

# 2012 Golden Carrot Awards



Each year, as part of the Physicians Committee for Responsible Medicine's (PCRM) Healthy School Lunches Program, PCRM presents the Golden Carrot Awards to food service professionals who have developed and implemented a healthful and successful school lunch program. This award recognizes food service programs that offer schoolchildren a range of healthful options, especially a variety of vegetarian foods and nondairy calcium-rich beverage choices.

To nominate school food service professionals and their school lunch programs for the Golden Carrot Awards, please complete the nomination form and submit it to PCRM by July 15, 2012. Self-nominations are accepted and encouraged. For information on Golden Carrot Award winners from previous years, please visit [www.HealthySchoolLunches.org/Carrot](http://www.HealthySchoolLunches.org/Carrot).

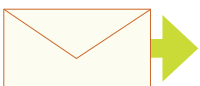
## The nominations will be evaluated based on the following criteria:

- The variety of vegan and vegetarian entrée items served daily
- The availability of low-fat and cholesterol-free food options on the school campus, including cafeteria à la carte items, vending machines, etc.
- The availability of fresh fruits and vegetables
- The availability of calcium-rich nondairy beverage offerings
- The use and effectiveness of nutrition education and other innovative programs

*Applicants are encouraged to apply even if all of the above criteria are not met.*

## DIRECTIONS

- Complete the nomination form.
- Include a sample menu along with any other supporting documents.
- Mail the nomination form, questions, and supporting materials to



Physicians Committee for Responsible Medicine  
Attn: Healthy School Lunch Team  
5100 Wisconsin Avenue, NW, Suite 400  
Washington, DC 20016

Applications must be postmarked by July 15, 2012.

For more information, please contact the PCRM Healthy School Lunch Team

E-mail: [hschoollunches@pcrm.org](mailto:hschoollunches@pcrm.org) • Phone: 202-686-2210 • Fax: 202-686-2216

## Awards include:

**A GRAND PRIZE  
OF UP TO \$3,000**



given to the school food service program.

**RUNNER-UP AWARDS  
OF UP TO \$1,000**



given to one to four school food service programs.

Award winners will be announced to the media and featured in PCRM materials, including in PCRM's quarterly magazine, *Good Medicine*, and on PCRM's Web site.

# 2012 Golden Carrot Awards nomination form

school district

state

food service director's name

position or title

mailing address

phone

e-mail

nominator's name (if different)

position or title

mailing address

phone

e-mail

school category:  public school  private school  charter school  other \_\_\_\_\_

number of students served by program \_\_\_\_\_

Does this school participate in the National School Lunch Program?  yes  no  unknown

Whom should PCRMM contact with questions and notifications regarding this application? (check all that apply)  director  nominator  other:

name

position or title

phone

e-mail

*Please answer the following questions:*

1. Is a vegetarian entrée item offered daily? Are any of these entrées vegan (free of eggs and dairy)? Please provide details.

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2. How are the vegetarian and vegan items encouraged or promoted?

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3. Does the school serve a variety of fresh fruits and vegetables? Please describe.

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