Marketing on A Budget
Lessons Learned & Possibilities

Barbara J Pyper, MS, RD, SNS, FCSI, FAND
Marketing – What Is It?

• Webster:
  • The process or technique of promoting, selling and distributing a product or service

• PR Companies:
  • Marketing is the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and getting value in return.
Marketing – What Is It?

• School FSDs:
  • Printed menu
  • Website

• Kids:
  • What excites me about something and makes me want to buy it
  • What makes lunch/breakfast fun!
Content Marketing:

“Creating and sharing useful or entertaining content in order to attract and engage with current and potential customers.”

Source | Fast Company

Traditional marketing talks at people.

Content marketing talks with them.
Where to Start?

- Small steps
  - Assessment
  - Time
  - Talent
  - Resources
  - Strengths
Put On Your “Fresh Eyes”
A Marketing Story

MENU

Two Choices
Take It or Leave It!
Let’s Get Started with Resources
Resources

Marketing Healthy Choices in the School Cafeteria
January 2009

This guide was made possible through funding from BlueCross BlueShield of Kansas City, in collaboration with kchealthykids.
Resources

During the lunch, Kopp and helpers track the number of kids who didn’t eat their new food and calculates the ratio, by classroom, of how many kids did try it (this is where the color-coded markers come in). Then, class-by-class, the students who tried the food cheer their score and shout “Fear was not a factor for me!”

Name That Veggie

South End Elementary School in Southington, Connecticut, promotes vegetable consumption by using a guessing game. The food service director purchases different vegetables at a local farm. A vegetable is displayed in the cafeteria, and students guess its identity. The vegetable is cooked and samples are served to students and staff. The food service director reports that they have stumped many adults and children and that students are more apt to try something new like kale, because it is presented in a fun way.
Resources

Marketing and Promotion Tips

Decor and Artwork
Food as art intrigues young minds.

Artwork in the cafeteria can communicate positive messages, stimulate appetite and drive a favorable eating experience. Invite the art club to paint a mural on the wall. Develop an idea for a food-themed art series that the art or photography class would enjoy creating and displaying. Avery ISD in northeast Texas encourages students to hop on the fruit train with creatively carved food art (shown in photo). As you decorate your cafeteria, keep these pointers in mind.

- Posters, pictures and artwork should be placed at eye level for the students.
- Avoid cluttering tables and walls.
- Set a goal to rotate in new artwork every 3 months in order to keep it fresh and interesting.

Nutrition and Culinary Education Improve Student Acceptance

Research shows that when new or unusual foods are offered in combination with education materials, children are more likely to taste and enjoy these foods. Culinary skills education provided alongside fruit and vegetable offerings can also increase the likelihood that students will feel confident in the kitchen and take healthy habits home. Magnolia ISD (shown in photo) provided nutrition education and recipe cards during their National School Breakfast Week 2015 celebration. Nutrition information featuring the health benefits of cauliflower was presented alongside cauliflower hummus that were developed as part of the Local Products Challenge. Recipe cards complimented strawberry and oatmeal smoothie samples, allowing students who enjoyed this offering to prepare it at home as well.

Share New Fruits and Vegetables with Sample Trays

Offering samples is a great way to introduce students to new or unusual foods. One small sample size portion is much less intimidating than an entire serving of an unfamiliar food. In addition, children respond favorably to repeat exposures of new foods and are more likely to consume school meals if they’re familiar with the foods being offered. Sample trays can also add a splash of color and excitement to your cafeteria. Coastal ISD Chef Heather Morse introduced a new produce tray.
Resources

School Breakfast Program (SBP)

Marketing

This section is designed to help you promote your School Breakfast Program. It includes fun ideas to make the program more appealing to students and parents, strategies for approaching your marketing plan, and adaptable resources such as flyers, letters, public service announcements (PSAs), newsletter inserts, newspaper articles, and information sheets.

Once you have analyzed your district or school's needs, gained key stakeholder support, and have put your breakfast expansion plan into action, it's time to promote your program! This is where marketing comes into play.

Marketing is more than just announcing "breakfast is served". An effective marketing strategy promotes school breakfast as a tasty, convenient, smart choice, and targets the right audience with each message. This section will help you boost participation rates by raising awareness of the program's availability as a positive opportunity for students at school.

