



Reduce Marketing of unhealthy Food and Beverages to Children Policy—July 2019

At First Generation Farmers we want to encourage children to make healthy choices when it comes to foods, beverages and screen time. We feel children should have the right to be in an environment free from the marketing of unhealthy foods and beverages as well as limited to no screen time. We can ensure children have a healthy start in life by adopting practices that reduce marketing to children.

First Generation Farmers works to educate children in an outdoor environment. Our classroom and active play area are outdoors and, with the exception of extreme weather, all class sessions are held in the outdoor classroom that resides on our 40-acre farm campus. Therefore, First Generation Farmers will continue to implement the following policies and practices:

Limit Screen time at FGF by:

- Following the recommendations of the American Academy of Pediatrics that families and caretakers limit screen time for children ages 2 and older to less than 2 hours a day and no screen time for children under 2. (Screen time includes TV, movies, computer time, mobile apps and videogames.)
- Limiting or prohibiting screen time in the classroom.

Counter unhealthy food and beverages advertisements by:

- Showing students how food is grown, why fruits and vegetables are an important part of our diet, and why farming is important to consumers.
- Actively promoting healthy, unbranded foods and beverages by teaching them about local farmer's markets and farm stands.
- Using the same tactics as marketers to persuade children that healthy food and beverages are fun. For example: Mock Farmer's Markets, Fruit and Vegetable Taste Testing, games that relate to healthy eating.

Support a Healthy Environment at FGF by:

- Accepting donations, giveaways, and sponsorships that align with our healthy messaging, enhance our ability to act in the best interest of our clients, and further our mission.
- Ensuring children we serve have time for active play, exposure to nature, healthy foods and time with families, friends and caring adults.

Advocate for healthier food environments for children by:

- Supporting public policies that reduce marketing of unhealthy foods and

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beverages to all children.

To that end, our Organization has also adopted the following policy:

- Our Outdoor classroom will provide literature to parents with information on the benefits of outdoor education as well as the negative effects of screen time for children ages 0 to 5.
- Our Outdoor classroom will have a children's library available to families with books and games promoting healthy and active lifestyles.

First Generation Farmers staff will work to educate the community about the benefits of a healthy and active lifestyle.

It is our belief that our community needs a fun, healthy and safe outdoor environment for children to explore, play, learn and grow.

A handwritten signature in blue ink, appearing to read 'Autumn Brooks'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Autumn Brooks
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