



BREAK for a PLATE
ALABAMA

New Managers' Training Series:

Marketing School Meals

Overview of Marketing Strategies for Child Nutrition



Donnanique Washington
Education Specialist
ALSDE CNP School Programs





BREAK *for a* **PLATE** **SCHOOLS**

Learning Code

Event Name: Summer 2023 New Managers' Training

Event Date: July 18-19, 2023

Hours: 1.5

Professional Learning Code: 4100

“

You have worked hard to plan and serve quality meals and you know they are the best in town – for nutritional value as well as taste. How can you be sure your customers know that, too?

”

You need to **market** your school nutrition program.

AGENDA

- What is Marketing?
- Marketing Goals
- The Role of Marketing in School Nutrition
- Improving the Total Meal Service Experience
- Increasing Participation
- “Staying On Budget”
- Customer Service
- Responding to Negative Feedback
- Questions?

8/11/2023

MARKETING YOUR SCHOOL NUTRITION PROGRAM



A buffet line featuring several metal trays filled with food. From left to right, the trays contain: a stack of soft, golden-brown buns; several large, reddish-brown sausages; several corn dogs on sticks; a pile of golden french fries; a tray of baked beans in a red sauce; and a tray of shredded cheddar cheese topped with green pickles. The background is a clean, stainless steel buffet counter.

WHAT IS MARKETING?

WHY IS IT IMPORANT?

WHAT IS MARKETING?

- The purest definition of marketing is “any actions a company takes to attract an audience to the company's product or services through high-quality messaging.” **But its not just about advertising and promoting. It's about aligning what you offer to meet the needs of your intended audiences.**
- By offering the right product, at the right time, at the right value, and to the right audience you achieve the ultimate objective for marketing professionals.



WHY IS IT IMPORTANT?

- Marketing helps you create a positive image of your program and allows you to influence students' choices to eat the meals you prepare.
- Properly communicating current and future improvements will improve visibility and educate the community.
- Marketing is also your greatest tool for increasing ADP—average daily participation—and growing your school meal program.



“ Marketing a school nutrition program is unique. While professional marketers spend enormous resources on identifying their potential audience and what their objective is, school nutrition professionals already have an identified target audience and a clear objective to increase program participation numbers by appealing to that known audience. ”



MARKETING GOALS

WHAT DO WE WANT TO ACHIEVE?

MARKETING GOALS

1

INCREASE AWARENESS

Increase awareness of the National School Lunch Program and School Breakfast Program

2

IMPROVE PERCEPTION

Improve the perception of your School Nutrition Program or change the foods you offer

3

IMPROVE QUALITY

Improve the nutritional quality of meals

4

INCREASE PARTICIPATION

Increase student and teacher participation by removing any possible barriers

5

IMPROVE CULTURE

Improve the shared set of values, beliefs, and ideas that influence every aspect of your program



ROLE OF MARKETING IN SCHOOL NUTRITION

WHO IS THE CUSTOMER?

- Every child that comes through the door of the school - large or small, strong or weak, happy or unhappy, sick or well, regardless of age, sex, race or culture – is a potential customer of the school nutrition program.
- **The GOAL is to SERVE ALL CHILDREN.**



WHY ARE YOUR CUSTOMERS IMPORTANT?

- In your school marketing mix, the customer drives the entire marketing plan.
- Your school nutrition program has many internal and external customers. Another way to think of customers is as stakeholders: people or organizations with an interest in your program.
- The student is the primary customer, while the other stakeholders are considered secondary customers. The main focus of school nutrition is to meet the dietary needs of each student customer during the school day.





CUSTOMER-FOCUSED MARKETING

Traditional marketing models included: Product, Price, Promotion, and Placement. However, this model does not emphasize the customer. Today, marketing has shifted to focus on the customer or, rather, the relationship with the customer. The fifth P, People, has been added to the SN Marketing Model.

THE FIVE P'S OF MARKETING

❖ PRODUCT

REFERS TO A PRODUCT OR SERVICE; IN SCHOOL NUTRITION, IT IS NOT JUST THE FOODS, BUT HOW THEY ARE SERVED.

❖ PRICE

THIS NOT ONLY INCLUDES THE ACTUAL PRICE, BUT THE PERCEIVED VALUE IN COMPARISON TO PRICE.