This section is divided into three parts:

Creating a Marketing Strategy: Ideas about how to approach your marketing campaign by defining your objective, targeting your audience, and creating your breakfast image.

Marketing Ideas: A comprehensive list of activities that you can use with students or parents to promote School Breakfast.

Marketing Resources: Customizable, print-ready materials that can be used in a marketing campaign. Materials include: inserts to post in school newsletters, flyers to send home, template letters to parents, and articles to put in a school or local newspaper. These materials are available in English as well as Spanish.

Last Published: 12/16/2013
Where to Start

School Breakfast Program (SBP)

Marketing Ideas

- Celebrate National School Breakfast Week
- Invite Parents to Breakfast
- Contests
- Celebrity Day
- Theme Days
- Serve Breakfast at Lunch
- Menu Ideas
- Web Site
- Flyers
- Announcements
- Student Advisory Group
- Taste Tests
- Breakfast Giveaways
- Public Service Announcements
- Automated Messages
- Press Releases
- Existing Forums
- Involve Advocates
- Ask for Help

Celebrate National School Breakfast Week

One of the easiest ways to promote breakfast is to celebrate National School Breakfast Week held annually during the month of March. Events such as a Dress-up Day or a School Breakfast poster contest can be simple or elaborate. Be creative and do what works for your school!

Providing free breakfast during National School Breakfast Week may generate awareness of breakfast as a healthy option at school, as well as provide students with the opportunity to sample breakfast menu choices. Remember to estimate costs based on the additional participation that day or week. Promote this special event by giving out coupons to students for a free breakfast when they get off the bus, or send coupons home with them in a newsletter. This idea can be expanded to include the first day of school or the first week of school to generate awareness.

During National School Breakfast Week, enlist the support of homeroom, health, science, physical education teachers and coaches so they will act as positive role models. Encourage teachers to eat breakfast with their students or discuss the importance of breakfast in class. Distribute menus to teachers so they can mention the foods served in school. Collaborate with health teachers to highlight the message of breakfast and the importance of eating breakfast for a healthy start to the day. Offer a decorated table specifically for their teams to eat breakfast together the morning of a big game.

Invite Parents to Breakfast

Parents understand the importance of breakfast and the impact it has on a child's ability to learn. Why not invite them for a parents' breakfast? Offer samples of the same breakfast items so parents can taste the food their children have at school. Give a tour of the food service department and provide family-sized recipes for parents to take home (if possible, include a nutrient analysis to show how the meals compare with nutrition standards). Include a coupon for "One Free Breakfast" as part of your promotion materials that parents could redeem whenever is convenient for them.

Other Useful Links

- Child and Adult Care Food Program
- Farm to School
- Seamless Summer
- Summer Food Service Program
- Team Nutrition

How To Apply

- Application
- Income Eligibility
- State Agency Contacts

Browse by Subject

- Community Eligibility Provision
- CN Labeling
- Disaster Assistance
- Federal Register Documents
- Food Safety
- Grants
- Guidance and Resources
- Legislation
- Policy
- Press Releases
- Professional Standards
- Regulations
- Reimbursement Rates
- Research & Reports
- Tools for Schools

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Step 2: Target Your Audience

Different audiences may be concerned with different aspects of school breakfast:

- **Students**
- **Parents and Guardians**
- **Teachers**
- **Administrators**
- **Communities**

When targeting your audience, you may wish to consider:

- **Specific Ages and Grade Levels**
- **Cultural Identity**
- **Language**

**Students**

**What’s Important to Students:**

- **Food That Tastes Good.** Find out what types of foods your students like to eat.
- **Having Fun.** Make sure activities that promote school breakfast are age-appropriate and varied.
- **Being Healthy.** Your students (especially teenagers) are interested in the benefits of a healthy diet.

