FRESH INNOVATION STARTS HERE
SELLING TO SCHOOLS – UNDERSTANDING THE NEEDS OF THE LARGEST “RESTAURANT” IN TOWN

Learning Center Sponsored by:

Four Seasons
Family of Companies
SPEAKERS:

• **Bertrand Weber**, Director, Culinary and Nutrition Services, Minneapolis Public Schools (Minneapolis, MN)

• **Rodney Taylor**, Director, Food and Nutrition Services, Fairfax County Public Schools (Springfield, VA)

• **Stephen O’Brien**, Director of Strategic Partnerships, SchoolFood - NYC Department of Education (New York, NY)
Minneapolis, Minnesota
Population 416,760
46th largest city in the US
McDonalds
14

Chipotle
11
McDonalds
14

Chipotle
11

Panera
4
McDonalds 14
Chipotle 11
Panera 4
Dominos 10
McDonalds
14

Chipotle
11

Panera
4

Dominos
10

Taco Bell
7
McDonalds
14

Chipotle
11

Panera
4

Dominos
10

Taco Bell
7

MPS CULINARY & WELLNESS SERVICES
72

TRUE FOOD
EST. 2012
Selling To Schools
Understanding the Need of
the Largest “Restaurant” in Town

Bertrand A Weber
Director, Culinary and Wellness Service
Minneapolis Public School
Statistics

37,207 students
  • 65% eligible for Free or Reduced price meals
  • 37% African American, 32% White/Caucasian, 19%
    Hispanic/Latino, 7% Asian American, 4% Native American

39,500 meals served daily
  • 14,700 breakfasts, 23,900 lunches, 3,900 suppers, 13,000 FFVP
  • 40% Breakfast participation, 64% Lunch participation

72 sites
  • 66 with salad bars 😊
By the Numbers

- $23.5 M Total Annual Budget
- $9.5 M Annual Payroll Cost (40%)
- $9.8 M Annual Food Purchase (42%)
- $7.4M Groceries
  - $\frac{3}{4} M Milk
- $2.4 M Produce
  - $\frac{1}{4} M Farm to School
Our Offerings

- Breakfast
- Lunch
- Supper
- Market Cart Salad Bars
- Summer Meals
- Food Truck
- FFVP

- After School Snacks
- Taste Tests
- Chef Council
- Farm to School
- MN Thursday
Breakfast Carts
Fresh Fruit and Vegetable Program

**March 2017**
- Monday: Celery Sticks
- Tuesday: Anjou Pears
- Wednesday: Grapefruit Wedges
- Thursday: Carrots
- Friday: No FFVP Snack

**Monday:**
- Celery Sticks
- Grapefruit Wedges
- Carrots
- No FFVP Snack

**Tuesday:**
- Anjou Pears
- Purple Carrot Coins
- Grapefruit Wedges
- Carrots

**Wednesday:**
- Celery Sticks
- Papaya Chunks
- Breeburn Apple
- Celery Sticks

**Thursday:**
- Grapefruit Wedges
- Breeburn Apple
- Celery Sticks
- Green Beans & Carrots

**Friday:**
- Carrots
- Breeburn Apple
- Carrots
- No FFVP Snack

**November 2016**
- Monday: Celery Sticks
- Tuesday: No FFVP Snack
- Wednesday: Kiwi Wedges
- Thursday: No School
- Friday: Farm Fresh Friday

**Monday:**
- Celery Sticks
- No FFVP Snack
- Kiwi Wedges
- No School

**Tuesday:**
- Celery Sticks
- No FFVP Snack
- Kiwi Wedges
- No School
Engage Students

Welcome!