❖ PROMOTION

COMMUNICATES THE BENEFIT AND AVAILABILITY OF PRODUCTS AND SERVICES. THIS INCLUDES EVENTS, TASTE-TESTING, NEWSLETTERS, POSTING MENUS ONLINE, ETC.

❖ PLACEMENT

MAKING SURE YOUR PRODUCT OR SERVICE IS IN THE RIGHT PLACE AT THE RIGHT TIME. THIS INCLUDES GRAB-AND-GO KIOSKS, FAST, CONVENIENT SERVICE, ETC.

❖ PEOPLE

BUILDING AND MAINTAINING POSITIVE RELATIONSHIPS IS DEPENDENT UPON OUTSTANDING CUSTOMER SERVICE



MARKETING YOUR SCHOOL NUTRITION PROGRAMS

- When marketing your school nutrition programs, be sure to:
 - ✓ Serve delicious food that your students actually want to eat
 - ✓ Follow the USDA Meal Pattern for School Breakfast Meals
 - ✓ Do not exceed your weekly or monthly budget



IMPROVING MEAL SERVICE

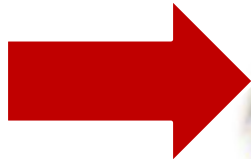
IMPROVING THE TOTAL MEAL
SERVICE EXPERIENCE

WAYS TO IMPROVE THE TOTAL MEAL SERVICE EXPERIENCE

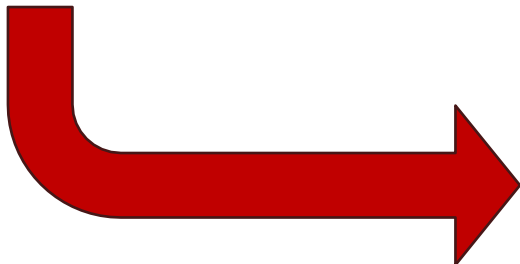
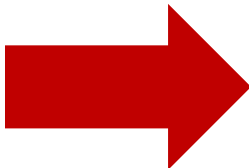
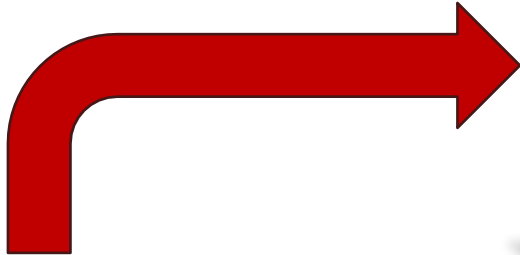
- **Provide More Daily Options for Students**
 - Daily Salad Bar
 - Daily Fruit Bar
 - Daily Yogurt Bar
- **Create More Appealing Serving Lines**
 - Add More Color
 - Add More Fresh Fruits and Vegetables
 - Add More Variety of Foods
- **Add New Menu Options/Entrees**
 - Pasta Bar
 - Taco Bar
 - A la Carte Meal Options



MORE DAILY OPTIONS/BETTER LINES



MORE DAILY OPTIONS/BETTER LINES



SAMPLE SCHOOL BREAKFAST MEALS



SAMPLE SCHOOL BREAKFAST MEALS



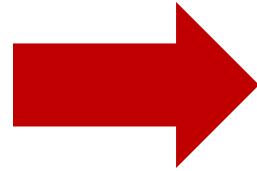
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MARKETING YOUR SCHOOL NUTRITION PROGRAM

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MORE DAILY OPTIONS/BETTER LINES