**Marketing Methods:**

- Teacher encouragement
- School posters
- Assemblies
- Peer nutrition educators
- Contests
- Advertisements on school computer screensavers
- Surveys about food preferences
- Articles in school newsletters

**Parents and Guardians**

**What’s Important to Parents and Guardians:**

- **Convenience.** Mornings can be hectic. School breakfast takes one thing off the morning “to do” list.
- **Value.** Breakfast at school is inexpensive. Many families that already participate in the National School Lunch Program are eligible for free or reduced price breakfast.
- **Nutrition.** Parents can be sure their child is eating a healthy breakfast. School breakfast is guaranteed to meet ¼ of the recommended daily intake of nutrients.
- **Link to Positive Academic Performance.** Research shows that students who eat a healthy breakfast are more attentive, have better memory recall, and perform better on standardized tests than those who do not eat a healthy breakfast. [1]

**Marketing Methods:**

- Flyers
- Articles in the school newsletter
- Automated messages on school phone lines (attendance line, “on hold” messages)
- Presentations at PTA meetings
- Parent-teacher conferences
- PSAs

**Teachers**

**What’s Important to Teachers:**

- **Strong Academics.** Students who eat a healthy breakfast perform better academically than students who do not eat a healthy breakfast.
- **Healthy Students.** School breakfasts provide ¼ the recommended daily intake of nutrients for students.
- **Instruction Time.** School breakfast does not have to interrupt the school day. Breakfast in the classroom can be an opportunity for nutrition education or a short scheduled “nutrition break”.
- **Student Behavior.** Eating breakfast is linked to better student behavior and fewer absences.
Resources

Step 3: Create Your Image

There are several factors to consider when developing a breakfast image. Not only do you have to define your own product and service, you have to look at it in the context of your competition and find ways to emphasize the advantages of School Breakfast.

What are you offering?

- Nutritious food for students.
- A convenient alternative for parents in the morning.
- A low-cost meal that has a positive impact on children’s learning experience.

What is your competition?

- Fast food restaurants, vending machines, student store, convenience stores, a la carte items

Compare your Prices and Promotion Methods

- How does your competition (sources of breakfast other than student homes) market?
- What are their promotion methods that are effective, and what are yours?
- How do your prices compare?
- How do you differ from them?
- How do you distribute your meals?
- What methods have you used before?
- What has been effective?
- What other possible methods?
- How much money do you have? What can you do with that?
- How are you testing your marketing tools?
- How are you measuring results?
- What can you start doing NOW?

Then, sell your product with:

Signs - Create signage that fits the type of service you are providing. Keep the message and design simple to ensure readability. Use the computer to design simple signs for meal descriptions or for the cafeteria.

Menus - Menus offer vital information regarding types of meals served and enhance the image of the school meals program. Students are not the only people who see the menus; parents, teachers, principals and the community also see them. Describe how your school meals meet the nutrition standards and Dietary Guidelines recommendations. Include nutrition education messages. Collaborate with teachers to promote themes that link with classroom lessons, such as Breads from Around the World, Harvest of the Month, etc.

Make Menu Choices More Appealing - Imagine yourself in a restaurant. You scan the menu for your appetizer and entrée for the meal. As you look at the words, your decision is solely based upon the words on the piece of paper. So use words that are enticing, because if it sounds good to you, it will probably sound good to the next person. Try using some of these words when describing your meals. Remember to deliver what you promise.

Environment - The environment where students eat is important. Sometimes cafeterias are used for food service, gym class, sports practice, assemblies and meetings. Create an area that is neutral for those activities and design ways that it could be more relaxing and entertaining to eat there. Play background music or decorate the walls so that it looks more appealing and fun. Solicit ideas of how you can create an environment where students will enjoy eating. Improve customer service by maintaining a positive attitude when serving food. Train food service staff on customer service and problem solving.
Making an Impact

• In the cafeteria
  • Signage
  • Layout
  • Promotions

“IF YOU THINK YOU’RE TOO SMALL TO HAVE AN IMPACT, TRY GOING TO BED WITH A MOSQUITO.”
Anita Roddick
Welcome to School Lunch Flyer
(Flyer will be available on-line and in Thursday update for you to print at your discretion.)

Welcome to School Lunch

Plan Your Meal
Decide what meals you want your child to eat for lunch. Consider the nutritional needs of your child. Choose a variety of healthy foods, including fruits, vegetables, whole grains, lean protein sources, and low-fat dairy products.

Today's Lunch Menu

Sample Lunch Tray

Menus
# Menus

## Welcome Back to School

### September 2012

#### Team Breakfast

Breakfasts are offered to students at schools around the district as part of the "Team Breakfast" program.

*This year's Team Breakfast Schools are*...

