIDS WORKS IN

BALTIMORE

HARFORD

HOWARD

BALTIMORE CITY

TasteWise Kids reaches over 3,300 students and their families per year.
TasteWise Kids is dedicated to educating kids of all ages about food and where it comes from, and to increasing their appreciation of fresh foods.

**2017 Accomplishments**

TasteWise Kids follows three fundamental principles in all our work:

**Hands-on & “Taste buds-on”**
We believe that students learn best when they are able to actively explore and reach their own conclusions through interactive experiences. Therefore, students in our programs learn new concepts and ideas through hands-on activities.

**Learn From Experts**
We believe that there is great value in students learning directly from experts in the field. Students in our programs learn from local chefs, farmers, and other food professionals, giving them role models in different careers.

**Focus on Taste**
We believe that it’s important that students learn to enjoy healthy eating. Our programs come from a “food enthusiast” perspective focusing on taste, and the enjoyment of eating new and varied foods with family and friends.

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**STUDENTS PARTICIPATING IN PROGRAMING:** 3,300+

**TAKE HOME SALAD KITS:** 650

**ATTENDEES AT FARM TO CHEF MARYLAND FUNDRAISER:** 520

**FACEBOOK “FRIENDS”:** 1,200+

**INSTAGRAM FOLLOWERS:** 900+

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**SCHOOLS PARTNERS:** 47

**CHEF/RESTAURANT PARTNERS:** 36

**FARM PARTNERS:** 15

**VOLUNTEERS:** 120+
Diane Neas, CCP, is Chair of the TasteWise Kids Board and has been involved with TasteWise Kids since day one of its inception. Outside of TasteWise Kids, Diane is a restaurant consultant. She enjoys most any kind of food with friends as long as there are NO olives or hot peppers.

Riva Eichner Kahn, PhD, is Days of Taste® Director, and TasteWise Kids Board Vice-Chair. Riva has been involved with the Days of Taste® program since its inception in the Baltimore area in 1998, and has been National Days of Taste Chair since 2006. Riva retired from the Faculty of The Johns Hopkins University 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 2010. 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.

Lon Engel, J.D., serves as 2nd Vice President 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.

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.

Dana Slater, is the Communications Secretary and has been involved with TasteWise Kids since it began. She has also been part the planning committee for the Farm to Chef Maryland event since 2012. Outside of TasteWise Kids, Dana is the Corporate Relations and Annual Fund Manager at Ladew Gardens and produces the ORIGINS speaker series held monthly at Artifact Coffee. Her favorite vegetable is butternut squash.

Elizabeth Legenhausen, EdE, is chair of TasteWise Kids’ Board Nomination Committee She has been serving as a member of the board since 2016 but has a longstanding history with TasteWise Kids primary program, Days of Taste. As former head of St. James Academy, her school community hosted the pilot program for Days of Taste in the 1990’s. Professionally, Betty is the Director of Accreditation Services for 123 members of the Association of
Independent MD/DC Schools. Cooking and serving elegant meals to friends and family are a passion of Betty’s. Her favorite foods include chocolate and bitter greens for comfort and health, respectively!

Jerry Edwards, CPCE, has been a TasteWise Kids Board member since 2016 and has been volunteering his time as a chef for its 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.

Jamelle Bryant is a program manager at OneMain 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, a master’s degree in business administration from Bowie State 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.

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.
Wendy Jeffries, MPP, serves as the Executive Director of TasteWise Kids and was part of a group committed to founding 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. Ms. Jeffries 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 daughter 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 favorites are watermelon and butternut squash.
2017 Financials & Funders

Our Funders
- 32nd Street Farmers Market
- Baltimore Community Foundation
- Quality Of Life Giving Circle
- Harford County Government Division of Agriculture
- Harford County Women's Giving Circle
- Howard County Economic Development Authority
- Howard County Farm Bureau
- Howard County General Hospital
- Howard County Medical Society
- Johns Hopkins Medicine
- Kiwanis Club of Ellicott City
- Maryland Agricultural Education Foundation
- Michele's Granola
- Give One For Good Food
- Pompeian Olive Oil
- QED Systems
- Sprouts Farmers Market
- The Coastal Companies
- The Helen J. Serini Foundation
- The Links, Columbia, MD Chapter
- United Healthcare
2017 Supporters

