FOR IMMEDIATE RELEASE
March 8, 2016

TEACHING LOW-INCOME PARENTS HOW TO SHOP HEALTHY ON A BUDGET
MVP Health Care and Foodlink’s Cooking Matters at the Store program team up for March 11 event

Rochester – Eating healthy is a challenge for Rochester families living on a tight food budget. Foodlink, in partnership with MVP Health Care, will host a Cooking Matters at the Store event Friday, March 11, to show families how to stretch their dollars and make healthy choices at the grocery store. PriceRite on Driving Park Avenue will host the event from 10 a.m. to 2 p.m. This event is just one of the ways that Foodlink is celebrating National Nutrition Month!

Cooking Matters at the Store offers free, guided grocery store tours for low-income adults in search of nutritious, affordable food. Participants learn to find whole grains, buy inexpensive fruits and vegetables, compare unit prices, and read food labels. Finger Lakes Eat Smart New York Nutrition Educators will be on hand to provide information that every family should know about eating healthy on a budget.

Research has shown that families see the cost of healthy groceries as the biggest barrier when making choices at the store. A 2013 evaluation of the Cooking Matters at the Store program showed that the tour had a lasting impact on families’ shopping habits. For example, five weeks after the course: 76% bought more fruits and vegetables, 85% bought less unhealthy food and the number of families that compared food labels more than doubled from 40% to 83%.

“At Foodlink, we know that a healthy life starts with a nutritious diet. Cooking Matters at the Store is a nutrition education program that empowers individuals with skills and strategies to shop and cook healthy meals for their families,” said Alyssa Bennett, Foodlink’s Community Programs Manager. “We’re encouraged by the success of the program, which allows families to apply the skills they learn on a tour to their daily lives.”

Tour participants will receive $5 worth of healthy groceries, a free healthy recipe book and a free reusable grocery bag after completing the tour.

The Cooking Matters at the Store program is possible through Foodlink’s partnership with the national nonprofit, Share Our Strength. To learn more about the program, visit www.foodlinkny.org or cookingmatters.org.

What: Cooking Matters at the Store

Where: PriceRite, 375 Driving Park Ave., Rochester (corner of Dewey & Driving Park)

When: Friday, March 11; 10 a.m. – 2 p.m.

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About Share Our Strength's Cooking Matters at the Store™
Cooking Matters at the Store is an interactive grocery store tour that teaches adults to make real changes to their food shopping habits and help families make healthy choices on a limited budget. Share Our Strength's Cooking Matters at the Store is nationally sponsored by The Walmart Foundation and was recognized by the USDA for excellence in nutrition education. Since 1993, Cooking Matters has grown to serve more than 265,000 families each year across the country, helping them learn how to eat better on a budget. For more information, visit CookingMatters.org.

About Finger Lakes Eat Smart New York
Finger Lakes Eat Smart New York is a program funded by the SNAP-Ed program whose mission is to improve the likelihood that persons eligible for SNAP will make healthy choices within a limited budget and choose active lifestyles consistent with the current Dietary Guidelines for Americans and MyPlate. Our primary goals are for persons eligible for SNAP to eat more fruits and vegetables, drink fewer sugar-sweetened beverages, exercise more and balance calories as part of a healthy lifestyle. The lead organization for Finger Lakes Eat Smart New York is CCE Wayne County. Education is provided in all 11 counties by the following organizations: CCE Cayuga, CCE Chemung, CCE Monroe, CCE Steuben, CCE Tompkins, CCE Wayne and Foodlink. For more information, visit fingerlakeseatsmartny.org.

About Foodlink
Foodlink’s mission is to end hunger and to leverage the power of food to build a healthier community. As a Feeding America member food bank, Foodlink last year rescued and redistributed 19 million pounds of food and served 500 human service agencies in our 10-county region. The efforts to end hunger go beyond meal distribution through Foodlink’s food hub and its dozens of food-related programs. By increasing the amount of healthy food available to the network, fostering new food access channels and improving food literacy, Foodlink addresses the root causes of hunger. For more information, visit www.foodlinkny.org.

About MVP Health Care
MVP Health Care is a nationally recognized, community-focused, not-for-profit health insurer serving more than 700,000 members in New York and Vermont. Committed to the complete well-being of its members, MVP provides the tools and information they need to achieve better health and peace of mind. For more information, visit www.mvphealthcare.com, on Facebook at www.facebook.com/mvphealthcare, and on Twitter at @MVPHealthCare.

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