### Meals

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tr>
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### Lunch

#### Elementary School

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#### Prices

- Regular Lunch: $4.50
- Regular Lunch w/ Drink: $5.00
- Regular Lunch w/ Drink & Side: $5.50
- Student with NUTS: $3.00
- Student with NUTS & Drink: $3.50
- Student with NUTS & Drink & Side: $4.00

### Healthy, Fresh and FAST...

Welcome Back!
## Menus

### September

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*Make colorful choices. Everyday.*
Signage
Signage

This section is for all custom colored items. Only display here is a Bobcat theme, Blue and Yellow. Once these are ordered, you will be contacted by a representative and go through the design process.

Custom Designs

Custom Color Kits

Custom Color and Logo Kits

Start Your Design Here!

Ready to start your design, but unsure of what you are looking to order? Use this product to check out. This will start your design process and have one of our representatives contact you.

Add To Order

SLR-StartYourDesign

Order Quantity: 

Add To Order

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Signage

Why We Like School Lunch!

$2.95 includes a choice from 3 hot entrees (one is always meatless) plus... unlimited fruits and vegetables at the Salad Bar!

Yum!

A yummy value that includes protein, vitamins and minerals.

Cash, checks or LunchMoney make payment easy. Have your student fill a tray today!

Learn more at www.acnisd.wednet.edu / Nutrition Services or call Barbara Loyd, RD 425-402-7073

¡A nosotros nos gusta el almuerzo de la escuela porque...!

$2.95 incluye una opción a escoger de tres platillos (una de las opciones no contiene carbo) además... ¡Frutas y vegetales sin límite en la barra de ensaladas!

¡mmm rico!

Una buena comida incluye proteínas, vitaminas y minerales.

Efectivo, cheques o LunchMoney, hacer los pagos es fácil. También se sirve desayuno diariamente.

¡Asegúrese que su estudiante tenga alimentos de los 5 grupos!

Aprenda más en www.acnisd.wednet.edu / Departamento de Servicios de Alimentos - Hable con Barbara Loyd, RD 425-402-7073

What's so great about... School Lunch?

I can pick from 3 hot entrees (one is always meatless)

It tastes good

It makes me healthy

I like the choices

I can have all the fruits and vegetables I want!

Cash, checks or LunchMoney make payment easy. Have your student fill a tray today!

Nutrition Services - School District of Acme

School Nutrition Association
Signage
We’re pleased to introduce a quick way to evaluate menu choices.

- **Vitamins & Minerals**: Items provide 20% of the Daily Value for at least one vitamin or mineral to promote overall health.

- **Heart Smart**: Items with less than 30% fat, less than 10% saturated fat and no trans-fat promote heart health.

- **Fiber**: Items with more than 2 grams of fiber promote a healthy digestive system.

- **Calcium**: Items provide more than 20% the daily value of calcium for strong bones and teeth.

---

**Fill your plate!**
The salad bar is a great healthy choice!

---

**Deli Turkey Sandwich**

---

**Serving Healthy Choices**
HIGHLINE NUTRITION SERVICES
Signage

September is Edamame Month!

Did you know...?

Edamame is the Japanese word for “branched bean,” or fresh vegetable soybeans.

Soybeans originated in China around 2000 years ago.

Edamame has high nutritional value and health benefits with 11 g of protein and 4 g of fiber in a half-cup serving.

September is Broccoli Month!

Did you know...?

China and India are the world’s leading broccoli producers.

Broccoli was first grown in Italy 2000 years ago.

Broccoli consumption has increased over 940% in the last 25 years.

Broccoli is a great source of vitamins A, C, and K.

Enjoy broccoli & our new broccoli salad this month!
More Signage

Your cafeteria is working with local farmers to get the freshest, most delicious fruits and vegetables – like corn – for your lunch.

Make it a Complete Plate!

