



Marketing Strategies for Child Nutrition

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ALSDE CNP School Programs
New Managers' Training
June 2025



BREAK for a PLATE
ALABAMA



BREAK *for a* PLATE

SCHOOLS

Learning Code

Event Name: Marketing Strategies for Child Nutrition

Event Date: June 25-26, 2025

Hours: 1.5

Professional Learning Code: 4100

Agenda

- Definitions and Framing Questions
- Sharing our Story - Why & How
 - To Students
 - To Staff Members
 - To Parents
- Responding to Negative Feedback
- Maintaining Balance
- Questions



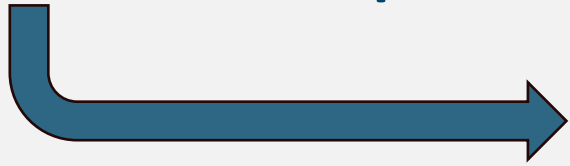
Marketing & Communication

In Your Child Nutrition Program



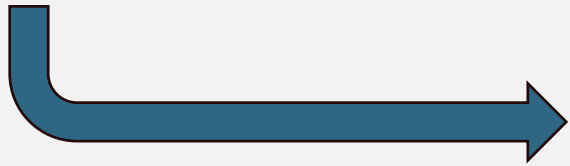
Definitions

Marketing is the purposeful promotion of a product.



SHOW

Communication is the successful sharing of ideas and feelings.



KNOW



Questions We Should Ask:

1. What do we **know** about our food?
2. How can we **show** that to others?



Marketing is Essential!



Sharing Your Story

With Confidence and Success



Identifying our Audiences



and understanding their unique needs.

Marketing our Program to Students

- 1. PROVIDE A QUALITY PRODUCT**
- 2. SHOWCASE YOUR PRODUCT**
- 3. PROVIDE SIGNAGE AND ANOUNCEMENTS**
- 4. GET TO KNOW EACH OTHER**
- 5. VALUE THEIR OPINION**
- 6. IMPROVE THEIR EXPERIENCE**

