Welcome!

Please check your audio connection to be sure your speakers are on and working properly.

Looking for presentation slides, resources, or a CEU form? Visit www.schoolnutrition.org/greattrays
Menu Changes to Meet the New Proposed Meal Patterns

Wednesday, August 24, 2011

Moderated by Camellia Patey
Vice President, School Wellness Partnerships
National Dairy Council
Questions & Answers

• Type your questions into the “Question” box at any time during the webinar

• Questions will be addressed during the webinar and at the end as time allows
How many people are viewing the webinar at your computer?

- 1-2
- 3-4
- 5-6
- 7-8
- 9 or more
Expert Panel

Sarah Carroll, MPH
Great Trays Communications Coordinator
Office of Statewide Health Improvement Initiatives
Minnesota Department of Health

Mary Anderson
Director of Culinary Express
Wayzata School District, MN
Expert Panel

Wendy Knight, RD, LD, SNS
Coordinator of Food & Nutrition Services
District 196
Apple Valley-Eagan-Rosemount, MN

Annette Hendrickx Derouin, MPH, RD, SNS
Director
Food & Nutrition Services
Willmar Public Schools, MN
GREAT TRAYS
Getting to WOW

Sarah Carroll
Minnesota Department of Health
Great Trays Overview

Great Trays is an innovative Minnesota partnership that helps schools prepare for the USDA rule on nutrition standards by:

• Supporting cost controls through cooperative purchasing

• Expanding training

• Providing web-based resources
Partner Organizations

State Agencies
• Agriculture
• Education
• Health
• Human Services

University of Minnesota
• Extension
• School of Public Health

Membership Organizations
• Minnesota School Nutrition Association
• Minnesota School Food Buying Group
The Great Trays Partnership is supported by a cooperative agreement from the Centers for Disease Control and Prevention (CDC) (3U58DP001974-01S4).

This webinar was made possible [in part] by FOA CDC-RFA-DP09-912ARRA09 from the CDC. The views expressed in written materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.
Key Strategies

• Supports cost controls through cooperative purchasing
• Expands training
• Provides web-based resources
Cost Controls

- 112 participating districts represent 73% of Minnesota students
- Leadership group writes product specifications
- Districts commit to purchase selected products
- Bid process administered, directly to manufacturers
- Winning bids result in savings of up to $8.00 per student per year.
Cost Controls

*We saved $400 on our first order alone.*
Kathy Faust
Onamia Public Schools: 757 students

*Being involved in this group helps educate you on purchasing processes and best practices.*
Roxanne Williams
Burnsville-Eagan-Savage Schools: 9,897 students

Learn more at [www.anoka.k12.mn.us/msfbghome/](http://www.anoka.k12.mn.us/msfbghome/).

Copyright © 2011 School Nutrition Foundation. All Rights Reserved.
[www.schoolnutrition.org](http://www.schoolnutrition.org)
Great Trays Strategies

• Supports cost controls through cooperative purchasing
• Expands training
• Provides web-based resources
Training Workshops

Expands skills training for school nutrition professionals

- 494 school nutrition leaders attended one or both workshops
- Workshops held in regional hubs throughout MN
- Participants represented 292 districts and schools
- 75% of eligible districts sent a representative
Training Workshops

95% of participants are excited about making changes to their menus.

65% feel much better prepared to find recipes and other resources for preparing whole grains, legumes and vegetables.

“I am so glad you listened and had hands-on activities.”

“The best class I have been to.”

“The material is the best I have gotten. It will not just sit on my shelf.”
Great Trays Strategies

• Supports cost controls through cooperative purchasing
• Expands training
• Provides web-based resources
Assessment Tools

