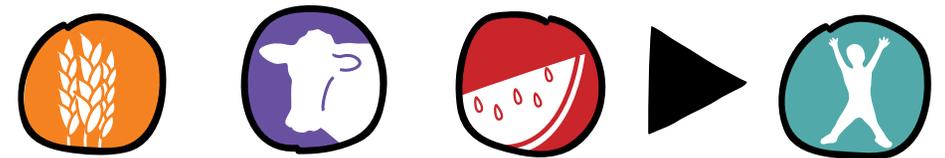


OKLAHOMA STATE UNIVERSITY
FOUNDATION 

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*Uniting Donor and University Passions
 and Priorities to Achieve Excellence*



Farm to You

an interactive educational adventure

OKLAHOMA COOPERATIVE EXTENSION SERVICE

Oklahoma is among the top ten most unhealthy states in America.

This ranking includes an increase of diet-related chronic diseases including heart disease, Type II diabetes and obesity, even among children. By teaching children to make healthy food and lifestyle choices early in life it decreases their risk of health-related diseases and improves their quality of life as they become adults.

THE FACTS

15% of Oklahomans eat the USDA's recommended serving of fruits and vegetables

25% of youth eat the USDA's recommended serving of grains

16% of youth consume the USDA's recommended serving of milk and dairy foods

Exhibiting Change:

A multi-level approach including education, environment and role-modeling has proven effective for changing behavior. We strive to instill the importance of proper nutrition and a healthy lifestyle in Oklahoma's youth and lay the foundation needed to change our state's health and ranking.

Farm to You is a 40' x 40' traveling interactive adventure for elementary school children that follows food from the farm to the market and through the body to explore the relationships between agriculture, food and health. Coordinated by the Oklahoma Cooperative Extension Service, Farm to You is a collaboration between state agency, commodity and community sponsors. The nine-stop tour features an oversized mouth through which students enter the body as if they were a morsel of food and continue through the digestive system as they learn the importance of a healthy lifestyle and nutritional diet at stops along the way. At each station a community volunteer engages the students in an activity designed to educate them about Oklahoma agriculture and reinforce the idea of establishing healthy habits.

The Farm to You exhibit and project is more than simply educating students on the agricultural and consumption process; it is an avenue to provide an overall healthy approach to life. This, in turn, will benefit educational organizations as research demonstrates that students who practice healthy eating habits perform better in school; Oklahoma commodity organizations by linking local agriculture with the potential of increasing sustainability of Oklahoma farmers; and health care organizations through the promotion of healthy food choices which could decrease diet-related illnesses and reduce health care costs later in life.



Program Impact:

Similar programs have been implemented in bordering states with great success. Formal research studies show that students who are exposed to the educational exhibit are twice as willing to consume healthier foods.

Building Momentum:

The Oklahoma State University Division of Agricultural Sciences and Natural Resources is demonstrating their support and dedication to this project by providing a lead cash gift and in-kind support of more than \$50,000 to make the project a reality. In addition, several commodity, community and state agency partners followed up with start-up funds. However, additional funds to maintain, enhance and extend the exhibit's reach are needed to accomplish the project's goal of making a healthy impact on Oklahoma's youth and its future. These monies will cover long-term operating costs and ongoing expenses such as fuel and travel.

Your Opportunity to Make a Difference:

To help change the current direction of unhealthy living toward which many of Oklahoma's youth are headed, while also making an impact on Oklahoma's educational, agricultural and health industries, please consider a gift to the Farm to You exhibit and program. Your gift will have a great impact on the future health of our state.

Current sponsorship levels are:

\$50,000 & above

donor's logo presented on the exhibit, van and parent newsletter

\$25,000 - \$49,999

donor's name listed on the van and parent newsletter

\$15,000 - \$24,999

donor's name listed on the parent newsletter and accompanying marketing materials

Yet, any gift made to the project is welcome and greatly appreciated!

**To make a gift, please contact Kathy McNally at
(405) 744-4170 or kmcnally@osugiving.com**