SAMPLE SCHOOL LUNCH MEALS



NEW MENU ITEMS



NEW MENU ITEMS



Philly Cheesesteak



Chicken Parmesan

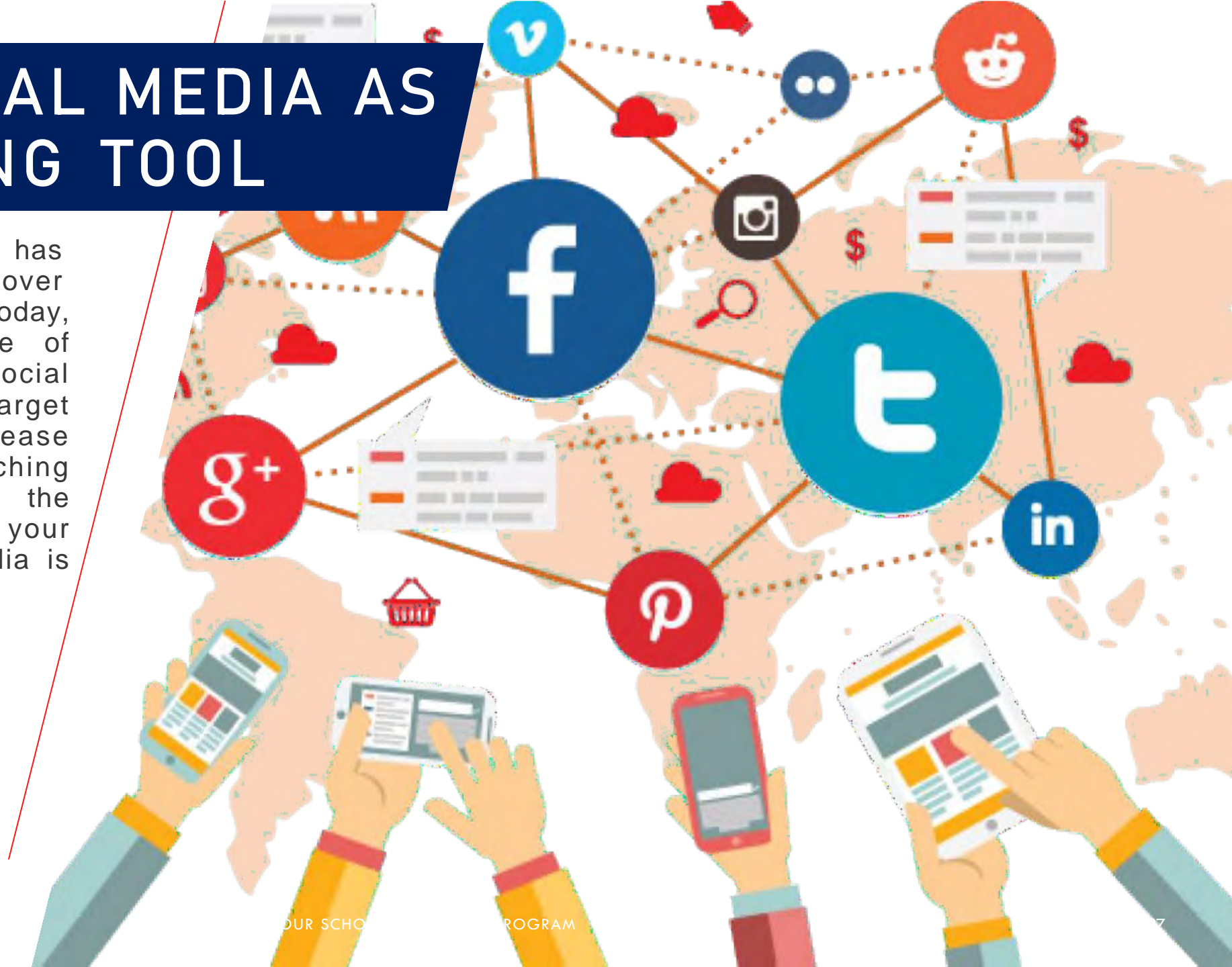


Buffalo Chicken Dip

USING SOCIAL MEDIA AS A MARKETING TOOL

➤ Outreach marketing has dramatically changed over the past few years. Today, you have the advantage of being able to utilize social media to reach your target audiences. You can increase your participation by reaching the RIGHT people, at the RIGHT time to promote your program, and social media is an effective way to begin.

- Facebook
- Twitter
- Instagram
- LinkedIn



TIPS FOR TAKING SOCIAL MEDIA PHOTOS

- Clean your camera lens.
- Check your lighting.
- Use the rule of thirds.
- Take photos horizontally, not vertically.
- Don't use the zoom feature.
- Tap on your subject.
- Shoot from different angles.
- Use a simple but creative background.
- Take candid shots.
- Use editing tools.



