SELLING TO SCHOOLS – UNDERSTANDING THE NEEDS OF THE LARGEST “RESTAURANT” IN TOWN

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UNITED FRESH MKT LEARNING CENTER
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

MPS CULINARY & WELLNESS SERVICES
72
Selling To Schools
Understanding the Need of the Largest “Restaurant” in Town

Bertrand A Weber
Director, Culinary and Wellness Service
Minneapolis Public School
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
  - $¾ M Milk
- $2.4 M Produce
  - $¼ 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
- Monday: Celery Sticks
- Tuesday: Papaya Chunks
- Wednesday: Orange Veggies
- Thursday: Cauliflower
- Friday: Snack

November
- Monday: Carrots
- Tuesday: No FFVP Snack
- Wednesday: Green Beans & Carrots
- Thursday: Empire Apple
- Friday: Beauty Heart Radish

For more information and educational resources, please visit the website nutritionalservices.mpls.k12.mn.us.
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 or
Aggregat
or
( in some
cases)
Produc
e Compa
ny
Nutriti
on Center
or
School
MAY 11, 2017

Turkey Carnitas
Fernsdale Market (Cannon Falls, MN)

Tortillas
Catallia (St. Paul, MN)

Shredded Cheddar Cheese
Bangards (Norwood Young America, MN)

Salsa
Salsa Lisa (St. Paul, MN)

Chocolate Frozen Yogurt
Mixmi (Minneapolis, MN)

FRESH, LOCAL LUNCH FOR GREAT, LOCAL KIDS.
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
Revenue

- 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
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
OVERVIEW

- 1,980 schools
- 1,100,000 students
- 165,000,000 meals
- 284 recipes
- 31 menus
The Pillars of the SchoolFood 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?
Student Evaluation Process

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

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

- SchoolFood Thanks You!!!
<table>
<thead>
<tr>
<th>USDA Weekly Average Nutrient Requirements</th>
<th>NYC Health Nutritional Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakfast</strong></td>
<td><strong>Meals / Snacks Served</strong></td>
</tr>
<tr>
<td>K-8</td>
<td>Standards based on serving size</td>
</tr>
<tr>
<td>6-8</td>
<td>Refer to USDA requirements</td>
</tr>
<tr>
<td>9-12</td>
<td>(as listed)</td>
</tr>
<tr>
<td>400-500</td>
<td>≤ 200 calories</td>
</tr>
<tr>
<td>≤ 540</td>
<td>Sodium</td>
</tr>
<tr>
<td>≤ 540</td>
<td>≤ 480 mg</td>
</tr>
<tr>
<td>≤ 540</td>
<td>Total Fat</td>
</tr>
<tr>
<td>Not Applicable</td>
<td>≤ 35% of total calories</td>
</tr>
<tr>
<td>Less than &lt; 10%</td>
<td>≤ 7g of fat</td>
</tr>
<tr>
<td>0g of trans fat per serving</td>
<td>Sat. Fat</td>
</tr>
<tr>
<td>Acceptable food items must have ≤ 35% of</td>
<td>≤ &lt; 10% of total calories</td>
</tr>
<tr>
<td>weight from total sugar as served</td>
<td>No more than 2g</td>
</tr>
<tr>
<td>≥ 28g of fiber per day</td>
<td>Trans Fat</td>
</tr>
<tr>
<td></td>
<td>0g of trans fat per serving</td>
</tr>
<tr>
<td></td>
<td>Sugar</td>
</tr>
<tr>
<td></td>
<td>Cereals must contain ≤ 6g sugar</td>
</tr>
<tr>
<td></td>
<td>Yogurt must be low-fat or non-fat</td>
</tr>
<tr>
<td></td>
<td>and contain ≤ 15g sugar per 4oz.</td>
</tr>
<tr>
<td></td>
<td>Fiber</td>
</tr>
<tr>
<td></td>
<td>≥ 2g of fiber</td>
</tr>
<tr>
<td></td>
<td>≥ 2g of fiber</td>
</tr>
</tbody>
</table>
## SchoolFood Standards