Today’s Daily Special

<table>
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<tr>
<th></th>
<th>Calories</th>
<th>Protein (gm)</th>
<th>Carbs (gm)</th>
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<td>22</td>
<td>4</td>
<td>Milk</td>
</tr>
<tr>
<td>Baked Beans</td>
<td>130</td>
<td>7</td>
<td>26</td>
<td>Soy</td>
</tr>
<tr>
<td>Coleslaw</td>
<td>34</td>
<td>.6</td>
<td>3.8</td>
<td>Egg</td>
</tr>
<tr>
<td>Cornbread</td>
<td>150</td>
<td>3</td>
<td>39</td>
<td>Egg Milk Wheat</td>
</tr>
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Healthy Choices will include...
Your choice of milk
Fruits & Vegetables from the Salad Bar

Remember to select items from at least 3 groups!
Cafeteria Layout
Cafeteria Layout

- Menu boards outside the cafeteria
- Display fruit near the register
- Create a “healthy items” only convenience line
- Use tactics to encourage the “right” selections
  - Signage
  - Placement
  - Marketing
Promotions
Promotions

OREGON BERRY FACTS

- Native American Indians called "shabberries" their "sweet berries" and preserved them into common meal bread. Collected berries created their own varieties, which are known today as strawberry shrub cakes.
- Strawberries are native to North and South America.
- All berries are harvested by hand and by machines, because they are very fragile.
- Strawberries are known as "living" plants because they live and grow throughout the year.
- Berries grow on different plants including bushes and vines.
- These plants live for many years and grow a new crop of berries each year.

BERRY VARIETIES

Oregon has many native berry varieties including the marionberry, wild blackberry, boysenberry, and salmonberry.

ACTIVITY

Berries In the Winter?

FOR GRADES 3-5

Materials:
- poster or display board
- check or markers

Procedure:
1. Ask students when berries are ripe and ready to be eaten all year long. Ask students if they know how to make berries in the winter, even though they might be harvested in the summer.
2. Explain to students that berries can be preserved to last longer as we can freeze them during the winter. A popular berries that don't grow in Oregon are frozen and are used as food preservation. Since most fruits and vegetables grow during the summer, we preserve them to keep them fresh throughout the winter when it's too cold to grow food. strawberries can be frozen or dried by drying them. Berries can be used as food preservation. They can be used to make jams, jellies, and other preserves.
3. As a class, brainstorm other methods of food preservation and list them on the board. Ask your class if they can add any fruits, vegetables or others that are preserved using these methods. Ask students to think about the foods in their pantry if they need a book. Your list may look something like this:

| Fruit | Berries | grapes | boysenberry | boysenberry
|-------|---------|--------|-------------|-------------
| Veggie | tomatoes | bamboo | okra | okra

ASPARAGUS FACTS

Where do we plant it? It’s easy to grow! It takes 3-5 years for a new asparagus plant to produce your crop. Plant it in April or June. How do you grow it? The asparagus comes from underground stems that grow at different rates and must be harvested by hand. Asparagus is a perennial plant, meaning that it produces one year after you harvest it.

WHAT PART OF THE PLANT DO YOU EAT? The plant.

WHERE DO WE HARVEST IT? It’s easy to grow! It takes 3-5 years for a new asparagus plant to produce your crop. Plant it in April or June.

How do you harvest it? Harvest it by hand by pulling up the stems and harvesting it. How do you eat it? It can be steamed, grilled, roasted, and even eaten raw. It’s commonly used in stir-fry dishes and is one of the most popular asparagus dishes.

SCHOOL NUTRITION

Association
Promotions

NOW AVAILABLE!
Stehly Farms Organics Oranges at Mother’s Nutritional Center

4930 Normal St., San Diego, CA 92116
619-295-8834

Mom can now buy San Diego Unified School District’s farm fresh local foods at Mother’s with WIC-Vouchers, EBT or cash.

Stehly Farms
Organics Oranges

Farm to WIC

Developed in partnership with SDUSD’s Food Services Department
Farm to School Program and Mother’s Nutritional Center

The Stehly Farms Organics Family, brothers Noel and Jerome Stehly and their families
Promotions

• Monthly promotions
  • Holidays
  • Check the “Datebook” feature in each School Nutrition journal
    • Monthly features
    • Weekly features
    • Special days
Meatless Mondays
Fruit, Vegetable & Grain of the Month Programs

September is Broccoli Month!

Did you know...?
China and India are the world’s leading broccoli producers.
Broccoli was first grown in Italy 2000 years ago.
Broccoli consumption has increased over 940% in the last 25 years.
Broccoli is a great source of vitamins A, C, and K.
Enjoy broccoli & our new broccoli salad this month!