INCREASING SCHOOL BREAKFAST PARTICIPATION

- Distribute student surveys to learn about student preferences
- Offer Universal School Breakfast
- Use Alternative School Breakfast Models:
 - Breakfast in the Classroom
 - Grab-N-Go Meals
 - Second Chance Breakfast
 - Breakfast Vending



Breakfast is available everyday at all schools. It is the **most important** meal of the day!



START THE DAY WITH SCHOOL BREAKFAST

Did you know that your school offers a healthy breakfast every day? Help make sure students are ready to learn by starting the day with school breakfast!

WHY EAT SCHOOL BREAKFAST?



Increased Productivity

Students who eat school breakfast have better attendance rates, improved behavior, decreased tardiness, and are more likely to have better comprehension and memory in class.



Better Health

School breakfast can help protect students against obesity and other negative long-term health outcomes. It can also stop hunger-related tummy aches and headaches, decreasing visits to the school nurse.



Easier Mornings

Eating school breakfast helps save money and gives families one less thing in the morning to worry about! Students can reliably eat a healthy, balanced meal every day.

School breakfast is available to all students, every day.

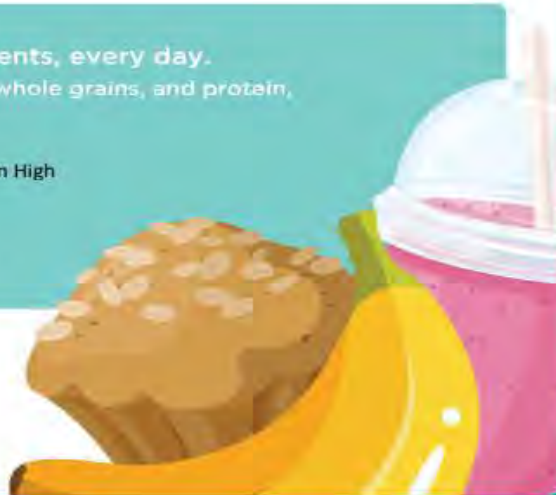
School breakfast includes fruit or vegetables, whole grains, and protein, making a nutritious start to the day.

Breakfast location: Quarry Hill/Granite Valley/Monson High

Breakfast time: 8:30/8:30/7:00am

Menu can be found at: www.monsonschoools.com

If you would like additional assistance finding food resources, please contact Project Bread's FoodSource Hotline at 1-800-645-8333.



Benefits of Eating Breakfast at School

- Higher Nutrient Intake
- Energy for Mental and Physical Activities
- Fewer Visits to the School Nurse
- Increased Test Scores
- Improved Behavior
- Contributes to Positive Learning Environment
- Decreased Absences

OTHER WAYS TO MARKET YOUR PROGRAM AND INCREASE PARTICIPATION

- Pay attention to how food is packaged
- Offer students wide variety of condiments
- Be willing to participate in important Child Nutrition Initiatives and Grant Programs:
 - National School Lunch Week
 - School Breakfast Week
 - Fresh Fruit and Vegetable Program
 - Farm to School Program
- Create contests in which students can become involved in the menu planning or marketing process.
- Offer more grab-and-go options
- Test new products with students
- Limit choices to popular items



USDA MEAL PATTERN

OFFER VS SERVE

Meal Pattern	Breakfast			Lunch		
	Grades K-5	Grades 6-8	Grades 9-12	Grades K-5	Grades 6-8	Grades 9-12
	Amount of Food ^a Per Week (Minimum Per Day)					
Fruits (cups) ^b	5 (1)	5 (1)	5 (1)	2.5 (0.5)	2.5 (0.5)	5 (1)
Vegetables (cups) ^{bc}	0	0	0	3.75 (0.75)	3.75 (0.75)	5 (1)
Dark green	0	0	0	0.5 ^d	0.5 ^d	0.5 ^d
Orange	0	0	0	0.5 ^d	0.5 ^d	0.5 ^d
Legumes	0	0	0	0.5 ^d	0.5 ^d	0.5 ^d
Starchy	0	0	0	1	1	1
Other	0	0	0	1.25 ^d	1.25 ^d	2.5 ^d
Grains ^e (oz eq)	7-10 (1)	8-10 (1)	9-10 (1)	9-10 (1)	9-10 (1)	12-13 (2)
Meats/Meat Alternates (oz eq)	5 (1)	5 (1)	7-10 (1)	8-10 (1)	9-10 (1)	10-12 (2)
Milk ^f (cups)	5 (1)	5 (1)	5 (1)	5 (1)	5 (1)	5 (1)
Other Specifications: Daily Amount Based on the Average for a 5-Day Week						
Min-max calories (kcal) ^{gh}	350-500	400-550	450-600	550-650	600-700	750-850
Saturated fat (% of total calories) ^g	< 10	< 10	< 10	< 10	< 10	< 10
Sodium (mg) ⁱ	≤ 430	≤ 470	≤ 500	≤ 640	≤ 710	≤ 740
Trans fat	Nutrition label must specify zero grams of trans fat per serving.					

