



FRESH  
FOOD  
FACTOR

SERVED UP BY  
Volunteers of America®



# Healthy FOOD

Created by Locals

Fresh Food Factor was created by Volunteers of America Southeast Louisiana in May 2013 with the goal of addressing the growing problem of childhood obesity in Louisiana. New Orleans has one of the highest at-risk populations in the nation. For over 127 years, Volunteers of America has been serving the children and families in the New Orleans area. We are rooted in the community and your students' success is our number one priority.

Fresh Food Factor's vision is to provide each child with access to healthy nutrient-based meals every day. Being able to provide low-income children with fresh, local, and affordable food options that they want to eat is our main priority.

## Our mission is simple:

- make fresh, healthy food a staple instead of a rare treat;
- nourish the bodies and minds of our local community;
- provide a viable alternative to the quick fix of processed foods; and
- nurture and invest in our community's health.



FRESH FOOD FACTOR  
Nourishing the body. Nurturing the soul. Lifting the community.



## Why choose Fresh Food Factor?

Fresh Food Factor provides healthy sustenance through a holistic service model. Our goal is not only to provide a fresh and healthy meal, but also to teach participants that a healthy lifestyle begins with good eating habits. By providing youth the opportunity to try healthy, delicious food, we enable them to make positive choices for a lifetime.

Additionally, your school would receive free access to the Healthy Lifestyles Choice (HLC) curriculum. HLC offers several programs and other helpful resources to guide educators in teaching their students about nutrition, fitness, safety, conflict resolution, and substance abuse prevention. This program is valued at \$1,400 but is offered for free to all partner schools.



## We are your neighbors.

Being local makes a difference. It allows us to be responsive to specific community needs and allows opportunities to immerse ourselves into your school's culture. Additionally, Fresh Food Factor becomes more than just a food provider, we are part of the school family and work closely with a student advisory committee to meet the individual needs of the schools we serve. This means that Fresh Food Factor incorporates school traditions, cultural events, and holiday selections into the day-to-day operations.





## Delicious, made from scratch Louisiana cooking.

Since opening our state-of-the-art 8,500 square foot commercial kitchen in 2013 at 1746 Tchoupitoulas Street in New Orleans, Fresh Food Factor has served cooked from scratch meals to New Orleans early learning centers, Head Start programs, elementary and high schools, and summer camps. We can also provide dinner and snack options to your school's students.



## Ready and able to meet any situation.

Fresh Food Factor prides itself on consistency. With core items being produced in a central kitchen, we can guarantee that your school's meals will achieve the same meticulous attention each time they are served. Additionally, if the school's cafeteria becomes unusable, Fresh Food Factor can easily pivot to fully preparing all food items at its central kitchen as a backup. It has the capability to provide hot food to each school prior to the meal service start time using our central kitchen as a base. Meals will be transported within insulated cambros that meet all health and safety requirements and safety.

Our hurricane plan allows us to evacuate systematically and prepare for any event. The building is not located in a flood zone, and storage units are backed up by a natural gas generator. In the event of a city evacuation due to a hurricane, Fresh Food Factor can be up and running as soon as the city is allowed to return.



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## Did you know:

- Volunteers of America serves over 28,000 people throughout southeast Louisiana
- There are over 30 human services programs available throughout southeast Louisiana
- For over 16 years, the Mentoring Children of Promise programs has been pairing at-risk children with caring, volunteer adult mentors to help break the generational cycle of incarceration
- Fresh Food Factor currently services over 13,000 meals a day to local school children



## Hear what others are saying:

*"It's been a wonderful partnership with Fresh Food Factor. Building relationships and trust is the key component in the success of a company. FFF has made trust the center of their company. Reliability, commitment, integrity, sincerity, consistency, and competence has been exhibited throughout my tenure with them."*

- Ms. Toya Ellis, Director of Child Nutrition  
Lake Forest Elementary Charter School

*"I cannot say enough about Fresh Food Factor! Our students rave about the variety of healthy meals and say that they didn't know eating healthy could taste so good. Communication with FFF has exceeded our expectations. They are always willing to go the extra mile to assist us with all aspects of our food program."*

- Ms. Sonya Webber, Director of Operations  
ENCORE Academy

## Meet Your Fresh Food Factor Team:



**Voris Vigee**  
President & Chief  
Executive Officer



**Jason Burt**  
Exec. Vice President of  
Enterprise & Administration



**James Zelaya**  
Fresh Food Factor  
Director



**James "JK" Pennick**  
Asst. Director of Field  
Operations



**Eugenia Rivers**  
Senior School Account  
Manager



**Shanda Stampley**  
Administration Manager



**Al Kohorst**  
Program Specialist



**Volunteers  
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