We will be having a taste test this FRIDAY after recess. We will be tasting cucumber Salsa. The ingredients come from the Hmong American Farmers’ Association.
True Food Chef Council
• Serve local items from small farmers in the region
• Education about where food comes from
• Special community events (Farm to School BBQ)
Far
m

Aggregat
or
(in some cases)

Produc
e Compa
ny

Nutriti
on Center
or
School

Farm to School Process
May 11, 2017

#MNThurs

Turkey Carnitas
Ferncoile Market (Cannon Falls, MN)
Tortillas
Catalliia (St. Paul, MN)
Shredded Cheddar Cheese
Bangardis (Norwood Young America, MN)
Salsa
Salsa Lisa (St. Paul, MN)
Chocolate Frozen Yogurt
Miami (Minneapolis, MN)

Fresh, Local Lunch for Great, Local Kids.

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Distance from Minneapolis: 30 miles
Farm Size: 100 acres

Catalliia: Organic vegetables grown with low/no pesticides and seed types of vegetables, including carrots, green beans, and radishes.
Favorite Item: Tomatoes, carrots, green beans
Farm Facts: 100 acres of produce, 3 gardens, 2 heifers and a oxen
Budget

- **Breakfast**
  - ½ Cup Fruit
  - $0.28 per serving

- **Lunch**
  - ½ Cup Fruit or Vegetable
  - $0.30 per serving

- **FFVP**
  - ¼ - ½ Cup Fruit or Vegetable
  - $0.34 Per Serving

- **Summer Meals**
  - ½ Cup Fruit and Vegetable
  - $0.32 per serving
Cantaloupe: Servings Per 4” Half-Pan: 22-25
Servings Per 6” Half-Pan: 36-40

- Turn cantaloupe to make a lengthwise cut down the middle.
- Half of one cantaloupe provides 18-20 pieces.
- Present in black half-pans with tongs.
- ½ cup serving is 4 pieces.
Pineapple: 1 Case equals 2.33 (4”) Half-Pans or 1.5 (6”)

Pans

• Present in black half-pans with tongs. 1/2 cup is 3 slices.
Thank You

Bertrand Weber
Director Culinary and Wellness Services
Minneapolis Public Schools
Bertrand.weber@mpls.k12.mn.us
612-668-2821
Selling to Schools

Understanding the Needs of the Largest “Restaurant” in Town

Presentation by
Rodney K. Taylor, Director
Fairfax County Public Schools
Food and Nutrition Services
FCPS Profile

- 10th Largest School Division in the Nation
- 188,000 Students
- 196 Schools and Centers
  - Elementary (preschool - 6): 139
  - Middle (6-8): 3
  - Middle (7-8): 20
  - Secondary (7 - 12): 3
  - High (9 - 12): 22
  - Alternative High Schools: 2
  - Special Education Centers: 7
- 44% Average Daily Participation (ADP)
BUDGET

78 million dollars budget
26 million dollars in food cost
3 million dollars on produce
Creating Your Own Brand

• Offer fresh produce, locally grown
• Modify students’ eating behaviors
• Provide hands-on experiential learning activities in nutrition education for students
Creating Your Own Brand (continued)

• Create a more pleasing ambience that is inviting and user friendly

• Upgrade the quality and expand the variety of food items that are offered

• Get involved in advocating policies to address food inequities throughout the country
• Breakfast
• Breakfast After the Bell Models
• Breakfast in the Classroom (BIC)
• Grab n Go
• Second Chance Breakfast
• Lunch
• Elementary Schools
• Real Food for Kids Salad Bar
• Rotational Outdoor BBQ
• Menu/Calendar
• Meatless Monday
• Fresh Fruit and Vegetable Program
Revenue (continued)

- Middle & High Schools
- Breakfast
- Traditional
- Second Chance
- Lunch
- Food Court Concept
- Daily Outdoor BBQ
- Rotisserie Chicken Ovens
- Adults
Signature Line Salad and Sandwiches
Fresh Express

- Italian Veggie Wrap
- Apple Cranberry with Chicken Salad
- Chicken Caesar Salad
- Asian Chicken Wrap
- Greek Chicken Salad
- Southwestern Chicken Salad
- Turkey and Cheese Croissant
- Fruit and Yogurt Parfait
- Chopped Cheese Salad

Menu items include:
- Choice of 2 Fruits
- Choice of 2 Vegetables
- Choice of Milk
- Choice of 1 Fruit
- Choice of 2 Vegetables
- Choice of Milk
- Choice of Grain
- Choice of 2 Fruits
- Choice of Milk

Menus are subject to change due to availability of foods and emergency school closings.