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MARKETING YOUR SCHOOL NUTRITION PROGRAM

Take at least
3
One must be a fruit

BREAKFAST

A COMPLETE BREAKFAST INCLUDES:



2

1/2 cup fruit choices



1

1-2 oz of grains*



1

cup of milk

*Protein may be substituted for Grains

Take
3-5
One must be a fruit or veggie

LUNCH

A COMPLETE LUNCH INCLUDES:



2

1/2 cup fruit choices



2

1/2 cup veggie choices



1

1-2 oz of grains



1

cup of milk



1

1-2 oz protein item

SUMMARY OF CHANGES



MILK

Schools and child care providers may offer flavored, low-fat milk (1%) in addition to unflavored, low-fat milk and flavored or unflavored nonfat milk¹.



SODIUM

The weekly sodium limit for school lunch and breakfast will remain at the current level, known as Target 1, for school year 2022-2023. For school lunch only, the limit will decrease marginally (10%) in school year 2023-2024 to put schools on an achievable path toward long-term sodium reduction, which will be addressed in future rulemaking.



WHOLE GRAINS

At least 80% of the grains served in school lunch and breakfast per week must be whole grain rich (containing at least 50% whole grains).

“STAYING ON BUDGET”

□ Some ways in which School Nutrition Managers can ensure that they are “staying on budget” is by:

- Implement Offer vs. Serve
- Serve students the correct portion sizes
- Utilize forecasting to determine meals offered
- Using simple math to determine amount of food needed
- Sell a la carte items to offset costs
- Ensure that pricing is set at a reasonable amount
- Utilize labor hours wisely
- Keep an accurate inventory
- Complete production records each day and use for forecasting purposes
- Ensure that adult meals follow the 9-12 Meal Pattern
- Utilize leftovers when possible
- Ensure that equipment is properly cleaned and maintained



CUSTOMER SERVICE

- Providing excellent customer service means going the extra mile in making sure a customer is happy and satisfied with a company's products or services. It also involves providing service to a customer in a timely, pleasant manner.
- It involves what you do, the way you do it, and all the people that are touched by your action. It is the total experience in the school nutrition program.