<table>
<thead>
<tr>
<th>Schoolfood exceeds USDA and NYC Agency food standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals are evaluated through our database and surpass USDA/NYC nutrient requirements.</td>
</tr>
<tr>
<td>Total sugars, protein, cholesterol, iron, calcium, Vitamin A, and Vitamin C are additionally evaluated.</td>
</tr>
<tr>
<td>Products are reformulated to reduce sodium levels.</td>
</tr>
<tr>
<td>Meals rarely exceed 30% of total calories from fat.</td>
</tr>
</tbody>
</table>
| Prohibited Ingredients¹  
All products we serve are HFCS free.  
*eg: Artificial Colors/Flavors, Palm Oils, BHA, etc.* | Fresh fruits offered daily. |
| Transitioning to only serve anti-biotic free (ABF) chicken. | Refrigerated water jets located in cafeterias in over 800 schools. |

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¹ Prohibited ingredients are removed from the menu to meet the updated federal standards from the USDA and New York City Health Department.
# PROHIBITED INGREDIENTS

<table>
<thead>
<tr>
<th>INGREDIENTS</th>
<th>INDUSTRY NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARTIFICIAL INGREDIENTS</strong></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><strong>ANTIOXIDANTS</strong></td>
<td></td>
</tr>
<tr>
<td>BHA</td>
<td>Butylated Hydroxyanisole (BHA)</td>
</tr>
<tr>
<td>BHT</td>
<td>Butylated Hydroxytoluene (BHT)</td>
</tr>
<tr>
<td>Propyl Gallate</td>
<td>Propyl 3, 4, 5 Trihydroxybenzoate</td>
</tr>
<tr>
<td><strong>EMULSIFIERS</strong></td>
<td></td>
</tr>
<tr>
<td>BVO</td>
<td>Brominated Vegetable Oils</td>
</tr>
<tr>
<td><strong>SWEETENERS</strong></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, Steviolide Extracts</td>
</tr>
<tr>
<td>Sweet 'n Low</td>
<td>Saccharin</td>
</tr>
<tr>
<td>Sugar Alcohols</td>
<td>Erythritol, Lycosin, Lactitol, Malitol, Sorbitol, Xylitol,</td>
</tr>
<tr>
<td></td>
<td>Hydrogenated Starch Hydrolysates (HSH), etc.</td>
</tr>
<tr>
<td><strong>FLAVOR ENHANCERS</strong></td>
<td></td>
</tr>
<tr>
<td>MSG</td>
<td>Monosodium Glutamate</td>
</tr>
<tr>
<td><strong>FAT / OIL SUBSTITUTES</strong></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><strong>FLOUR/FLOUR ADDITIVES</strong></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, Brominated Flour</td>
</tr>
<tr>
<td><strong>STIMULANTS</strong></td>
<td></td>
</tr>
<tr>
<td>Caffeine</td>
<td>Caffeine</td>
</tr>
<tr>
<td><strong>PRESERVATIVES</strong></td>
<td></td>
</tr>
<tr>
<td>Ammonium Hydroxide</td>
<td>Ammonium Hydroxide</td>
</tr>
<tr>
<td>Sulfites</td>
<td>Sulfites, Sulphite Caramel, Sulphite Ammonia Caramel, Sorbitol,</td>
</tr>
<tr>
<td></td>
<td>Potassium Sulphite, 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 $18.8 M
- 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

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26M Units
7M Gallons
6.3M Servings
4.4 Servings
3.2M Servings
20K Pounds

$5.1 M
$18.8 M
$4.3 M
$1.2 M
$2.1 M
$25 K
Program Awareness

- Blueberries are also called Star Berries
- Compared to broccoli, broccoli has twice the vitamin C
- Every year, SchoolFood serves over 7,000,000 gallons of local milk

[Website: www.schoolfoodnyc.org]
FREE Summer Meals
For anyone 18 years old and under

Spread the word with: #Freesummermeals

Feed Your Mind
OUR PURPOSE

• 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.