Unlocking the Secrets to a Successful Grab-n-Go Program
Panelists

Jessica Shelly  
Foodservice Director  
Cincinnati Public Schools  
Cincinnati, OH  

Grennan Sims  
District Dietitian/Nutrition Education Coordinator  
Hickman Mills C-1 Schools  
Kansas City, MO  

Diana Flores  
Nutrition Supervisor IV  
Sacramento City Unified School District  
Sacramento, CA  

Gayle Swain  
West Coast Manager Non-Commercial Markets  
Cambro  
Huntington Beach, CA  

Carroll Bender  
East Coast Manager Non-Commercial Markets  
Cambro  
Huntington Beach, CA
They’ll wait hours to get on an amusement park ride...
But time is not on our side, and we don’t want them to wander off.
Why Are YOU Here?

✓ Poor equipment due to lack of funds
✓ Low participation and/or menu uncertainty
✓ Space and location issues
✓ Can’t get kids fed in time
✓ Limited support from School, Staff, and/or Community
What Will You Learn?

• How to win support for Grab-N-Go programs despite costs
• How to raise funds and income
• Keys to choosing versatile equipment
• Important menu planning steps
• How to offer more choices and increase impulse buys
• Best spots for a Grab-N-Go set-up
• How to boost participation and keep kids on campus
Cincinnati Public Schools

• **33,750 Students in 53 Schools:**
  - 75% free and reduced … 76.2% ethnic minority … 100+ different languages
  - 46 Schools will be participating in the Community Eligibility Provision (CEP) for 2015-2016

• **School Lunch:**
  - Participation: 84% Elementary … 68% Secondary
  - Prices: $1.75 Elementary … $2.00 Secondary … No Reduced Category
Cincinnati Public Schools

- **School Breakfast:**
  - Provision 2 Breakfast in All Schools in 2014-2015
  - Reimbursable Vending Machines in all 14 secondary schools
  - Breakfast in the Classroom (BIC), Grab ‘n’ Go, and/or Breakfast After First Bell in 35 elementary schools
  - Participation: 68% Elementary … 36% Secondary

- **Other Programs:**
  - Summer Food Service Program at 108 sites
  - Farm to School Initiatives including 17 school gardens
  - Fresh Fruit and Vegetable Program at 29 schools
  - Afterschool Snack Program at 38 schools
  - Fresh Fruit choices in every school, every day
  - Garden Salad Bars in every school, every day
Sacramento Public Schools

• **43,175 Students in 79 Schools:**
  • 74% free and reduced ... 77.5% ethnic minority ...
  • 48 different languages

• **School Lunch:**
  • Average Daily Participation: 18,821 Elementary ...
  • 7,574 Secondary
  • Prices: $2.00 Elementary ... $2.50 Secondary ...
  • Reduced Category No Charge

• **School Breakfast:**
  • Average Daily Participation: 6,996 Elementary ...
  • 3,642 Secondary
  • Universal Breakfast since 2014
Sacramento Public Schools

• **Other Programs:**
  • At Risk Supper Food Service Program at 67 sites
  • CACFP (preschool) programs at 43 sites
  • Farm to School Initiatives including 54 school gardens
  • Afterschool Snack Program at 19 schools
  • Garden Salad Bars in every school, every day, breakfast & lunch.
Hickman Mills Public Schools

- **6,366 Students in 14 Schools:**
  - 90% ethnic minority … 24 different languages
  - Community Eligibility Provision (CEP) – No charge for lunch or breakfast for any children

- **School Lunch:**
  - Participation: 93% Elementary … 79% Secondary

- **School Breakfast:**
  - Participation: 70% Elementary … 54% Secondary
  - Breakfast in the Classroom (BIC), Breakfast After First Bell, Grab ‘N’ Go, or cafeteria - all schools
Other Programs:

- Summer Food Service Program at 7 sites
- Supper Program at 12 sites
- Farm to School at 14 schools
- Fresh Fruit and Vegetable Program at 9 sites
- Fresh Fruit and Vegetable choices in every school, every day
- Self Serve Fruit and Vegetable Bars in every day, at 13 sites (excluding the preschool)
Challenge #1: Funding

SHOW ME THE MONEY!
Getting Buy-In

Step #1
Research

Step #2
Get Organized

Step #3
Meet with Key Stakeholders

Step #4
Proposal

Step #5
Find the Money
Secret #1

Breakfast To Go  Salad Bar  Spice Station
Versatile: Salad Bars

Versatile Equipment opens doors to funding.
Selection Criteria

- Weather-proof
- Electric
- Mobility
- Insulated Food Storage
- # of Meals Required Per Day
- Full Reimbursable Meals
- Storage Space Constraints
Secret #2

Food companies will pay to play.

Work with food companies to stock your menu.
Challenge #2: Low Participation
Menu Design

Kitchen Staff & Space

# of Meals Per Day

A La Carte vs. Reimbursable Meals

Breakfast, Lunch & Snacks
Secret # 3

It’s ok to be different.
Versatile Hot Holding Carts

BBQ for 300-400 people in less than 30 minutes?

YES WE CAN!
Get the Word Out!

- Branding
- Advertising
- Public Relations
- Loyalty Programs
Challenge #3: Time and Location
Secret #4

You can serve anywhere!

• Alternate lunch line in the cafeteria
• Remote location
  – Bus Drop Off
  – Courtyard
  – Main Hallway
• After School Activities
  – Sporting Events
  – Theatrical Events
Reduce In-line Wait Time

• Set-up in remote locations.
• Offer rotating menus.
Versatile Carts Go Anywhere: Inside or Outside

San Diego, CA

Apple Valley, MN
Versatile: Mobile Shelving

Baltimore, MD
Breakfast-to-Go

Miami, FL
Fresh Fruit & Vegetable Program
Versatile: Mobile Shelving

Breakfast-to-Go
Additional Grab-n-Go Solutions
More Equipment Options
More Mobile Options
Key Take Aways

• Partner with food companies or associations for funding and/or food.

• Choose versatile equipment that can be used for multiple programs.

• Create unique, exclusive and rotating menus for your Grab-N-Go program.
Resources

Versatile Equipment Solutions
www.cambro.com/schools

Let’s Move Salad Bars to Schools
http://www.saladbars2schools.org/

Fuel Up to Play 60
https://school.fueluptoplay60.com/funds/funds_for_futp60.php

Additional Funding Opportunities
http://meals4kids.org/find-grants-available-you

Creative Ways to Raise Funds
http://www.better-fundraising-ideas.com/school-fundraising.html
Contact Information

Jessica Shelly
Foodservice Director
Cincinnati Public Schools
Cincinnati, OH
Email Shellyj@cps-K12.org

Diana Flores
Nutrition Supervisor IV
Sacramento City Unified School District
Sacramento, CA
Email diana-flores@scusd.edu

Grennan Sims
District Dietitian/Nutrition Education Coordinator
Hickman Mills C-1 Schools
Kansas City, MO
Email grennans@hickmanmills.org

Gayle Swain
West Coast Manager Non-Commercial Markets
Cambro
Huntington Beach, CA
Phone (714) 421-8696
Email gswain@cambro.com

Carroll Bender
East Coast Manager Non-Commercial Markets
Cambro
Huntington Beach, CA
Phone (636) 273-1025
Email cbender@cambro.com