Food and Nutrition Services
Baker County Public Schools
"This institution is an equal opportunity provider."
Revenue (continued)

- Gatehouse Café
- Catering
- Other
- Community Eligibility Provision
- Contract Programs
- Fresh Fruit & Vegetable Program
- Super Snack (CACFP-Super) Program
- Summer Feeding Program
For more information please contact us --

- rktaylor@fcps.edu
- www.fcps.edu/fs/food/index.shtml
- http://www.center-trt.org/index.cfm?fa=op.overview
The Pillars of the School Food Menu

Acceptability
Is the menu appetizing and based on student wants?

Nutrition Standards
Are all NYC and USDA food standards met?

Cost
Are menus supporting a cost per meal of $1.30 for lunch?
WELCOME to SchoolFood!!

SchoolFood is committed to the highest standards of nutrition while offering fresh, appetizing, and delicious food to all New York City students.

- **SchoolFood Overview**
  - **Thumbs Up! ...Thumbs Down!**
    - Introduction of products
    - Testing begins
    - Re-introduction of each individual product
    - Evaluate and rate each product
    - Cleanse palate with a drink of water before evaluating the next product

- **SchoolFood/Foodservice Careers**

- **Menu: Let’s Be Creative!!!**
  - Help SchoolFood choose the menu name for this product
  - What recipe ideas do you have?

- **SchoolFood Thanks You!!!**

- **Lunch**
  - Return to the Bus
# USDA & NYC Food Standards

<table>
<thead>
<tr>
<th>USDA Weekly Average Nutrient Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakfast</strong></td>
</tr>
<tr>
<td>K-8</td>
</tr>
<tr>
<td>6-8</td>
</tr>
<tr>
<td>9-12</td>
</tr>
<tr>
<td><strong>Lunch</strong></td>
</tr>
<tr>
<td>K-8</td>
</tr>
<tr>
<td>6-8</td>
</tr>
<tr>
<td>9-12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Meals / Snacks Served³</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standards based on serving size</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NYC Nutritional Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Calories</strong></td>
</tr>
<tr>
<td>Refer to USDA requirements (on left)</td>
</tr>
<tr>
<td>≤ 200 calories</td>
</tr>
</tbody>
</table>

| Sodium                                  |
|≤ 480 mg                                 |

| **Total Fat**                           |
|≤ 35% of total calories                 |

| **Sat. Fat**                            |
|< 10% of total calories                 |

| **Trans Fat**                           |
|0g of trans fat per serving              |

| **Acceptable food items must have ≤ 35% of weight from total sugar as served** |
|≥ 28g of fiber per day                  |

| **Sugar**                               |
|Cereals must contain ≤ 6g sugar. Yogurt must be low-fat or non-fat and contain ≤ 15g sugar per 4oz. serving |

| **Fiber**                               |
|≥ 2g of fiber                            |

³SchoolFood: Food your mind
## SchoolFood Standards

### Schoolfood exceeds USDA and NYC Agency food standards

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals are evaluated through our database and surpass USDA/NYC nutrient requirements.</td>
<td>All breads and grains offered are at least 51% whole grain rich and contain 2g of fiber per serving.</td>
</tr>
<tr>
<td>Total sugars, protein, cholesterol, iron, calcium, Vitamin A, and Vitamin C are additionally evaluated.</td>
<td>Serve a variety of vegetables including: dark green, red/orange, beans/legumes, starchy, and others in addition to vegetable salad bars in most schools.</td>
</tr>
<tr>
<td>Products are reformulated to reduce sodium levels.</td>
<td>Local Thursdays¹ which offers locally produced breads, fresh fruits, yogurts, and entrees.</td>
</tr>
<tr>
<td>Meats rarely exceed 30% of total calories from fat.</td>
<td>Serve on compostable and bio-degradable plates.</td>
</tr>
<tr>
<td>Prohibited Ingredients¹ All products we serve are HFCS free!</td>
<td>Fresh fruits offered daily.</td>
</tr>
<tr>
<td>eg.: Artificial Colors/Flavors, Palm Oils, BHA, etc.</td>
<td>Refrigerated water jets located in cafeterias in over 800 schools.</td>
</tr>
<tr>
<td>Transitioning to only serve anti-biotic free (ABF) chicken.</td>
<td></td>
</tr>
</tbody>
</table>
## PROHIBITED INGREDIENTS

