Marketing,
Food Waste &
Human Resources for

Child Nutrition
Managers

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EDUCATION SPECIALIST,
ALSDE CNP SCHOOL PROGRAMS
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<th>Topic(s)</th>
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<td>Food Distribution, Statewide Procurement</td>
<td>Angelice Lowe Administrator, ALSDE</td>
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<td>Financial Management, Counting and Claiming</td>
<td>June Barrett Owen CNP Program Coordinator, ALSDE</td>
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<td>Food Buying Guide, Purchasing and Receiving, Finances</td>
<td>Sharon Allison Education Specialist, ALSDE</td>
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<td>Production Records, Standardized Recipes, CN Labels</td>
<td>Devin Williamson Nutritionist, ALSDE</td>
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<td>Food Safety, Developing A Food Safety Program (HACCP)</td>
<td>LaKeicia Love Education Specialist, ALSDE</td>
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<td>Meal Pattern, OVS, Smart Snacks, Fundraisers</td>
<td>Chad Langston Sr. Nutritionist, ALSDE</td>
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<td>Marketing, Food Waste, Human Resource Management</td>
<td>Julie Autrey Education Specialist, ALSDE</td>
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<td>Team Building in CNP, Dealing with Difficult People</td>
<td>Robbie Scott Education Specialist, ALSDE</td>
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Click on the link below to access the recorded training:
https://alsde.webex.com/alsde/lsr.php?RCID=45ee278dc6ba45d195e27132715be94e
Marketing, Food Waste and Human Resources for CNP Managers

AGENDA

Agenda

1. Marketing your program
2. Controlling food waste in cafeterias
3. Instilling Self-direction and Self-management in your staff
Marketing your Child Nutrition Program:

Who is your Target Audience or Group?

https://theicn.org/icn-resources-a-z/marketing-your-SNP

ICN has great resources!
Marketing: **Objective Goals**

1. Increase Participation
2. Increase or Begin A la Carte Sales
3. Increase or Begin Catering
Marketing your Child Nutrition Program: How can students & staff help?

Student Advisory Council

Wellness Committee or Club
Marketing your Child Nutrition Program: *Marketing in your school?*

- School Video Displays
- Bulletin
MARKETING: *Barriers*

- Peer Groups
- Poor Food Presentation
- Negative Social Media Posts
Controlling food waste in the cafeteria.

- Meal Planning and Forecasting
- FIFO
- Batch Cooking
- OVS
- Portion Control
- Food Cost and The Budget
- Staff Training
Controlling food waste in the cafeteria.

Meal Planning and Forecasting
Controlling Food Waste:

- FIFO
- Batch Cooking
Controlling Food Waste:

OVS

Portion Control
Controlling Food Waste:

FOOD COST

STAFF TRAINING
Human Resource Management

Role of the CNP Manager:

*How to help Child Nutrition Personnel become Self-directed and Self-managed staff to achieve program objectives.*
LEADERSHIP in Managers:
Know your
District Policies & Procedures, State Requirements and Federal Regulations
In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

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To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
(2) fax: (202) 690-7442; or
(3) email: program.intake@usda.gov.

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Human Resource Management:
Reviewing, Motivating and Retaining Employees

ANNUAL OR SEMI-ANNUAL PERFORMANCE REVIEW
FEEDBACK & MOTIVATION
EMPLOYEE RETENTION
Professional Development:

Give your employees incentives to learn and grow.

- ALABAMA SCHOOL NUTRITION ASSOCIATION
- SCHOOL NUTRITION ASSOCIATION
- SNA CERTIFICATION
- PARTICIPATION IN THE LOCAL WELLNESS COMMITTEE
- TRAINING ON USDA RULES & REGULATIONS
- SERV SAFE TRAINING
Questions?

Julie.Autrey@alsde.edu
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