



PRESENTED BY:
NETHUMI RATNAYAKE & ALESSANDRA PAUL-FORTON

Hitchcock
Field & Fork
Pantry

Nearly 35 million Americans experience food insecurity each year, and 30% of students at the University of Florida report facing it at some point during their college careers, often impacting their academic performance.

The Hitchcock Field & Fork Pantry is a non-profit organization that provides free food and hygiene products to students, faculty, and staff to help people who experience food insecurity.

INTRODUCING:



An experiential activation designed to teach students how to prepare healthy and affordable menus for \$5 or less.

HOW DOES IT WORK?



Image made with Copilot AI

- This competition will take place at Reitz North Lawn and will use ingredients provided at Hitchcock Field & Fork Pantry to highlight accessibility.
- The ingredients that the participants will use will have a total cost of **only \$5**.
- Winners will have their recipes posted on the Digital Cook Booklet.

HOW TO ADVERTISE

Social Media:

- The competition will be promoted on Instagram through The Hitchcock Field & Fork account.



THE HITCHCOCK
FIELD & FORK

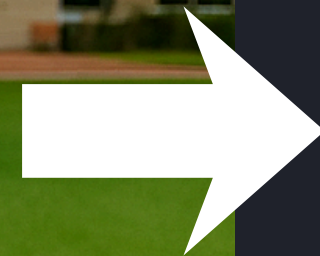


LEARN ABOUT
QUICK AND
AFFORDABLE
MEALS

Scan to access the
\$5 Recipe Booklet



Image made with Copilot AI



DIGITAL CONTENT

- **\$5 Recipe Digital Booklet**
 - People can scan the QR during the event to access the recipe booklet where \$5 recipes will be available.
 - All recipes will consist of ingredients that The Pantry offers.
 - People will also be able to find the recipe booklet at The Hitchcock Field & Fork website.
 - The digital booklet will get updated with recipes that students create.

The Hitchcock Field
& Fork Pantry

\$5 RECIPE BOOKLET

Quick and affordable recipes for everyone.

[CLICK HERE TO DOWNLOAD](#)



STUDENT RECIPES

Chicken Bowl Supreme
Brianna Watterson - 3rd Year Student

- Rice (1.5 cups cooked) - \$0.35
- Chicken (6 oz) - \$2.25
- Beans (½ cup) - \$0.50
- Canned Corn (½ can) - \$0.60
- Tomato Sauce (¼ cup) - \$0.40
- Iceberg Lettuce (1 cup) - \$0.50

=\$4.60

Instructions:

- Cook the rice according to package instructions and set aside.
- Season and cook the chicken in a skillet over medium heat until fully cooked and lightly browned (about 6-8 minutes).
- Warm the beans and corn together in a small pan or microwave.
- Heat the tomato sauce in a saucepan until warm or microwave for 30 seconds.
- Assemble your bowl: Layer rice at the bottom, then top with chicken, beans, corn, and tomato sauce.
- Finish with shredded lettuce on top or on the



STUDENT RECIPES

Tuna Power Wraps
Tina Perez - 2nd Year Student

- Tuna (1 can) - \$1.50
- Beans (1 cup) - \$1.00
- Iceberg Lettuce (4 large leaves) - \$0.50
- Canned Corn (1 can) - \$1.20
- Tomato Sauce (2 tbsp) - \$0.20
- Rice (1 cup cooked) - \$0.25

=\$4.65

Instructions:

- Cook the rice and let it cool slightly.
- Drain the tuna and mix it in a bowl with beans, corn, tomato sauce, and rice.
- Lay out the lettuce leaves and spoon the mixture evenly into each leaf.
- Wrap and roll each leaf gently to form wraps.
- Serve chilled or at room temperature for a refreshing, protein-packed meal.



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PROBLEM

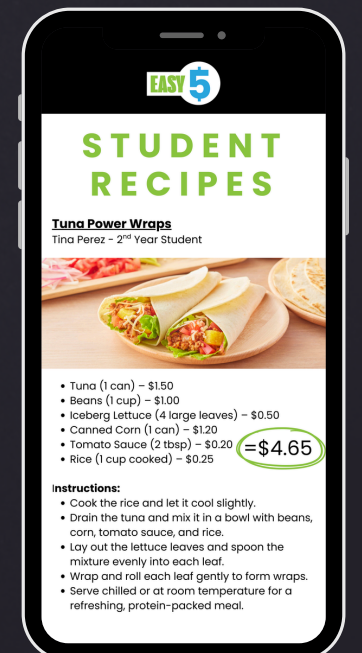
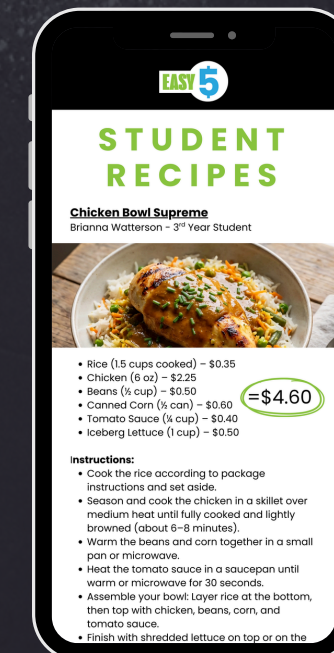
Nearly 35 million Americans face food insecurity each year, including 30% of college students, whose academics often suffer as a result. It is a major concern in Alachua County, where rates exceed the national average.

IDEA

A new cooking competition hosted at UF designed to teach students how to prepare healthy and affordable meals for \$5 or less hosted by the Hitchcock Field & Fork Pantry which aims to support UF students who experience food insecurity

HOW IT WORKS

The competition will be held on the main lawn at the University of Florida, using \$5 worth of ingredients sourced from the Hitchcock Field & Fork Pantry to emphasize accessibility. All participants will receive a goodie bag, and winners will earn 100 Flex Points for use at campus dining locations.



THANK YOU

