



The Business of School Lunch

(or)

a day in the life of a

School Nutrition Director



What do you know about school meals?

- Be honest
 - What do other students say?
 - What do kids say?
 - What is the media saying?
 - Other?



School lunch is...

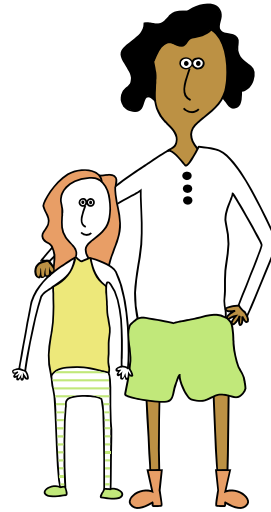
- The best deal in town!
 - Fruits and vegetables every day
 - Low fat or Skim milk
 - Entrée choices daily
 - Calorie & portion control
 - Whole grains



What more could anyone ask for?
Aren't we the school lunch experts?

Who are the REAL food experts?

- Parents
- Teachers



- EVERYONE.. Because they eat!!!
-

Let's play "Guess what's in the box?"

- PB & J
- Cold Pizza
- Cold Chicken Nuggets
- Cold Pizza
- Bologna Sandwich
- Lunch-ables
- Capri-Sun juice drink
- Cold Pizza



School Lunch Stigma

- Grouchy Ladies with Warts & Hair nets
- Spoon & Glop
- Fried & Fatty
- Mystery Meat
- Jamie Oliver
- NBC Dateline expositions
- Katie Couric's FED UP
- Michelle Obama's new guidelines



Finally! Good Press for Programs

X schools move to grass fed beef - Schools opt for healthier grass fed option Seacoast Online

In the lunch line: Local schools respond to call for healthier foods, more physical activity The Forecaster



(almost) Good Press for Programs

It doesn't matter how great the beef is or how big the salad bar when kids are tempted by ice cream bars, donuts and cookies, and even oh-so-sweet chocolate, strawberry or coffee-flavored milk.

Portsmouth Herald

However, not everyone agrees that processed foods like hot dogs and fried foods should be used to lure students into eating better. The Forecaster

WOKQ Morning question:

What's the worst school lunch you've ever had?

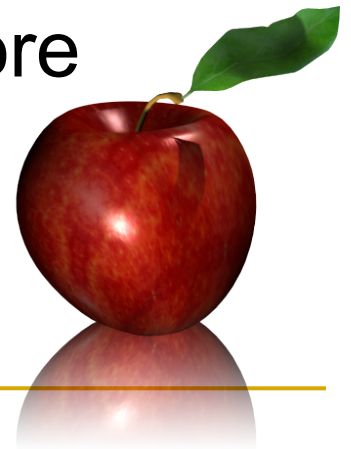
School Meal Programs are...

- Not an essential program in the education system
- Not financially supported by school budgets
- Meant to be self-sustainable
- Must raise revenues spent each year



Could a Business Achieve Success IF..

- It lost money on every meal
- It was told how much to pay their staff
- It was told what they could sell
- It was constantly asked to give away food and supplies
- It had to supply some people with more expensive “special diet” food items



Financial Information

- Type A school lunches are an important service to students but are not cost effective. Money could be lost on every type A meal a student buys.



School kitchens years ago

Bakers for homemade breads, rolls, desserts

Cooks for homemade entrees

Vegetable prep staff

Servers

Cashiers

Dishwasher

School kitchens now

Manager

Assistants

No more specialized staff – anyone can heat
and serve!

We ARE doing better!

- US Healthier Schools challenge
 - Increased fresh fruits & vegetables
 - More whole grains
 - Beans

The real question is:

- What are kids eating at home?



Commodities – More changes

Then:

Flour

Butter

Cheese

Sugar

Canned meats

Ground pork & beef

Roasts

Now:

Fresh greens & other
vegetables

Fresh & canned fruits

Whole grain pasta

Brown rice

Beans of all varieties

Chicken, beef, pork, turkey

Our Menu - Take a closer look

- Pizza has low fat cheese & whole grain crust
- Bread and rolls are all whole grains
- USDA recipes are constantly being revised to be healthier, have more fiber & less fat
- New Smart Snacks regulations for A la carte



Nutrition Programs need help

- One very important part to a child's health and wellness
 - Activity – the need for more opportunities
 - Let's get them moving in the morning to help cut down on student absences and tardiness – kids will come in because the first part of the day is fun!
 - Nutrition Education – coming from more places
 - Remember that real change takes time



What can you do to help?

- Work together to change the culture
- See the program as a business
- Use the program
- Remember, our customers are watching you!
- Talk up our program to parents



Support Memberships & Training

- SNA NH – www.snanh.org
 - Farm to School
 - Support National Legislation to improve school meals
 - Director, manager & employee of the year awards
 - Provides training opportunities at MSFSA conferences
 - SNA – School Nutrition Association
www.schoolnutrition.org
 - Training opportunities at SNA Conferences
 - ICN –Institute of Child Nutrition
-

Competition

Wellness Policies should cover more than just the school nutrition program:

- School groups
- Culinary Arts Programs
- Sporting & Other Events
- Classroom Celebrations



Questions?

Thank you!

Apples supplied by your local New
Hampshire Farmer

