P17 (continued)

markets. The campaign consisted of marketing assets, six food demonstrations with recipes, and three children's activities. Participant surveys were conducted with a convenience sample of 15 farmers' markets located in 10 counties (three rural, four suburban, and three urban). Surveys were completed by 723 adults.

Outcome Measures and Analysis: Participants answered questions about intention to purchase and consume locally-grown produce. Frequencies were computed for campaign impacts on all participants. Rural, suburban and urban consumers' responses were compared using chi-square analyses with Monte Carlo simulation.

Results: Overall, most participants reported purchasing and consuming more locally-grown produce as a result of the campaign. There were differences, however, between rural, suburban, and urban consumers' responses with suburban consumers more likely to report increases in purchasing ($\chi^2(6) = 44.80, P < .001$) and consuming ($\chi^2(6) = 35.73, P < .001$) locally-grown produce.

Conclusions and Implications: While effective in increasing purchase intention and consumption of locally-grown produce with all consumers, there were differences in campaign impact among rural, suburban, and urban consumers. These findings suggest different social marketing approaches might be warranted when engaging rural, suburban, and urban limited-resource farmers' market consumers.

Funding: Supplemental Nutrition Assistance Program—Education.

P18 School Pantry Cook-Off: A Strategy to Create Food Insecurity Awareness and Develop Meal Planning and Cooking Skills in Teens

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Objective: To increase awareness of food insecurity in high school students; to provide basic understanding of nutrition, meal planning, and cooking skills using foods available in a school pantry.

Target Audience: Students attending a high school with more than 50% free or reduced-priced lunch (FRPL) participants.

Theory, Prior Research, Rationale: Social Learning Theory.

Description: The Eat Smart Idaho (ESI) program partnered with a Family & Consumer Sciences teacher to increase students' awareness of an on-site school food pantry through a cook-off. Nutrition education classes were taught by ESI Nutrition Advisors on MyPlate guidelines, food safety practices, basic cooking techniques, and meal planning skills. Eighteen teams (10th-12th grade) participated in the cook-off. Each team was given a food pantry mystery box to plan, prepare, and present a nutritious meal consisting of at least three food groups using the foods provided. A

panel of three judges evaluated the teams based on MyPlate variety, food safety, teamwork, creativity, flavor, and meal presentation.

Evaluation: Post competition questionnaire results from 67 participants showed that 81% ($n = 54$) of participants were not aware of food insecurity in their local county or the presence of the school food pantry prior to the cook-off. After the competition, 93% ($n = 62$) of participants reported they would be willing to share information about the school food pantry and 90% ($n = 60$) would be willing to participate in a food drive for healthy food items. The majority of students reported they would plan before grocery shopping ($n = 62, 93\%$), cook for themselves or their families ($n = 62, 93\%$), and make healthier food choices ($n = 60, 90\%$).

Conclusions and Implications: These positive results suggest that a mystery box cook-off can increase awareness of local food insecurity and support for school pantries in high school students. Students developed their abilities to plan and prepare healthy meals with limited resources.

Funding: Supplemental Nutrition Assistance Program—Education.

P19 What Do College Students' Think on Meat Consumption and Environmental Sustainability? An Exploratory Study

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Background (Background, Rationale, Prior Research, and/or Theory): Current health promotion trends encourage reduced meat consumption with a more plant-based diet to improve public health and promote sustainability.

Objective: To assess meat consumption trends, weight status and attitudes towards environmental sustainability among college students.

Study Design, Setting, Participants, Intervention: A convenience sample of 415 students from a Midwestern University in the U.S. participated in a cross sectional survey with a response rate of 92.6%. A 23-item paper questionnaire was administered to the participants in intact classrooms.

Outcome Measures and Analysis: Data were analyzed using descriptive statistics, chi squared and univariate statistics.

Results: Most participants were male (58.3%) and college freshmen (34.2%) or sophomores (35.4%). There was a significant gender difference observed in meat consumption frequency. Over half of the male students (50.3%) reported consuming meat everyday compared to females (19.8%). No significant associations were found between meat consumption frequency and BMI ($P = .645$). Students' reported most often substituting meat with eggs,

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