### Characteristics of Your School/District

Your school/district total population: ____________ students

Average lunch participation rate ____________%

<table>
<thead>
<tr>
<th>Budget/Cost</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual food cost per meal</td>
<td>$____________</td>
</tr>
<tr>
<td>Student cost for paid meal</td>
<td>$____________</td>
</tr>
<tr>
<td>Free and reduced</td>
<td>________%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Staffing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours/staffing/day</td>
<td></td>
</tr>
<tr>
<td>Skills</td>
<td></td>
</tr>
<tr>
<td>Attitudes</td>
<td></td>
</tr>
<tr>
<td>Other attributes</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Preparation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Methods</td>
<td></td>
</tr>
<tr>
<td>“Heat and serve” foods</td>
<td>________%</td>
</tr>
<tr>
<td>“Simple scratch” foods</td>
<td>________%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Availability/Distribution</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of local foods from distributor? (describe)</td>
<td></td>
</tr>
<tr>
<td>Availability of local foods from farmer?</td>
<td></td>
</tr>
</tbody>
</table>
Assessment Tools

### Assessment Tool

**Is your Farm to School program starting up, cruising or breaking barriers?** For each question, circle the check mark after the statement that best reflects your Farm to School program.

<table>
<thead>
<tr>
<th>Menu Planning: How many Farm to School foods are served?</th>
<th>Starting Up</th>
<th>Cruising</th>
<th>Breaking Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>We offer one local food a month during the growing season (3-5 items).</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>We offer one local food a week during the growing season and/or one local food a month for the entire year (6-12 items).</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>We offer one local food daily during the growing season and/or throughout the school year (12+ items).</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Sourcing: Where do you get your Farm to School foods?**

| We purchase local products that are available from the distributor.                                                      |            |          | ✓                 |
| ...and/or we purchase from a farmer or farmers market for the week’s menu or plan with a distributor for specific products or arrange for light processing. | ✓          |          | ✓                 |
| ...and/or we have a growing plan and a contract with a farmer and/or a school garden or orchard utilizing and/or specified local foods as part of our bidding criteria. |            |          | ✓                 |

**Education: How do students learn about Farm to School foods?**

| We hang posters and educational material and create other simple educational messages such as announcements of Farm to School foods. | ✓          |          | ✓                 |
| ...and, we provide nutrition education in the classroom and link the education when appropriate to Farm to School foods. |            |          | ✓                 |
| ...and, students visit local farms or make personal connections with the farm and farmers. Student projects are connected with Farm to School. |            |          | ✓                 |

**Equipment or Capital Improvements: Have you updated your kitchen to support Farm to School?**
### Marketing Assessment Tool

Is your school/district an Advertising Apprentice, a Marketing Master or a Promotions Powerhouse? Circle the numbers in each section that best describe your activities. Add totals in each category to spot strengths and identify new ideas!

<table>
<thead>
<tr>
<th>Does your serving line have:</th>
<th>Not Yet</th>
<th>In some cases</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food wells and other serving pans that are frequently filled</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Self-serve tongs/scoops that are attractive, easy-to-use, age-appropriate and cleaned between lunch periods</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Condiment bottles that are labeled and frequently filled and cleaned</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Colorful, age-appropriate signs to highlight featured foods</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Fresh fruits and vegetables displayed at the front of the line or near check-out in attractive bowls</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

**Your serving line score**

<table>
<thead>
<tr>
<th>Does your cafeteria have:</th>
<th>Not Yet</th>
<th>In some cases</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walls that have been freshly painted and are free of clutter</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Tables with age-appropriate seating</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Tasteful wall art highlighting fun, food-oriented, healthy messages</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>At least four fun events (e.g. taste testing, farmer visit) held during the year</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Staff or volunteers encouraging students to try a new food (“food coaching”) at least once a month</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

**Your cafeteria score**
# Menu Planning Tools

## Getting to WOW with your Menu Plan! Grades K-5

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat/Meat</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternatives</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Entrées)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grains</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condiments</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Calories**
- Average calories are between 500-650 for lunch
- 3/4 of total calories for the week
- 5% of total calories for the week
- By 2010, sodium 1440 mg

**These recommendations are based on USDA’s proposed rule for National School Lunch Program nutrition standards which has not been formally written into Federal regulations. Existing regulations still apply.”**

---

Copyright © 2011 School Nutrition Foundation. All Rights Reserved.
www.schoolnutrition.org
Menu Planning Tools

