Kids Cooking Healthy

B.I.S. Capstone Project

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INTRO / OVERVIEW

My capstone project resulted in the publishing and marketing of an educational cookbook called, Kids Cooking Healthy, this cookbook is focused for children age nine and above. This paper describes how my three areas of emphases; Nutrition, Child and Family Studies, and Professional Sales supported the creation, publication, and success of the cookbook, Kids Cooking Healthy. Kids Cooking Healthy is a combination of everything I’ve learned cooking with my parents and all through my education. It is a children’s cookbook designed for children ages nine and above. It focuses on healthy eating, fun integrative activities, and tips and trick along the way to help them learn of the importance of nutrition and their body. The main concept for Kids Cooking Healthy is that it is something they can entirely do on their own. They don’t need help from their parents, but what they’re creating in the kitchen can be shared with their family. A degree in Integrated Studies uses three separate backgrounds and works together to create something that all parties need. The purpose of this cookbook is to help children become more independent and informative to what ingredients can actually do for their body and health.

I believe Kids Cooking Healthy, if put into the correct hands, can help busy families that may not have time to cook homemade meals, as well as teach children about what they are putting into their bodies and the effect it can have on their health. Kids Cooking Healthy, if I have implemented my three disciplinary backgrounds and skills correctly, will have a positive impact on children, their families, and their future.

The idea for creating a cookbook started when I found myself interacting more and more with children who constantly ate fast food and rarely ate at home due to busy parents or their parents not knowing how to cook themselves. I saw this cookbook as a way for families and especially children to gain a better understanding of nutrition. They can create fund meals that
give back to their families and can be shared with their siblings. To sum up the problem, I was living in one of the highest obesity rate counties in America and no one was educating children on the importance of food, nor were there any readily available cookbooks that were both fun and educational.

Originally, the cookbook was going to be recipe side heavy, with a few learning tools and explanations, and more color than photos. After creating recipes and taking a few pictures, I realized very quickly, that it was lacking. The overall excitement of the cookbook and what I wanted to accomplish wasn’t being portrayed in the book. Creating recipes that were all my own, that were healthy, and ones that could be made by children, was something that took some time. I spent many hours researching the Internet and making a disaster in my own kitchen to create specific recipes children can share with their family and friends, if not to just enjoy themselves. I decided along the way that I didn’t want it to be an exclusive cookbook - geared toward just gluten or dairy free recipes - and that I wanted it to be available to the everyday kid.

After talking it over with a few people, I decided to incorporate pictures for every recipe and include step-by-step children friendly instructions that could be easily explained and understood. I knew in creating the cookbook that I wanted it to be all-original and geared specifically towards children. To accomplish this I took personally took all the pictures. This allowed the work to be all-original and teach me a thing or two about photography. To add different color as well as to incorporate pictures of fruits and vegetables, I took to the local farmers market on multiple occasions to capture the fruits and vegetables of the season and incorporate those rich colors to the cookbook.

The next step was finding a company that created personalized word searches and crosswords, where you could have them created and purchase the publication to them. I knew
after all my research that this book is something I wanted published, so I knew I needed to get publishing rights for these kid friendly activities. This brought many layout and compatibility issues, some of which I am still working out.

In deciding how I wanted to make my book available to children, I had to think about the different methods whether it be by tangible cookbook only or only available through eBook readers. I decided to have both a physical cookbook and eBook that was available for apple books. After much research and wanting this to be available for people to purchase in both formats, I knew this was something I couldn’t create by myself using Microsoft Word or Adobe; I knew I needed to find the appropriate tools to help me create my vision. Finding publishing websites that could help me create what I had envisioned was easy; however, they were much too expensive. The average cost for someone to work with me and create specifically what I had in mind was around $250.00 per page. Having around thirty-two pages, that was simply not an option. Luckily, after some research, I found a program called Blurb that allowed me to create my vision, although it did not have optimal formatting or the Adobe experience.

The struggles along the way taught me that I knew much less about graphic design than I originally thought. I struggled to find a font that was compatible for both eBook and tangible book that I thought was reader friendly. Staying consistent between every page was the hardest. If I changed a period of the color of a text on one page, I had to go through and change it for all thirty-six pages of text, making sure it was consistent and flowed easily for the reader, while also making it appealing to the eye. I had to change the layout multiple times due to adding pictures, learning objectives, and tips and tricks throughout the book. Learning to format within the program was the greatest challenge and success, once I learned how to create what I had envisioned.
For my cookbook to succeed, I realized several things needed to happen: I needed to get it out to the public and available for people to purchase; I needed to create something that people would want to purchase, all while keeping the cost low. I look forward to continually applying all the principles I have learned while getting my BIS degree at Weber State University. The three interdisciplinary principles I feel confident in applying to my access are Nutrition, Professional Sales, and Child and Family Studies. Each one of these disciplines is important to my skills and success for promoting Kids Cooking Healthy.