Our Collaborators

- Baltimore City Food PAC
- Baltimore City Public Schools
  Food & Nutrition Department
- Baltimore County Public
  Schools
- Georgetown University
  McCourt School of Public
  Policy
- Harford County Public School
  System
- Healthy Harford
- Howard County Leadership
  Essentials Program
- Howard County Master
  Gardeners
- Howard County Local Health
  Improvement Coalition
- Howard County-Our
  Environment in Our Hands
  Program
- Howard County Public School
  System
- Restaurant Association of
  Maryland
- Strong City Baltimore

Our In-Kind Donors

- Atwater's
- Chef's Expressions
- The Classic Catering People
- The Roving Radish
- Vann's Spices
Participating Farms

- Baltimore County Agricultural Center
- Baltimore Orchard Project
- Brad’s Produce
- Buppert’s Farm
- Calvert’s Gift Farm
- Catoctin Mountain Farm
- Charlottetown Farm
- Cherry Glen Goat Cheese
- Crooked Fence Farm
- Crow Farm
- Dear Meadow Farm
- Evermore Farm
- Food Systems Lab
- Grand View Farm
- Great Kids Farm
- Hollywood Oyster Company
- JJ McDonnell
- Karma Farm
- Kilby Cream
- Little Gunpowder Farm
- Mary’s Land Farm
- Moon Valley Farm
- Myrtle Woods Farm
- Oak Spring Farm
- One Straw Farm
- P.A. Bowen Farmstead
- Prigel Family Creamery
- Prosperity Acres
- Rastafarmi
- Real Food Farm
- Rettland Farm
- Springfield Farm
- Third Way Farm
- Three Springs Fruit Farm
- TLV Tree Farm
- Two Boots Farm
- Whistle Pig Hollow
Participating Chefs

- David Alima, The Charmery
- Jason Ambrose, 1157 Bar & Kitchen
- Johntay Bedingfield, La Food Marketa
- Antonio Burrell, Petit Louis Bistro Columbia
- Kevin Cauthorne, Myth & Moonshine
- Joseph Cotton, Sodexo at the National Aquarium
- Wilbur Cox Jr., Hotel Revival Baltimore
- Jim DeChiara, Centre Park Grill
- Casey Donovan, The Ravens
- Lisa Doyle, The Corner Pantry
- Jerry Edwards, Chef’s Expressions
- Barry Fleischmann, Scratch Mill Kitchen
- Jenny Gaintner, Harryman House
- Sean Gomez, Pairings Bistro
- Mickey Graham, Stella Notte
- Sean Guy, Water for Chocolate
- Robbin Haas, Birroteca
- Jake Hack, Copper Kitchen
- Therese Harding, The Classic Catering People
- Dustin Heflin, Baldwin’s Station
- Josh Hershkovitz, Hersh’s Pizza & Drinks
- Jonathon Hicks, Cosima
- Scott Hines, B&O American Brasserie
- Keith Holsey, Portall’s
- Jon Kohler, Pairings Bistro
- Door LaPorte, Dooby’s
- Corey Laub, Fork & Wrench
- Sandy Lawler, Sandy’s Feast
- Ben Lefenfeld, La Cuchara
- James Lewandowski, Cinghiale
- Maurizio Luise, Cava Mezze
- Matthew McManamay, Atwater’s
- Tenille Moore, The Ravens
- Susan Muldoon, Vandiver Inn
- Nona Nielsen-Parker, Atwater’s
- Nick Pasco, The Food Market
- Jerry Pellegrino, Schola
- Jesse Ramirez, Butcher’s Hill Society
- Jesse Sandlin, The Outpost American Tavern
- Kristina Sciarra, Laurrapin Grille
- John Shields, Gertrude’s at the BMA
- Dave Sherman, Ground & Griddled
- Nacho Sotillo, Alma Cocina Latina
- David Thomas, Ida B's Table
- Jerry Trice, Gunther & Co.
- Josh Vecchiolla, Towson Tavern
- Chris Voci, Alexandra’s
- John Walsh, The Classic Catering People
- Doug Wetzel, Gertrude’s at the BMA
- Thomas Zippelli, The Turn House

Participating Beverage Partners

- Atwater’s
- Baltimore Whiskey Company
- Blackwater Distilling
- Boordy Winery
- Crow Vineyards
- The Elk Room
- Guinness
- Heavy Seas Beer
- Ida B’s Table
- Hidden Hills Farm & Vineyard
- Jägermeister
- Lemonade
- Lyon Distilling
- McClintock Distilling
- Old Westminster Winery & Vineyard
- Ouzo Bay
- r. bar
- Raven Beer
- Rye
- Sagamore Spirit
- VDKA 6100

For more information or to contact us
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