SAMPLE CYCLE MENU

Try the new Crunchy Hawaiian Chicken Wrap! Seasoned chicken is surrounded by sweet pineapple and crunchy shredded vegetables, topped with delicious poppy seed dressing and wrapped in a warm wheat tortilla.
Source: Mt. Lebanon Elementary School, Semi-finalist, Let's Move Recipes for Healthy Kids Challenge

MONDAY 1
Turkey Corndog W
Soft Breadstick W
Black Bean Salad C
Watermelon Wedges L
Skim or 1% Milk
Ketchup, Butter

TUESDAY 1
Sweet & Sour Chicken C
Brown Rice W
Cucumbers & Peppers C
Fresh Apple Slices L
Skim or 1% Milk
Ranch Dressing, Yogurt

WEDNESDAY 1
French Toast Sticks V, W
Roasted Squash C, L
Sliced Banana
Orange Juice
Skim or 1% Milk
Maple Syrup

THURSDAY 1
Apple Cider Stew C
Dinner Roll M
Romaine Salad C
Orange Smiles
Skim or 1% Milk
Ranch Dressing, Butter

FRIDAY 1
Sloppy Joe L W
Sweet Potato Fries C
Celery Sticks
Juicy Pears
Skim or 1% Milk
Ranch Dressing, Ketchup

MONDAY 1
Cheese Pizza K, W
Romaine Salad C
Beets n' Sweets C, L
Juicy Pineapple
Skim or 1% Milk
French Dressing

TUESDAY 1
Hamburger W
Lettuce, Tomatoes C
Italian Pasta Salad C, W
Ripe Red Grapes
Skim or 1% Milk
Ketchup, Mayonnaise

WEDNESDAY 1
Vegetarian Chili C, V
Cornbread
Fresh Broccoli C
Applesauce
Skim or 1% Milk, OJ
Ranch Dressing, Butter, Honey

THURSDAY 1
Crunchy Chicken Wrap C, W
Potato Wedges
Orange Smiles
Skim or 1% Milk
Ketchup

FRIDAY 1
Fish Sandwich W
Carrot & Celery Sticks C
Creamy Coleslaw L
Fresh Kiwi
Skim or 1% Milk
Ketchup, TrtSauce, SunButter

Monday 1
Chicken Sandwich W
Chicken Bingo & Potatoe Spaghetti & Meatballs W
BBQ Chicken Ribs
Cheese Enchiladas V

Copyright © 2011 School Nutrition Foundation. All Rights Reserved.
www.schoolnutrition.org
Menu Planning Tools

Roasted Butternut Squash

Ingredients
- Squash, Wnr, Butternut, Raw: 20 lbs
- Butter, Unsalted: 1/4 lb
- Oil, Olive: 3/4 cup
- Sugar, Brown: 2 - 1/4 cups, packed
- Salt, Table: 1 tbsp + 1 tsp
- Cinnamon, Ground (optional): 1 – 1/2 tbsp
- Pepper, Black, Ground: 1 tsp

Instructions
1. Peel butternut squash, cut in half and remove seeds, then cut into 1/2-inch cubes.
2. Add squash to a full sheet pan, sprayed with food release.
3. Melt the butter, then add the olive oil, brown sugar, salt, cinnamon and pepper. Mix to combine thoroughly.
4. Divide the butter mixture equally among pans, then stir until squash is well coated.
5. CCP: Roast, uncovered, until cooked through and lightly browned.
   - Convection Oven: Bake at 350°F. about 20-30 minutes.
   - Conventional Oven: Bake at 375°F. about 30-35 minutes.
6. Serve at 140°F. or higher.
7. CCP: Hold for hot service at 140°F. or higher.

Nutritional Information

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>144</td>
</tr>
<tr>
<td>Protein</td>
<td>1.72 g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>4.86 mg</td>
</tr>
<tr>
<td>Calcium</td>
<td>93.33 mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>199 mg</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>25.45 IU</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>22.3 mg</td>
</tr>
<tr>
<td>Carbohydrates</td>
<td>25.22 g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>2.74 g</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0.00 g</td>
</tr>
</tbody>
</table>

When served with other healthy school meal components, these foods support one or more nutrition recommendations from School Meals: Building Blocks for Healthy Children, a 2009 report published by the Institute of Medicine.