<table>
<thead>
<tr>
<th>INGREDIENTS</th>
<th>INDUSTRY NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTIFICIAL INGREDIENTS</td>
<td></td>
</tr>
<tr>
<td>Artificial Colors</td>
<td>Any &amp; All Additives Considered Artificial</td>
</tr>
<tr>
<td>Artificial Flavors</td>
<td>Any &amp; All Additives Considered Artificial</td>
</tr>
<tr>
<td>ANTIOXIDANTS</td>
<td></td>
</tr>
<tr>
<td>BHA</td>
<td>Butylated Hydroxyanisole (BHA)</td>
</tr>
<tr>
<td>BHT</td>
<td>Butylated Hydroxytubene (BHT)</td>
</tr>
<tr>
<td>Propyl Gallate</td>
<td>Propyl 3, 4, 5 Trihydroxybenzoate</td>
</tr>
<tr>
<td>EMULSIFIERS</td>
<td></td>
</tr>
<tr>
<td>BVO</td>
<td>Brominated Vegetable Oils</td>
</tr>
<tr>
<td>SWEETENERS</td>
<td></td>
</tr>
<tr>
<td>HFCS</td>
<td>High Fructose Corn Syrup (HFCS)</td>
</tr>
<tr>
<td>NutraSweet</td>
<td>Aspartame</td>
</tr>
<tr>
<td>Stevia</td>
<td>Rebaudioside, Stevioside Extracts</td>
</tr>
<tr>
<td>Sweet 'n Low</td>
<td>Saccharin</td>
</tr>
<tr>
<td>Sugar Alcohols</td>
<td>Erythritol, Lycasin, Lactitol, Maltitol, Sorbitol, Xylitol, Hydrogenated</td>
</tr>
<tr>
<td></td>
<td>Starch Hydrolysate (HSH), etc.</td>
</tr>
<tr>
<td>FLAVOR ENHANCERS</td>
<td></td>
</tr>
<tr>
<td>MSG</td>
<td>Monosodium Glutamate</td>
</tr>
<tr>
<td>FAT / OIL SUBSTITUTES</td>
<td></td>
</tr>
<tr>
<td>Coconut Oil, Olestra</td>
<td>Any Derivative Containing These Ingredients</td>
</tr>
<tr>
<td>Palm Oil</td>
<td>Palm Oil, Palm Kernel Oil</td>
</tr>
<tr>
<td>PHO</td>
<td>Partially Hydrogenated Oils</td>
</tr>
<tr>
<td>FLOUR/FLOUR ADDITIVES</td>
<td></td>
</tr>
<tr>
<td>Azodicarbonamide</td>
<td>ADA, AZA</td>
</tr>
<tr>
<td>Bleached Flour</td>
<td>Bleached Flour</td>
</tr>
<tr>
<td>Potassium Bromate</td>
<td>Potassium Bromate, Brominsted Flour</td>
</tr>
<tr>
<td>STIMULANTS</td>
<td></td>
</tr>
<tr>
<td>Caffeine</td>
<td>Caffeine</td>
</tr>
<tr>
<td>PRESERVATIVES</td>
<td></td>
</tr>
<tr>
<td>Ammonium Hydroxide</td>
<td>Ammonium Hydroxide</td>
</tr>
<tr>
<td>Sulphites</td>
<td>Sulphites, Sulphite Caramel, Sulphite Ammonia Caramel, Potassium Sulphite,</td>
</tr>
<tr>
<td></td>
<td>Calcium Hydrogen Sulphite</td>
</tr>
<tr>
<td>Sodium Nitrate</td>
<td>Sodium Nitrate</td>
</tr>
</tbody>
</table>
Menu Planning Process