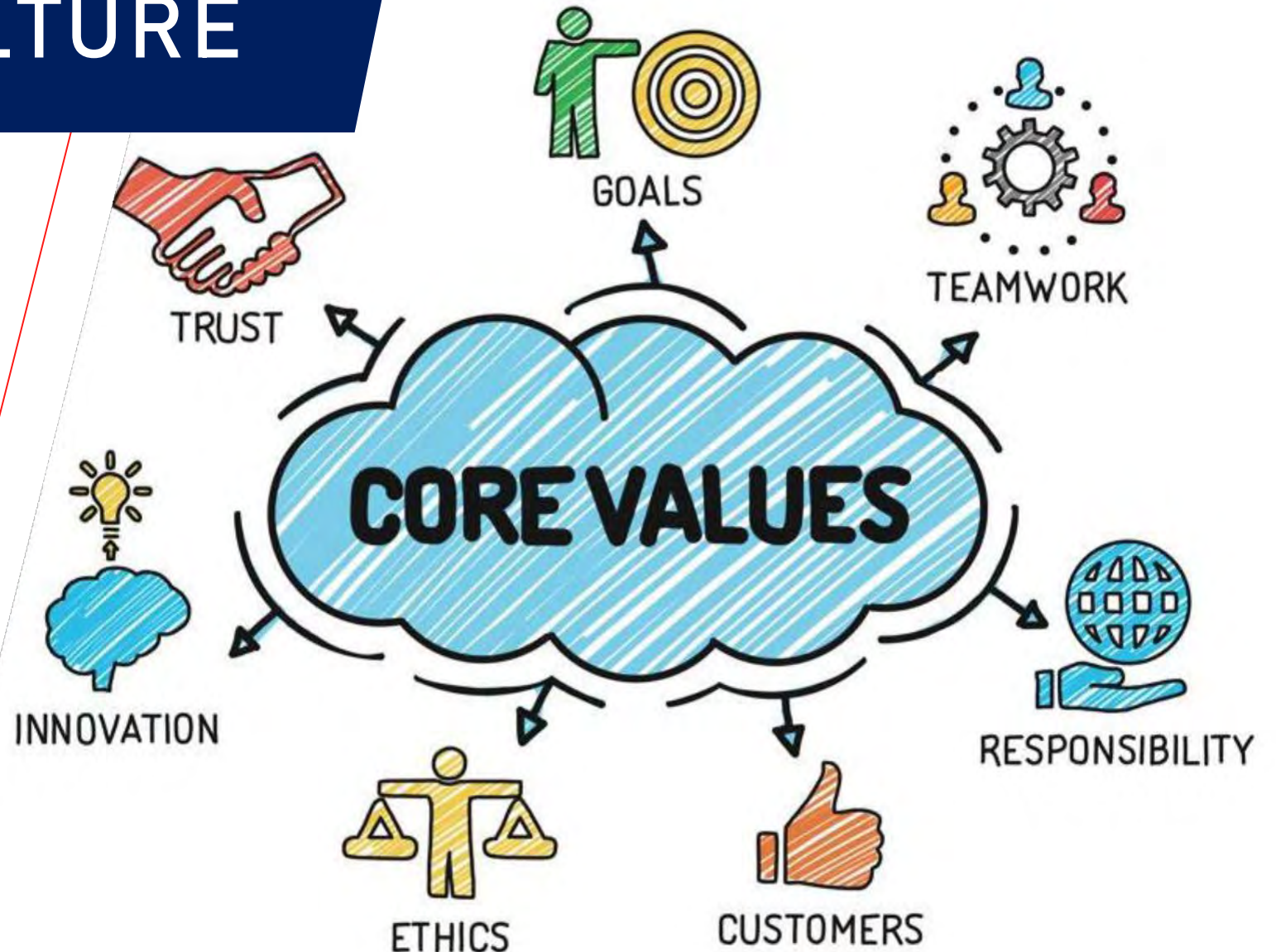
CUSTOMER SATISFACTION

- Results from the total customer experience in the school nutrition program including:
 - The food received,
 - The environment, and
 - The interaction with the CNP staff
- The service may have a greater impact on the satisfaction than the food.



COMPANY CULTURE

➤ Company culture is how you live out your brand values inside your company. In other words, your employees demonstrate culture in how they think, act and show up to work every day. Essentially, culture is the heartbeat of your brand.



❑ A company's culture is responsible for:

- How employees feel about the company.
- The way it functions.
- What message it gives to its customers.
- Why it stands out.
- How your company is perceived.
- And its reputation.

❑ Ways to Build a Strong Company Culture:

- Start with a strong foundation
- Hire the right people
- Create your vision and establish goals
- Take care of your employees
- Retain good people
- Lead by example