This publication was supported by a cooperative agreement from the Centers for Disease Control and Prevention (CDC) [5U58DP001874-04]. Its contents are solely the responsibility of the authors and do not necessarily reflect the official views of the CDC, the Department of Health and Human Services, or the Federal government.
Great Trays Tickler

Getting to WOW: Three Steps at a Time

1. Test a few whole grain bread products available from your distributor.
2. MOOve away from whole and 2% milk. Talk with your milk supplier about your desire to serve only 1% and fat-free skim milk.
3. Try a few new vegetables. Pull out this month’s menu and compare the number of starchy vegetables served to the number of orange and dark green vegetables served. Try adding sweet potatoes, beets, squash, romaine lettuce, or broccoli the next time you plan a menu.

USDA PROPOSED RULE

“By failing to prepare, you are preparing to fail.”
Benjamin Franklin

Great Trays has given schools the rare gift of time—time to prepare for updated nutrition standards.

The final USDA rule will likely take effect in 2012-2013. This delay gives the public time to respond to proposed changes and gives state agencies and their partners time to develop the structure and plans to support compliance. What can you do while this gets sorted out?
1. Be sure that your program complies with current regulations.
2. Watch for updates from the Department of Education.
3. Know that some things won’t change for the upcoming 2011-2012 school year, including offer vs. serve, meal patterns and portion sizes.
4. Take small steps to prepare for future requirements. Serve 1% and fat-free skim milk. Replace some starchy vegetables (potatoes, corn, peas) with legumes and orange or dark green vegetables. Replace some white or enriched grain products with whole grain products.

GREAT IDEA

One simple way to add a dark green vegetable to your menu is to use romaine lettuce instead of iceberg lettuce for salads. Your students will notice the extra color; you’ll know they’re getting great nutrition!

GREAT RESOURCE

Compare the current standards to the proposed standards. Click on the USDA’s proposed rule on the Great Trays home page at http://www.health.state.mn.us/schools/greattrays/
Staff Training Tools
Marketing Tools

Student Discussion Groups

FOUR STEPS to a Successful Discussion

1. Decide on the format. Some schools have one-time discussions on a specific topic. Others have on-going advisory groups or ask a FACS or other class to offer feedback and ideas.

2. Recruit. Ask for volunteers using your menu, student survey, school newsletter, video, or website and ask teachers, the school nurse, principal, wellness committee members and parents for help.

3. Structure the...
# Marketing Tools

## Fun Food Facts

<table>
<thead>
<tr>
<th>Foods</th>
<th>Names</th>
<th>Jokes</th>
<th>Trivia</th>
<th>Agriculture</th>
<th>Nutrition</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples</td>
<td>Crisp Apples&lt;br&gt; Fresh Apples&lt;br&gt; Apple Wedges&lt;br&gt; Awesome Apples</td>
<td>How does a ghost eat an apple? By gobblin’ it. &lt;br&gt; When is an apple a grouch? When it is a crabapple.&lt;br&gt; Apples are 25% air, which is why they float in water.</td>
<td>The largest apple on record weighed over 4 pounds, as much as a half-gallon of milk.&lt;br&gt; Apple trees produce flowers in the spring and apples in the fall.&lt;br&gt; Apple trees need bees to help them produce fruit.</td>
<td>An apple a day really does keep the doctor away. Studies have shown that apples can help keep your heart, lungs and brain in tip-top shape.</td>
<td>An average apple tree produces between 150 and 350 apples every year.</td>
<td></td>
</tr>
<tr>
<td>Beans, Legumes</td>
<td>Fiesta Beans&lt;br&gt; Great Garbanzos&lt;br&gt; Yummy Hummus&lt;br&gt; Cowboy Caviar</td>
<td>Knock Knock. (Who’s there?) Bean. (Bean who?) Bean a while since I last saw ya!</td>
<td>Minnesota ranks 4th in the US for bean production.&lt;br&gt; The amount of fields devoted to growing beans in Minnesota would fill 110,000 football fields.</td>
<td>Most beans grow in a pod with a few of their bean buddies.&lt;br&gt; Beans come in many colors – black, brown, red, white, yellow. Some are even spotted.</td>
<td>Beans might be small in size, but they’re big on nutrition. They are one of the only foods to fit in two spots on USDA’s MyPlate as a vegetable and a low-fat protein.</td>
<td>Beans can be eaten in salads, soups, burritos and more.</td>
</tr>
<tr>
<td>Beets</td>
<td>Sweet Beets&lt;br&gt; Bright Beets&lt;br&gt; Savory Beets</td>
<td>Why did the people dance to the vegetable band? It had a good beet.&lt;br&gt; Knock Knock. (Who’s there?) Beets. (Beets who?) Beets me, try some yummy veggies.</td>
<td>Beets have been used as food, medicine, and as a natural dye throughout history.</td>
<td>Beets grow underground, with only their stems and leaves poking up to catch the sun.&lt;br&gt; Most beets are red, but some are gold or pink and white striped.</td>
<td>Jeepers, beets are great for your peepers! Carrots have traditionally been associated with eye health, but beets have a potent mix of nutrients that put them in a class of their own.</td>
<td>Have you ever tried painting with vegetables? Slice a beet, stamp it on paper and see what happens.</td>
</tr>
</tbody>
</table>