PROFESSIONAL SALES IN RELATION TO KIDS COOKING HEALTHY

Professional Sales played a key role in making important decisions about Kids Cooking Healthy. One of the first decisions was price. I knew when creating this cookbook that I wanted it to look professional but have an affordable price. I also wanted it to be of quality paper and materials so it would last throughout the years while children cooked with the book open. I decided that in order to keep the cost low, within the blurb program I would use standard portrait book that was a softcover. This allows for the book to be an 8x10 size and the font available on any Apple device.

The second factor that played a key role was where to sell it. I had to decide whether to sell directly through amazon exclusive, at local stores, or directly through the blurb site. In deciding this, each factor plays a toll on the cost. If I sell directly to the stores, The Quilted Bear in the New Gate Mall to be specific, the cost of the physical cookbook is $25.99, which is the cheapest option. This option allows for the most affordable price and the biggest margin for me, creating $4.00 per book sale, which can increase depending on how many I mass order because, as an author of the cookbook, I am entitled to a discounted price if purchased in bulk. The next selling
option is selling directly through amazon. Amazon charges me a fee of $6.18 per book I purchase; this drives the price of the book up to $32.17, which is a significant increase, but this allows the cookbook to be distributed to anyone who has an amazon account. Also, in selling directly through amazon, I am able to reach more of a mass market and it is easier for people to purchase because I wont have to worry about delivery or advertising, thus allowing me to just receive a check directly from amazon each time a cookbook sells. Selling directly through Amazon also has the benefit of being able to sell eBook formats, which are compatible with Apple iBook and can be used on an Apple device. The benefit of eBook allows for the price of the book to drop significantly to $9.99 per book, allowing me the same margin of $4.00 per book. Having the price under $10.00 allows for more people to purchase the cookbook as a gift or for themselves and their children. As I learned in studying Professional Sales, the price is key, so the eBook format, which allows the lowest price and the same amount of margin, is the most economic for both the seller and the consumer.

The final selling decision I had to make was to not sell it directly through the website in which I created the book, blurb. Blurb doesn’t charge me a sellers fee, so the cost would only be $25.99 per book, but I would spend more money and time marketing my book to the general public because not as many people are familiar with the website blurb as they are with the website Amazon. Applying the sales and marketing tactics from Professional Sales to Kids Cooking Healthy was essential in selling my cookbook, creating a business and promoting a brand.

To fully explain the advantage of creating a healthy cookbook for kids, I have compiled a S.W.O.T (Strength, Weaknesses, Opportunity, and Treats) analysis.
S.W.O.T ANALYSIS

**Strengths**- A complete nutritional cookbook that focuses on learning and cooking healthy with multiple user experience on tangible as well as eBook devices. The experience of cooking and the recipes created can be shared as well as enjoyed by anyone nine years old and above.

**Weaknesses**- No direct marketing to get it to the general public and in the hands of children.

**Opportunities**- To create additional volumes and series of cookbooks that range anywhere from gluten-free, dairy-free, or sugar-free recipes. The possibility to branch out is endless, now that I have the learned the basic steps of graphic design and publishing.

**Threats**- There is a saturated market of recipe resources available to the general public. The competition is fierce.

CHILD AND FAMILY STUDIES IN RELATION TO KIDS COOKING HEALTHY

The idea of creating a healthy cookbook for kids was built on the idea that society is getting busier and busier and there isn’t as much of a focus geared toward cooking at home or passing on cooking skills learned from parents and grandparents. In this fast-paced society, eating out and ordering take out is so common that children aren’t learning the importance of nutrition and the impact it can have on their bodies as children and when they grow to become adults. My main goal in creating the cookbook was to empower children so they would want to create meals for themselves and their families. One of the hardest tasks I had was making sure the recipes and directions, as well as activities, were age appropriate and that a child could, in fact, create the meals by themselves without supervision. With that being said, it wasn’t an easy task. As a child, my eating habits were very controlled and strict. I was raised consuming a diet that was sugar-
free, dairy-free, and gluten-free. In studying Child and Family studies, it is very apparent the effects any parenting style can have on the child and the family environment.

In an article by Glade L. Topham entitled Parenting Styles, parental response to child emotion and family emotional responsiveness are related to children emotional eating, the effects of each parenting style versus the other and how it related to eating were thoroughly discussed. Children who eat emotionally have been shown to overeat with an increased intake of sweets, high fat, and energy dense foods. Emotional eating plays a significant role in a child’s development of social awareness.

Due to having limited options in my own food choices as a child, I was empowered to create an option for children to make their own choice and cook their own food. The recipes that I created are geared toward teaching children the importance of nutrition, while teaching them how to cook healthy meals. I believe creating a cookbook that empowers children to learn for themselves allows children to make healthier choices down the road, choices that are their own. They will then know the effect their eating choices can have on their body. Second, I believe if children can become educated about food and cooking, then they are more likely to teach their family and friends. Implementing both aspects of the cookbook will hopefully result in a positive influence for children in relation to food and their health.