COMPANY CULTURE

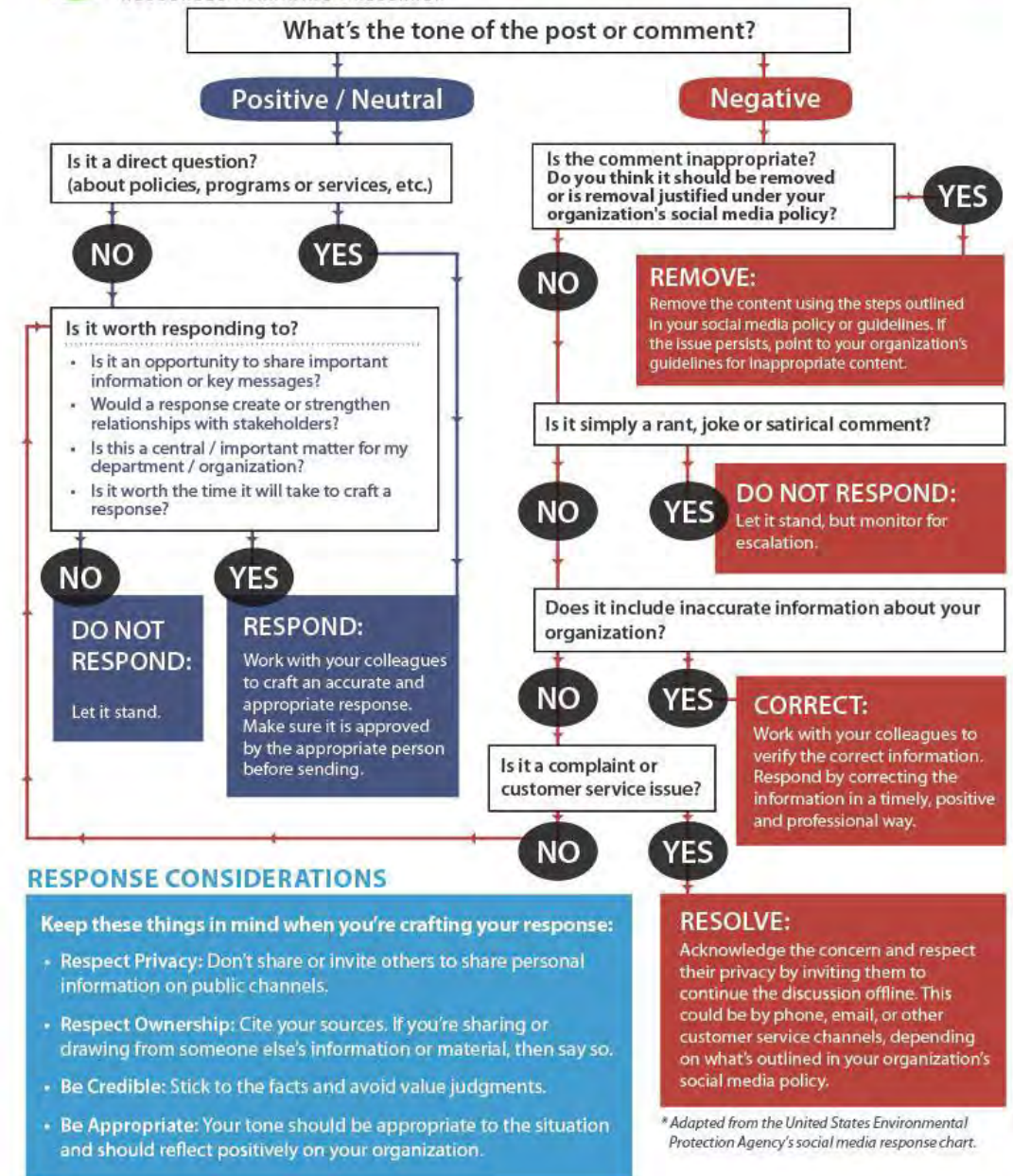
A company's culture is a combination of its vision, values, work environment, and internal behavior. It is the personality of your company.

RESPONDING TO NEGATIVE FEEDBACK

❑ As with any communications, you can expect some negative feedback. If this occurs, don't begin an online dialogue. If needed, you can discuss issues with individuals offline by contacting them personally.

❑ Here are eight easy steps you can follow to make sure you ace your negative review responses.

- 01 — Don't rush to react
- 02 — Be appreciative
- 03 — Be genuine
- 04 — Summarize the feedback
- 05 — Take action
- 06 — Seek additional feedback
- 07 — Receive feedback with a growth mindset
- 08 — Empathize with the feedback giver



ASK US



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*This language was added pursuant to the May 5, 2022, USDA memorandum. However, the inclusion and applicability of this language is currently under challenge in the matter of *The State of Tennessee, et al. v. USDA, et al.*, Case No. 3:22-cv-00257, and may be subject to change.



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