---

*SNF School Nutrition Foundation. All Rights Reserved. www.schoolnutrition.org*
# Marketing Tools

## September

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place fun facts or alternative choices</td>
<td>Place fun facts or alternative choices</td>
<td>Place fun facts or alternative choices</td>
<td>Entree one</td>
<td>Entree two</td>
</tr>
<tr>
<td>Alternative entrees</td>
<td>Alternative entrees</td>
<td>Alternative entrees</td>
<td>Sides</td>
<td>Sides</td>
</tr>
<tr>
<td>Milk choices</td>
<td>Milk choices</td>
<td>Milk choices</td>
<td>Side dish one</td>
<td>Side dish three</td>
</tr>
<tr>
<td>Salad bar option one</td>
<td>Salad bar option one</td>
<td>Salad bar option one</td>
<td>Side dish two</td>
<td>Side dish three</td>
</tr>
<tr>
<td>Salad bar option two</td>
<td>Salad bar option two</td>
<td>Salad bar option two</td>
<td>Side dish two</td>
<td>Side dish three</td>
</tr>
</tbody>
</table>

**Make colorful choices. Everyday.**

---

**SNF School Nutrition Foundation**

Education, Research and Scholarship

Copyright © 2011 School Nutrition Foundation. All Rights Reserved.

www.schoolnutrition.org
Lessons Learned

School Nutrition Professionals

• There is strength in numbers.

• Listen, share and serve.

• Small steps can add up to big changes.

Copyright © 2011 School Nutrition Foundation. All Rights Reserved. www.schoolnutrition.org
Lessons Learned

State Agencies, Partners, Advocates

• Walk a mile in their shoes.
• One size may not fit all.
• Come together...right now.

Come Together was the opening track on the album Abbey Road, released by The Beatles in 1969.
ACKNOWLEDGMENTS

Allison Bradford
Minnesota School Nutrition Association

Linda Dieleman
University of Minnesota Extension

Deb Lukkonen
Minnesota Department of Education
Questions?
Polling Question

Where do you see opportunities for improving dairy consumption among youth as part of the school meal patterns?

a) Yogurt as meat alternate at breakfast
b) String cheese at breakfast
c) Yogurt parfaits at breakfast or lunch
d) Reformulated lower added sugar flavored milk
e) all of the above
Sodium Reduction