Another aspect of Child and Family Studies that had an impact on Kids Cooking Healthy was the format that is available for purchase. I wanted to create something that could be easily shared and accessed anywhere. With more and more children having access to smart devices and with the cost of eBooks being more affordable than traditional books, I decided to create both formats for children. Kids constantly are on their tablets playing games and reading. Creating
something that empowers them to be healthy with fun learning activates can have a positive impact on the current social trend of technology.

**NUTRITION IN RELATION TO KIDS COOKING HEALTHY**

Kids Cooking Healthy is more than just a cookbook; it’s a learning tool. In order for it to be successful, I wanted to create something different. There are a lot of children’s cookbooks on the market that are available for children to do by themselves, but there aren’t as many that teach children about nutrition and food, while including healthy recipes.

Creating recipes that were all original was somewhat of a challenge, but I knew it had to be done because people wouldn’t want to buy a cookbook that was similar to recipes they could find online or in the stores already. I spent countless hours creating one of a kind recipes and analyzing them to ensure that they were not only delicious, but also healthy and would have a positive impact on creating a healthy lifestyle.

It wasn’t only important to make sure the recipes tasted good and were kid friendly, but also that they looked good. Taking pictures of food and creating food that looked presentable was a challenge for me because I am not a photographer or a culinary expert by any means. I learned how to work the light angles and to display the best side of the dishes by trial and error with my practice dishes. In creating and writing the recipes and directions, I learned about many healthy alternatives to ingredients and what can be substituted to make a dish healthier and have more vegetables or fruit servings.

Not every part of nutrition is about food specifically. It is also about creating a healthy lifestyle of balance with food and exercise. One thing I learned in my nutrition classes at Weber
State is that it’s important to know what in the food you consume and what your body does with the food.

Another aspect of Kids Cooking Healthy, which was applied from my nutrition courses, was the recipe analysis and all the nutritional sites out there that are available to children and families. For example, the website choosemyplate.org has a free recipe analysis that anyone can use and all they have to do is input the food and the amount consumed and it will tell you the nutritional value of that recipe. Each recipe that is included in Kids Cooking Healthy has a “What’s in it for me?” section, which includes how much protein, calories, vitamins, carbohydrates, and vegetable servings are in each recipe. I feel that having the “What’s in it for me?” section included in Kids Cooking Healthy, sets it apart from other cookbooks of its kind and shows parents as well as children that the recipes really are healthy.

CONCLUSION

Kids Cooking Healthy is a cookbook that has the capability to empower children to create healthy meals for themselves and their families. The different perspectives of Nutrition, Child and Family Studies, and Professional Sales have provided the necessary preparation for creating such positive, healthy resources for children. Nutrition gives Kids Cooking Healthy a focus on the meals and activities that will create a healthier lifestyle. Child and Family Studies has paved the way for a better understanding of children and their families, as well as the current parenting trends and styles. Professional Sales plays an essential role in dealing with marketing the cookbook and the cost as well as the distributor of the book. Each of these fields of study combined provided essential knowledge for me to create this cookbook and fulfill my dream.
have also included the pictures I have taken for the cookbook (Appendix A) and a copy of the learning activities that were made (Appendix B).

**ANNOTATED BIBLIOGRAPHY**

**Nutrition:**


This article talks about the role of different nutrients in brain development among children, as well as the consequences of not receiving the proper nutrients can have on the body.


This article is also a great one for my areas of Nutrition. This article talks about how motivation and quality are reasons that people adapt and consume the foods that they do. This article helps people develop ownership over how much food and what food they consume.

**Child and Family Studies:**

This article discusses how the gatekeeper of the home has the most influence over which foods are consumed within the family as well as which foods are not consumed.


This article discusses how a child’s response to emotional arousal can be correlated to overeating with an increased consumption of sweet, high fat, and energy-dense foods.

**Professional Sales:**


This article discusses how nutrition-poor foods have been heavily advertised towards children, especially on television. This article goes on to discuss how children of each age perceive the ads they are being exposed to on children and the effect it can have on them.


This article discusses how price and value differ depending on financial status and income.
APPENDIX A
Across
3 - Zero calories per gram. Medium for metabolism and nutrient support (5)
7 - The psychological desire for food (8)
10 - Nine Calories per gram (4)
11 - Dietary style includes plant foods and restricts animal foods (10)
12 - The Physiological need for food (6)
13 - Disease of the endocrine system resulting in the inability to reduce blood sugar (6)
14 - Energy producing nutrients such as: Carbohydrates, Protein, and fats (14)
15 - Four calories per gram. Preferred fuel. (13)

Down
1 - Expended energy through body movement and exercise (8,8)
2 - Wheat, Barley, Rye, Oats (6)
4 - Help regulate metabolism (8)
5 - Broccoli, Carrots, Leafy Greens, and Green Beans (10)
6 - Lentils, Peanuts, Soybeans, and Pinto Beans (7)
8 - Tissue repair, maintenance, and growth (8)
9 - Dietary Reference Intake (3)
Calcium
Calories
Carbohydrate
Cholesterol
Fats
Fiber
Iron
Minerals

Protein
Saturated Fat
Sodium
Starch
Sugar
Vegetable
Vitamins