- Menu Development Input
- Synchronize Nutritional Requirements
- Expand Base Menu to School Year
- Create Preliminary Cost Analysis
- Analyze Menu Item Frequency
- Allocate USDA Commodities
- Analyze Post Commodity Costs
- Create Final Base Menu
Initiatives

- CEP and BIC Expansion
- Updated Secondary Service
- Local Procurement
- Sustainability
- Program Awareness
Includes new buildings scheduled to open in FY17 and FY18 as well as latest building grade level data.*

*Subject to change
Secondary Service Concept

BEFORE

AFTER
SchoolFood’s frequently purchased local items include:

- **20.5M Apples**
  - $2.9M

- **7M Gallons**
  - $18.8M

- **4.4M Servings**
  - $1.2M

- **1.8M Pears**
  - $377K
Local Procurement

Featuring local products (including but not limited to):

- Apple Slices
  - 26M Units
  - $5.1 M

- Fresh Milk
  - 7M Gallons
  - $18.8 M

- Deli Sandwiches
  - 6.3M Servings
  - $4.3 M

- Yogurt
  - 4.4 Servings
  - $1.2 M

- Jamaican Beef Patty
  - 3.2M Servings
  - $2.1 M

- Kale Salad
  - 20K Pounds
  - $25 K
Program Awareness

- Blueberries are also called star berries
- Broccoli has twice the vitamin C
- Every year, School Food serves over 7,000,000 gallons of local milk

www.schoolfoodnyc.org

SchoolFood
Feed your mind
FREE SUMMER MEALS
FOR ANYONE 18 YEARS OLD AND UNDER

SPREAD THE WORD WITH: FREENUMMERMEALS

FEED YOUR MIND
• A monopsonistic approach working towards progressively changing the dysfunctional school food procurement market

• Sharing best practices

• Ensuring the voices of large urban districts are heard on policy matters
OUR GOALS

MAXIMIZING VALUE

SERVING HIGH QUALITY FOOD

IMPROVING THE ENVIRONMENT
The new compostable plate will be used in 4,000 schools nationwide.

This new plate will eliminate 2.9 Million foam plates used a day and 469 Million foam plates used a year.
OUR FOOD ON A ROUND PLATE
ANTI-BIOTIC FREE CHICKEN

Reduction of antibiotics in two steps:
1. USDA Process Verified (third party) for Therapeutic Use Only
   1. Chicken as defined in the Natural Resources Defense Council “Support For Antibiotic Stewardship in Poultry Production” dated December 2013
2. School Food Focus/The PEW charitable Trusts “Purchasing Guidelines That Minimize the use of Antibiotics in Poultry Production” dated December 5th, 2014
2. No antibiotics ever
The Alliance shares the goals of the 2010 Healthy Hunger Free Kids Act to serve healthy, balanced meals to children that include fresh fruits, vegetables, lean protein, low fat dairy and whole grains in school. We agree serving healthy meals is the right thing for growing children to support healthy bodies and minds. All the districts in the Alliance have successfully implemented the meal guidelines and have been proactive in working together to share our strengths to improve the value and quality of our districts’ meal, nutrition and wellness programs.

As an innovative, action-oriented set of school food operators, we suggest three revisions during the Child Nutrition Reauthorization of 2015. These three revisions further support school children nationwide, which in turn supports the interests of all Americans.

1. Significantly invest in farm economies and children by increasing the USDA food dollars spent by school districts.

2. Expand non-congregate feeding opportunities to increase access to food.

3. Provide meals to children as part of their instructional day by implementing “Free” Meals for All service.
The United Fresh Produce Association is one of the KEY allies and an essential supporter of School Meals.

1. Fresh wholesome nutritious food is what we offer our students.
2. Students are developing their relationship with food though our programs, your engagement results is future consumer behavior.
3. We need your expertise to help us achieve our goals.
4. Your commitment and determination is necessary.