



Joyful 12 Frequently Asked Questions

What is the Joyful 12™?

The Joyful 12™ is Chef Hollie Greene's online crash course for eating in season. It helps families joyfully get more vegetables and fruits into their diets for all 12 months of the year, from savory winter squash, to spring artichokes, to summer okra, and sweet fall figs.

Who is Chef Hollie?

As a classically trained chef, Chef Hollie Greene has taught over 2,000 children in New York and California to love eating fruits and vegetables through her work with non-profit programs and in partnership with Rachael Ray's Yum-O!, Mayor Bloomberg, and Mary J. Blige. She is a Professional Expert for the State of California's Healthy CA Kids Initiative and has worked as an Education Director for The Sylvia Center and Chef-in-Residence in NYC public schools. Prior to attending the French Culinary Institute in New York City, she spent ten years creating global leadership development programs, where she taught thousands of adults. These experiences infuse her fun and positive approach to helping families gain confidence in the kitchen.

What problem does the JoyFul12 solve?

Concern about child nutrition is at an all-time high, but many parents can struggle to find the time, or lack basic kitchen skills that allow them to quickly prepare healthy and delicious vegetable-and-fruit-centric meals. The JoyFul12 teaches kitchen essentials that can be used for years to come, and that engage children in an interactive learning experience filled with fun and joy.

What does the Joyful 12 Learning Lab offer?

Skill building

- Over 50 video tutorials on how to prep produce, cooking techniques, ways to engage kids to try new foods and master the preparation of 12 vegetables and fruits per season
- Allergen-and-gluten-free recipes, to cook each of the 12 produce items per season in 3 different ways: from easy, to medium, to adventurous
- Parent resources to engage, motivate, and enjoy teaching kids to love their veggies

Time saving tools

- An interactive, mobile friendly shopping list that can be customized and archived

Community

- A family focused forum that allows you to share questions, concerns, and learn from like-minded parents and speak directly with Chef Hollie



What does “eating in season” mean?

Each season – summer, fall, winter, and spring - Chef Hollie Greene selects twelve vegetables and fruits and then guides families through three ways of preparing them. She uses easy, medium, and adventurous recipes for each item, and teaches basic cooking techniques, from sautéing to blanching to roasting, that families can repeat season over season, swapping out for produce that is easily available in any basic American supermarket or seasonal farmers market. To ease meal planning, each recipe can be converted into a shopping list with the click of a button.

How is this different from a cookbook or recipe blog?

Unlike a cookbook or a food blog, which offer recipes and beautiful photos of finished dishes, Chef Hollie helps home cooks build confidence by walking them through every step of cooking visually. A library of over 50 short videos and detailed, beautiful process photos support every recipe on the site. Chef Hollie also offers videos that share her unique methodology for getting parents and kids through the many hurdles of food resistance, with the goal turning “yucks” into “hmmms” or maybe even “yums”!

Who is the Joyful 12 for?

The Joyful 12 is for any family that would like support in getting more fruits and vegetables into their diet each season. Joyful 12 recipes are designed with both children and adults in mind. This is not “kid food” but rather real food designed with a child’s palate in mind.

Especially important for families addressing allergies or struggling with picky eaters, the Joyful 12 offers the expertise of trained chef and child education expert Chef Hollie, and the space to share experiences with one another in a password-protected Family Forum.

Does the Joyful 12 address food allergies and gluten-sensitivities?

Yes! Every recipe carries a label letting the user know if it is dairy free/nut free/egg free/or vegan. All recipes are tested gluten free. When possible, substitutes are offered to make the recipe fit a family’s needs.

How does Chef Hollie help children try vegetables?

Throughout the Joyful 12 course, Chef Hollie teaches parents how to gently expose children to a variety of produce, and take the fear out of trying new things. She infuses her four principles into every recipe, suggesting simple ways you can “Set firm but gentle boundaries,” “Yum up your food,” “Be a food explorer,” and “Taste more, talk less,” to get kids excited about that produce item.



How much does Joyful 12 cost?

For just \$48 Families get Lifetime Unlimited Access to the Joyful 12

As a member of the Joyful 12, you get lifetime access to 144 family friendly (gluten and allergy free) recipes, over 50 skill building videos, and a time saving shopping list to help you master 48 vegetables and fruits over four seasons.

What is the Joyful 12 School Project?

The Joyful 12 Project aims to improve the health of our children by providing cooking education to every parent, teacher, and child in School Communities through a lifetime membership to the Joyful 12. This is a charitable project that is fiscally sponsored by the Social Good Fund, a 501c3.

Schools, through their Cafeterias and Classrooms, are healthier today because of the work being done by individuals and organizations that care about our children's health. But little to no support has been provided to parents to help make learning about healthy habits at home fun and engaging. We can create sustainable healthy food habits by supporting parents with access to education and resources in their own homes.

How does my purchase support the Joyful 12 School Project?

When you buy the Joyful 12, we give one free lifetime membership to our Joyful 12 School Project, which goes to a family in a school district we are working with.

Is this a subscription service?

This is NOT a subscription service. Just like a class, it's a one-time fee based program that you purchase, whether for only one season, two or three seasons, or for the whole year.

Users will have unlimited access to our learning lab year-over-year. Chef Hollie Greene believes that just like training kids to eat well, learning to cook and eat in season is a process to grow into with time.