Proposed Sodium Reduction Timeline and Amount

Federal Register, Vol. 76, No. 9, January 13, 2011, page 2502

Age/Grade Group

<table>
<thead>
<tr>
<th>Age/Grade Group</th>
<th>Current</th>
<th>2 years</th>
<th>4 years</th>
<th>10 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>K-5</td>
<td>1500</td>
<td>1200</td>
<td>1000</td>
<td>800</td>
</tr>
<tr>
<td>6-8</td>
<td>1600</td>
<td>1300</td>
<td>1100</td>
<td>900</td>
</tr>
<tr>
<td>9-12</td>
<td>1700</td>
<td>1400</td>
<td>1200</td>
<td>1000</td>
</tr>
</tbody>
</table>
Sodium Reduction

Three Key Strategies

• Procurement/food purchasing
• Simple scratch recipes
• Marketing/customer engagement
Procurement

Buying Group Products with Lower Sodium

- Deli meats
- Sauces
- Whole muscle chicken
Simple Scratch Recipes

Homemade Pizza:
Cheese, Turkey Pepperoni, BBQ Chicken, Veggie
Simple Scratch Recipes

Mexicali Chicken

Beets n’ Sweets
Customer Engagement

ASK Campaign

A fresh start.

WELCOME BACK! While you enjoyed summer break, staff at Culinary Express have been busy perfecting new recipes, improving lunch and a la carte choices and even leading the St. John’s high school football players during their season!

NEW ITEMS: Blue Cheese Omelette made with whole green chiles, Meatloaf, Chicken, Loco Chicken, Five Cheese Pasta.

PARENT LUNCH DATES: every 1st Thursday of the month—at our school in SVE

EMAIL SCHOOL MENU: Visit www.strongkids112.org and update your account settings for a subscription.

SEPTEMBER MENU

ELEMENTARY SCHOOL

MONDAY Labor Day 05
ENTRIES Cheddarburger on Wt Bun Yogurt Cup w/Cereal Bowl sides Baby Baker Potatoes Choice of Fresh Fruit Bag Bites Cookies

TUESDAY 06
ENTRIES Curly Spaghetti w/Most Sauce Cheese & Cracker Stacksers sides Garlic Toast Caesar Salad Choice of Fresh/Fruit

WEDNESDAY 07
ENTRIES French Toast Griddle Sandwich Chef Salad

THURSDAY 08
ENTRIES Corn Dog Veggie Sub w/Sunflower Seeds

FRIDAY 09
ENTRIES Hashbrown Stick Choice of Fresh Frit

SIDES Corn on the Cob Choice of Fresh Fruit Chocolate Chip Cookie

ask me what I had for lunch today!

A fresh recipe for school lunches.

CULINARY EXPRESS

Copyright © 2011 School Nutrition Foundation. All Rights Reserved.

www.schoolnutrition.org
Customer Engagement

Lunchroom Harvest Event: September 24

From farm to lunch tray.

September is Farm to School month in Minnesota! The Farm to School program connects local farms directly to schools—so that we can serve your child fresh fruits and vegetables with more nutrition and better taste. And, it's a great way to help the farmers, too. This month, kids will enjoy local green beans, muskmelon, corn on the cob and green peppers—just look for the Farm to School carrot on the menu. Nearly 25% of produce served in Wayzata school lunchrooms is locally grown.

Hey Kids!

Ever wonder what it feels like to milk a cow? Or how a beekeeper collects honey from hives? Make sure your parents bring you to our special event this month to celebrate our partnership with local farmers and food people—you'll meet a beekeeper, dairy farmer, baker and get to sample fresh foods right from the farm. Our milk, whole grain breads and a lot of our vegetables and fruit are grown or made by people here in Minnesota. We’ve got a fun day planned so that you can meet them!

Saturday, September 24
9 AM – 1 PM
Central Middle School
305 Westbury Lane North
Plymouth, MN 55447

2011-2012 LUNCH PRICES

Elementary ................... $2.50 (includes milk)
Secondary ...................... $2.85 (includes milk)
Adult ............................ $3.65 (includes milk)
Additional Milk .................. $5.50

Daily Milk Choices
Skim, 1%, Chocolate Skim

Lactose Reduced Milk is available upon written request from the student’s parent or guardian.

This menu is subject to change.
Fresh vegetables and dip are served daily in addition to vegetables listed. Bread is also served daily.