Did you know...?
September is Whole Wheat Pasta Month!
There are approximately 3500 different pasta shapes manufactured.
“Whole wheat” means the wheat bran and wheat germ are kept in the flour instead of being refined out.
Whole wheat pasta has 3 times the fiber as regular pasta.
Our featured salad is a whole wheat pasta salad.

September is Melon Month!

Did you know...?
There are many types of melons including honeydew, watermelon and cantaloupe.
Watermelons were grown in the Nile River Valley as early as 2000 BC.
Cantaloupes are also called muskmelons.
Melons are an excellent source of vitamins A and C. Cantaloupes have the greatest content of vitamin A.
Melons harvested during the summer time.
More Promotions

Fuel Up To Play

SNA’s 2012-13 Promotional Calendar

- Monthly events
- Multi-day events
- Single day events
- With links to additional resources!
Communications
Making an Impact

• Communication tools
  • Menu/calendar
  • Website
  • Social media
  • TV/Radio
Take Note
Calendars
Flyers

School Meals Are Nutritious!

This fall, school cafeterias will be meeting tough new federal nutrition standards for school meals, ensuring that meals are well-balanced and provide students all the nutrition they need to succeed at school. Now is a great time to encourage your kids to choose school meals!

School meals offer students:
- milk, fruits and vegetables, proteins, and grains, and they must meet strict limits on saturated fat and portion size. Starting in School Year 2012-2013, school lunches will meet additional standards requiring:
  - Age-appropriate calorie limits
  - Larger servings of vegetables and fruits (students must take at least one serving of produce)
  - A wider variety of vegetables, including dark green and red/orange vegetables and legumes
  - Fat-free or 1% milk (flavored milk must be fat-free)
  - More whole grains
  - Less sodium

Learn More About Whole Grain
We are adding nutritious and tasty whole grain items to the menu.
- Products with whole grain such as cereal, bread and pasta are a great way to get your recommended whole grain serving. (At least 4 ounces of whole grain is recommended daily. A slice of wholewheat bread counts as 1 ounce of whole grain.)
- The phrase “whole grain” or “whole” before a grain’s name in the ingredient list means that it includes all parts of the grain kernel.

Examples of Grain Products and How to Look for Whole Grain

Cereal:
- Look for “whole grain” on the front of the product.
- “Whole grain” or “whole” is listed in front of wheat, oats, rice, corn, barley, or other grains as the first ingredient.
- oats are always whole, regardless of whether they’re whole, instant, fife-, or coarse-cut.

Bread and baked goods:
- Look for “whole wheat” and/or “whole grain” in the product’s name.
- A whole grain flour should be listed first or second, after water. “Wheat flour” is not whole grain.
- If several flours are used, the majority should be whole grain.
- Rice and pasta:
  - Brown rice is the only whole-grain rice.
  - Some pastas are made with a mix of whole wheat and white flours.

Family Fitness Fun Time
Being active is important to overall well-being. Take time as a family to find a fun fitness activity that everyone can enjoy.
- Take a walk around your neighborhood together
- Ride bikes
- Go to a local park and play
The key is to find something you enjoy as a family and make the time to be active.

At Home Activity – Whole Grain Pantry Hunt
- Search your own cupboards and see how many whole-grain products you can find
- the logical place for most of us to look for whole grain is on the product’s package. Look for whole grain on the label or for the whole grain council stamp to help you determine if a product is whole grain.

Activity – count the number of items you can find that have “whole grain” as the leading grain ingredient.
Websites
Websites

Child Nutrition Services
1302 4th Street SW, Auburn, WA 98001
(253) 931-4972

Our mission...
To meet the nutritional needs of the students and staff of the
Auburn School District by offering a variety of quality, nutritious
meals in a timely, cost-effective manner.

We are committed to providing a friendly, professional, clean
and safe environment focused on students as customers. We
contribute to students’ education in the areas of health and
nutrition. We make our decisions based on what is best for kids.

Healthy, fit, well-nourished children can learn. Those who are
not, cannot.

Our focus...
Cooking: We source and prepare fresh, natural and homemade
foods from scratch.

Educating: Partnering to bring enhanced nutrition education to
the classroom and using our garden for after-school clubs
focused on math, science, health and nutrition.

