

Cathleen Toomey
Stoneyfield Farm

Two years ago, Stonyfield Farm, the country's largest producer of organic yogurt, launched the first organic and all natural healthy vending machine for schools, to prove to schools that "kids will eat organic food, as long as it tastes good". Cathleen Toomey from Stonyfield Farm will discuss her experience in creating a public/private partnership, the overwhelming response to the program, and how the program has expanded to reach multiple states. She will also provide perspective from the for-profit side, about tips for success when seeking to create a public/private partnership, and discuss how business can help develop creative solutions to the challenges connected to the childhood obesity issue. She will also touch on the powerful impact of media in educating adults about the issues.