Copyright © 2011 School Nutrition Foundation. All Rights Reserved.
www.schoolnutrition.org
Great Trays Benefits

Resources and Tools Used in Wayzata

• Menu Planning Tool
• Marketing Assessment Tool
• Great Trays Tickler
• Fun Food Facts
Questions?
Polling Question

How may your dairy offerings change based on the proposed rule?

a) Switch to non-fat flavored milk
b) Limit number of offerings with cheese
c) Put yogurt on as the meat alternate at breakfast
d) a & b
e) All of the above
WENDY KNIGHT
District 196
Rosemount-Apple Valley-Eagan
K-12 Students: 28,000
Increase Fruits/Vegetables

Proposed Increase in Fruits/Vegetables

Federal Register, Vol. 76, No. 9, January 13, 2011, page 2499

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits and Vegetables</td>
<td>½ - 1 cup of fruit and vegetable combined per day</td>
<td>¾ - 1 cup of vegetables plus ½ - 1 cup of fruit per day</td>
</tr>
<tr>
<td>Vegetables</td>
<td>No specifications as to type of vegetable</td>
<td>Weekly requirement for dark green and orange vegetables and legumes and limits on starchy vegetables</td>
</tr>
</tbody>
</table>
Increase Fruits/Vegetables

Three Key Strategies

• Procurement and Food Purchasing
• Staff Training
• Marketing and Customer Engagement

Source: Minnesota Sun Newspapers, October 14, 2009.
Procurement

Buying Group Products

• Broccoli Florets
• Carrots
• Romaine Lettuce
• Frozen Sweet Potatoes
• Apples
• Bananas
• Jicama
Procurement

Commitment to Local Foods

• 10 Local Foods Served in September alone!
Staff Training

Keeping Kids from Falling Short: A New Look at Fruits and Vegetables in the School Cafeteria

• Three hour training for cook managers
• Hands-on cooking and taste testing
Marketing

Local Lunch Every Month

Nutrition News includes monthly messages promoting featured menu items
Marketing

Food Coaching: kids nudging kids to try new foods

Great Trays Benefits

Resources and Tools Used in District 196

• Great Trays Ticklers
• Simple Scratch Recipes
• Fun Food Facts
Questions?
Polling question

How many different kinds of vegetables (including orange and dark green) do you offer your students on a weekly basis?

a) 1-2
b) 2-3
c) 3-4
d) 4-5
e) 5 or more
ANNETTE DEROUIN
Willmar, Minnesota
K-12 Students: 4,400
## Increase Whole Grains

### Proposed Increase in Whole Grains

*Federal Register, Vol. 76, No. 9, January 13, 2011, page 2499*

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole Grains</td>
<td>Encouraged</td>
<td>At least half of the grains to be whole grain rich.</td>
</tr>
</tbody>
</table>
Increase Whole Grains

Three Key Strategies

• Procurement/food purchasing
• Simple scratch recipes
• Staff training
Procurement

Buying Group Products with 51%+ Whole Grain

- Breadsticks
- Dinner rolls
- Tortillas
Procurement

Whole Grain Commodities

• Pasta
• Rice
Procurement

Locally Grown Products and Processors

• Coarse ground cornmeal made into cornbread
• Whole wheat made into pull-apart dinner rolls
• Wild rice made into side dishes
Simple Scratch Recipes

Wraps
Wheat Berry Salad
Red Beans and Rice
Three Grain Pilaf
Staff Training

Hands-on, interactive trainings

• Food demonstration
• Food preparation
• Taste testing
Great Trays Benefits

Resources and Tools Used in Willmar

• Simple scratch recipes
• Training tools and activities
Polling Question

How often do you offer a whole grain option on your menus?

a) Every meal  
b) Every day  
c) 3-4 days/week  
d) 1-2 days/week
Questions?
Thank You

Archive available by Friday, 8/26

Slides, recording, CEU info, and other resources available at www.schoolnutrition.org/greattrays

Upcoming Webinar Wednesday
In partnership with USDA and SNA:
Wednesday, August 31 – Understanding the Proposed School Meal Patterns