Our program...
Websites

Welcome to: Meatless Monday

Starting in September 2011, the Bellevue School district is joining the Meatless Monday public health initiative. We hope that you will look at the questions and answers below and utilize the resources we have provided.

Why Meatless?

- **for Health**
  Meat contains more saturated fat than other forms of protein such as beans and low-fat dairy. Saturated fat is associated with chronic diseases such as diabetes, heart disease, stroke and cancer. Going meatless once a week can reduce saturated fat intake and lower the risk of these chronic diseases.

- **for the Environment**
  Meat production requires more energy to produce than other foods. Removing meat from the menu one day a week reduces our carbon footprint.

- **for Education**
  Learning does not stop when students leave the classroom. Meatless Monday exposes students to legumes and other vegetarian protein sources and provides them...
Social Media
So Many Options!

- Web
- Social Media
- Print (internal)
- Print (external)
- Word of mouth
- Community involvement
Five Pillars of Social Media

Blogging can help you elevate your online presence, showcase your credentials and gain thought leadership.

A Facebook Page can help you build a community, engage with your fans and drive visitors to your blog.

Twitter can be a valuable tool to connect with influencers, follow the news and increase your reach.

Videos provide an opportunity for you to syndicate your content, extend your reach, and increase your searchability.

Pinterest is the latest platform to help you visually show your expertise, promote your online assets, reach new audiences.
Social Media

Lake Stevens Nutrition Services added 5 new photos.
February 17, 2015 ·

All elementary students in our district have access to custom DAILY fresh fruit and veggie salad bars. If they choose to make it a lunch they can select from a variety of protein and grain salad toppers to create a delicious chef salad!
Social Media
Social Media

HoustonISD Food

@HoustonISDFood

HISD Food Services proudly serves more than 220,000 nutritious meals to students daily and prepares over 33 million meals annually for over 200,000 students.

Houston, TX  
http://houstonisd.org/HISDFoodServices
Social Media
Social Media
Social Media
Social Media
Social Media
Quick Response (QR) Codes

• Easy to set up (and free!)
• Can drive to specific info
  • Nutrition info
  • Website
  • Menus
• Great analytics
Making an Impact

• Community involvement
  • School based
  • Other
Community Involvement – Schools

• Culinary classes
  • Menu development
  • Culinary demos
  • Recipe contests

• Student involvement
  • Healthy meals campaigns
  • Voting on favorite fruits and vegetables
Community Involvement – Schools

- Market days/evenings
  - Farmers Markets
  - Evening meal with parents and “fruit/vegetable dollars” for shopping
Community Involvement – Public

• Partnerships
  • Physical education
    • The Y
    • Other PE organizations

• Chefs Move to School
• Let’s Move
• Kids Eat Right
Putting it Together

• Make a plan
  • Comprehensive
  • Easy to execute
  • Easy to maintain
• Measure effectiveness
• Adjust the plan
• Measure effectiveness
A Comprehensive, Cohesive Plan

SERVING HEALTHY CHOICES
HIGHLINE NUTRITION SERVICES
A Comprehensive, Cohesive Plan

We’re pleased to introduce a quick way to evaluate menu choices.

- **Vitamins & Minerals**: Items provide 20% of the Daily Value for at least one vitamin or mineral to promote overall health.
- **Heart Smart**: Items with less than 30% fat, less than 10% saturated fat and no trans-fat promote heart health.
- **Fiber**: Items with more than 2 grams of fiber promote a healthy digestive system.
- **Calcium**: Items provide more than 20% of the daily value of calcium for strong bones and teeth.

SERVING HEALTHY CHOICES
HIGHLINE NUTRITION SERVICES
A Comprehensive, Cohesive Plan

Dairy Products provide more than 20% of your daily value of calcium for strong bones and teeth.
A Comprehensive, Cohesive Plan

Fill your plate!
The salad bar is a great healthy choice!
A Comprehensive, Cohesive Plan

Bean & Beef Chalupa

Deli Turkey Sandwich

Beef Ravioli
Resources
Resources

Tools & Resources

SNA has plenty of free downloadable tools to help you organize an A+ NSBW celebration. Download them today and get started on making your "Wake Up to School Breakfast" campaign a success! Remember, NSBW is scheduled for March 7-11, 2016.

