Learning Objectives

- This presentation will help managers and directors:
  - Understand the principles and benefits of marketing of school foods
  - Develop and implement marketing plans
  - Find new and creative ways to prepare reimbursable meals
What is Marketing?
Promoting and selling products and services

✓ What goals do you want to accomplish?
- Increase participation
- Increase intake of certain foods (ex: fruit and vegetables)
- Move product (sell a particular item to reduce waste)

✓ Develop a marketing plan.
- What will help me accomplish these goals?
  - Can I work with what I have?
  - Do I need more equipment, supplies, or staff?
Marketing

Promoting and selling products and services

✓ Tell them about your products. What do you have?
  - Anything new
  - Anything fun or exciting

✓ Tell them how great your products are. Why should they buy from you?
  - Nutritious
  - Tasty
  - Social Interaction
Why Market in schools?

• Increased participation in school lunch and breakfast programs = increased sales

• Positively influence the dietary habits of children

• Improve the health of children over time
...we are competing everyday.
With new guidelines come new challenges...
WHAT'S FOR LUNCH?

You know you send your kids off with a good breakfast, but what's on their lunch tray? The good news is today’s school lunch is better than ever. New USDA school lunch regulations take effect this year with:

- **Lowfat & Fat Free White Milk & Fat Free Flavored Milk**
- **The Changing Face of School Flavored Milk**
  - Same 9 Essential Nutrients Kids Need
  - Vitamin D, Potassium, Calcium, Vitamin A, Phosphorus, Riboflavin, Vitamin B1, B2, B3, Niacin
- **Sugar Down by 40%**
- **Calories Down by 21%**
- **2007 Average calories in chocolate milk = 166 per serving**
- **2012 Average calories in chocolate milk = 132 per serving**
- All school flavored milk is now fat free

- **More Whole Grains**
- **More Colorful Veggies**:
  - Legumes, dark green, red/orange and starchy vegetables
- **More Fruits & Veggies Served Daily**
- **Attention to Portion Sizes**
- **32 Million Meals Served Daily**

Kids eat 35% of their total calories at school
Marketing 101

• Be Creative!
• Keep it Colorful
• Be Persistent
• Think small and large
• Get everyone involved
• Change it up
• Know your audience—ask!
• 4 P’s of Marketing
Marketing Mix
• Check the quality
• Make it appealing
• Know your target
  – Let them try it
  – Gather feedback
  – Take suggestions seriously
• Give them what they want (when you can)
Make it appealing…
Know your target…
Gather Feedback…

…take suggestions seriously
Give them what they want (when you can)
• Set prices that work for your school
• Price a la carte items so that full (reimbursable) meals are favored instead
• Name your space
• Everyone take ownership “Ours”
• Make it attractive
• Keep it clean
• “Would you want to eat here?”
• Be Creative
• Make it positive
• Make it fun
• Think small and large
• Get everyone involved
  – Students
  – Teachers
  – Parents
  – Administration
  – Community
• Encourage feedback
Be creative…
Make it fun…
Lunch with a…

Fireman

Policeman

Hero

Grandparent

Parent

Local Celebrity

…get people involved!
Breakfast Promotion
How do **YOU** get them involved?
Menu Planning
What makes a Student Meal?

**Entée** (includes 2 components)
- Protein
- Grain

**Vegetable**

**Fruit**

**Milk**

At least 3 of 5 Components
One must be a Fruit or Vegetable

Make It A Meal!

1. Choose Your Entée
2. Choose Your Side
   - Vegetable
   - Fruit
   - Chips (subject to content)
3. Grab a Milk!

Today's Entrees
- Chicken Sandwich or Burger

Today's Sides
- Corn or Peas
- Apples or Pears
- Chips
Things to consider...

• All aspects of acceptability:
  – Smell
  – Taste
  – Texture
  – Visual appeal
    (including color, shape, etc.)

• Costs
  – Food
  – Labor
Things to consider...

• Am I offering all required components?

• Do the items “go together?”
  – Would I eat this as a meal?
  – Do the items look nice together?
Don’t ask, don’t tell

• “Whole grain roll” vs “fresh baked roll”
• “Baked chicken patty” vs “lemon-pepper roasted chicken”
• “Brown rice” vs “Spanish rice”

• Avoid words such as:
  – Low fat/fat free
  – Low calorie
  – Low sodium
  – No sugar/reduced Sugar
Get Creative

• Developing reimbursable meals is like a puzzle. Fit the pieces (requirements) together so that the finished product is a work of art.

• Think about what you HAVE to offer and then decide HOW to offer it in a way that students will accept.
Get them Excited

• Monthly menu with basic information

• Detailed daily menu to pique their interest

• Put tomorrow’s menu out today—make it eye catching
Offer Creatively

Black Bean Salsa
(beans and legumes)

Pico de gallo
(vegetables)
Lunch: Make this, not that

Meal components do not have to be separated—try combining them to make an appealing product.
Lunch: Make this, not that

Add color and variety whenever possible. Make food “trendy” when you can. Ex: wrap vs sub
Lunch: Make this, not that

Add color and variety whenever possible. Experiment with alternate ways of preparing vegetables. Ex: roasting or sautéing rather than steaming or boiling
Breakfast: Make this, not that

Add color and variety whenever possible. Make food “trendy” when you can. Ex: waffles and fruit salsa
Why Not A Waffle Bar?
Breakfast: Make this, not that

VS
Remember…

• Cycle menus can get boring
  – Reduce repetition within the cycle
  – Chose a longer cycle (4 instead of 2 weeks)

• Reimbursable doesn’t have to mean boring
  – Be creative with menu planning
  – Don’t be afraid to try new things

• We eat with our eyes, too!
What has worked for you?
Resources

Whole Foods: Whole Kids Foundation

NFSMI: Best Practices for Marketing the School Nutrition Program