Click the links below to find all the tools you need to plan your celebration:

- **Get Started**
  Toolkit, logos, merchandise, etc.

- **Handouts for Kids**
  Activity sheets, backpack brochures and more

- **Marketing & PR Resources**
  Press release, proclamation, presentations

- **Menu**
  Sample Breakfast Menu provided by Collier County (Fla.) Public Schools.

Related

National School Breakfast Week 2016

Sponsored by:

Kellogg's®
National School Breakfast Week: March 7-11, 2016

Like the 2016 NSBW theme to spread the message to administrators, parents, and students that a healthy school breakfast brings a sunny start to the day for students. Download SNA's resources and celebration tips to get started today.

> About NSBW

Celebrate NSBW

Organize a celebration in your cafeteria!

> NSBW Toolkit

getting started!

About NSBW
Tools to Get Started

NSBW Poll

What's your favorite part of celebrating National School Breakfast Week?

- Decorating the cafeteria with posters, balloons and...
Resources

Welcome to the Best Practices Sharing Center! This collection is intended for School Food Authorities and State Agencies to share resources and tools they use to serve healthy menus that meet school meal regulations. Select from the options below to search for resources.

Topics
- Smart Snacks
- Sodium reduction
- Fruits
- Vegetables
- Whole grains
- Meal pattern
- Fluid milk
- Meat / Meat alternatives
- Dietary specifications (calories, sat. fat, trans fat)
- Planning tools
- Monitoring tools
- Promotional materials

Formats
- Menu
- Success story / feedback
- Recipe
- Checklist
- Training material (video, webinar, etc.)
- Method of implementation
- Handout / Brochure / Poster

Audiences
- School Food Authority
- State Agency

Developers
- School Food Authority
- State Agency

Hold the CTRL key to select multiple options.

Last Modified: Jun 03, 2016
Resources

Best Practices for Marketing the School Nutrition Program

Applied Research Division
The University of Southern Mississippi
Resources

Programs

School Meals Marketing Materials

These materials were developed by the School and Community Nutrition Programs Branch's Community Outreach Planning Team. The materials were designed to educate parents of school age children about the availability of school meals and to persuade parents statewide to purchase school meals for their children.

Promote School Meals To Your Customers

- Manual
- Easelback Poster
- Brochure in Spanish
- Brochure in English

Contact Information

Stew Eidel, Specialist, Professional Development and Technical Assistance
Maryland State Department of Education
School and Community Nutrition Programs
Resources

Marketing
Your School Nutrition Program

Develop a Brochure to showcase your program.

Distribute to:
✓ Doctors’ and Dentists’ Offices;
✓ Public Libraries and Parks and Recreation Facilities;
✓ Your School Board, Parents; and
✓ Don’t forget the principals, guidance counselors, administrators, teachers, and main offices at your schools.

Develop a theme to use throughout the brochure. For instance... Benefits of School Meals, Value of Your Product (both nutritional and monetary), Healthy Choice for Your Child

Use a CATCHY headline. If they don’t open your brochure, it has failed.

Be sure the content of the brochure flows easily. It may not be read in order. Be sure each point is clear and concise, provides answers to common questions, and repeats your theme often.

Connect With Your Customers

Use templates for ease of layout. Many software programs have templates that are easy to use. USDA/FNS offers templates that can be downloaded and altered to fit your needs.

Include contact information and how to participate in your program. This should include clear and easy steps required to begin participation and contact info for problems or questions.
Resources

Marketing
Your School Nutrition Program

School meals have a new look, and it is time to recreate public perception. Using simple, singular messages that are developed for specific audiences is the most effective way to market your program. Listed below are some suggestions to help you begin marketing school nutrition in your community.

Connect With Your Audience

Visit other districts to observe their marketing plan.

Share the cost of a billboard with neighboring districts.

Form a student advisory group to create a brand and logo for your school nutrition program.

Create a display with sample meals, nutrient analysis, recipes, and cost comparisons. Use this display at parent-teacher conferences, school registration day, community wellness events, county fairs, and other large gatherings.

Keep Spreading the Word to Ensure You Will Be Heard!
Where to Start?

• Small steps
  • Assessment
  • Time
  • Talent
  • Resources
  • Strengths
Thank you