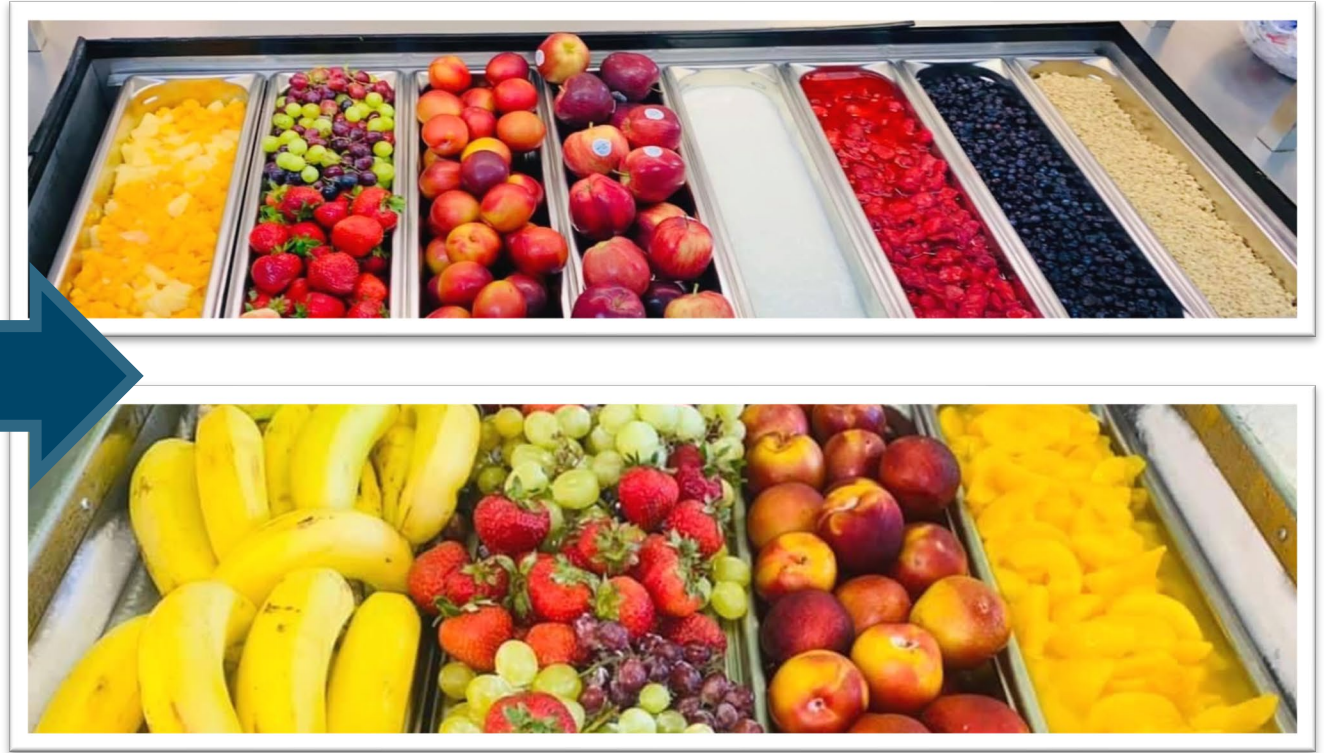


Provide a Quality Product



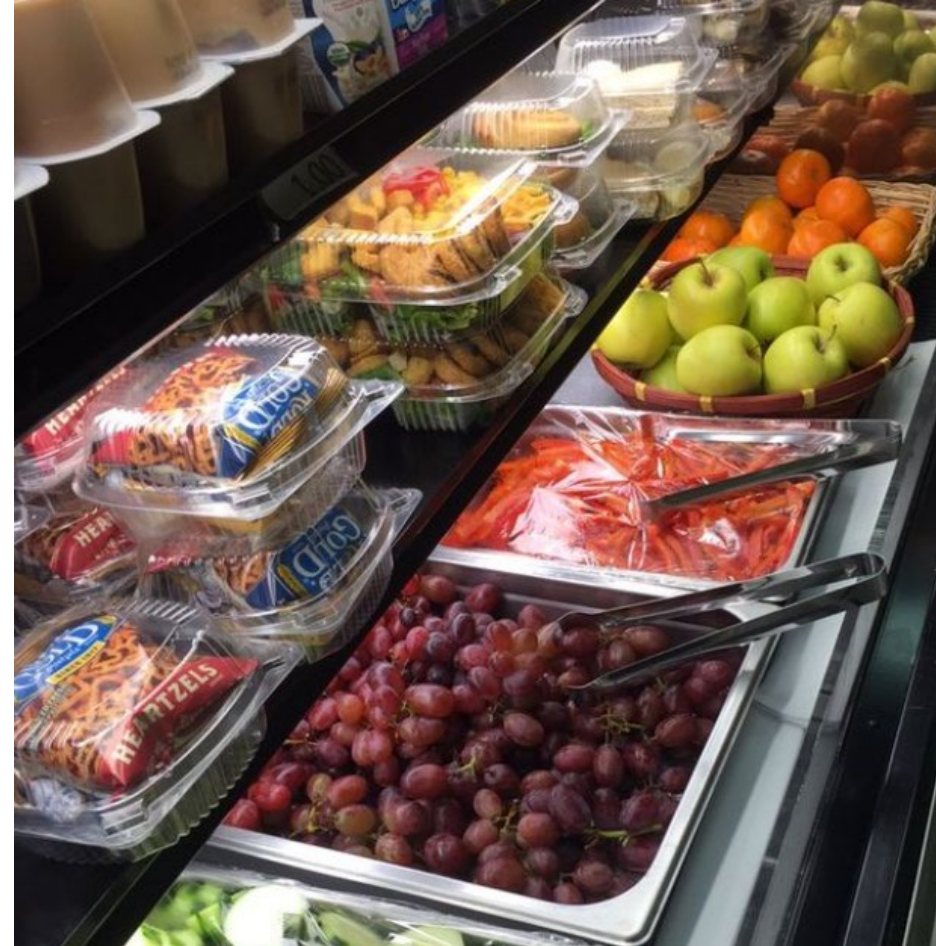
Collaborate with your staff **and** other schools to get things just right!

Showcase Your Product



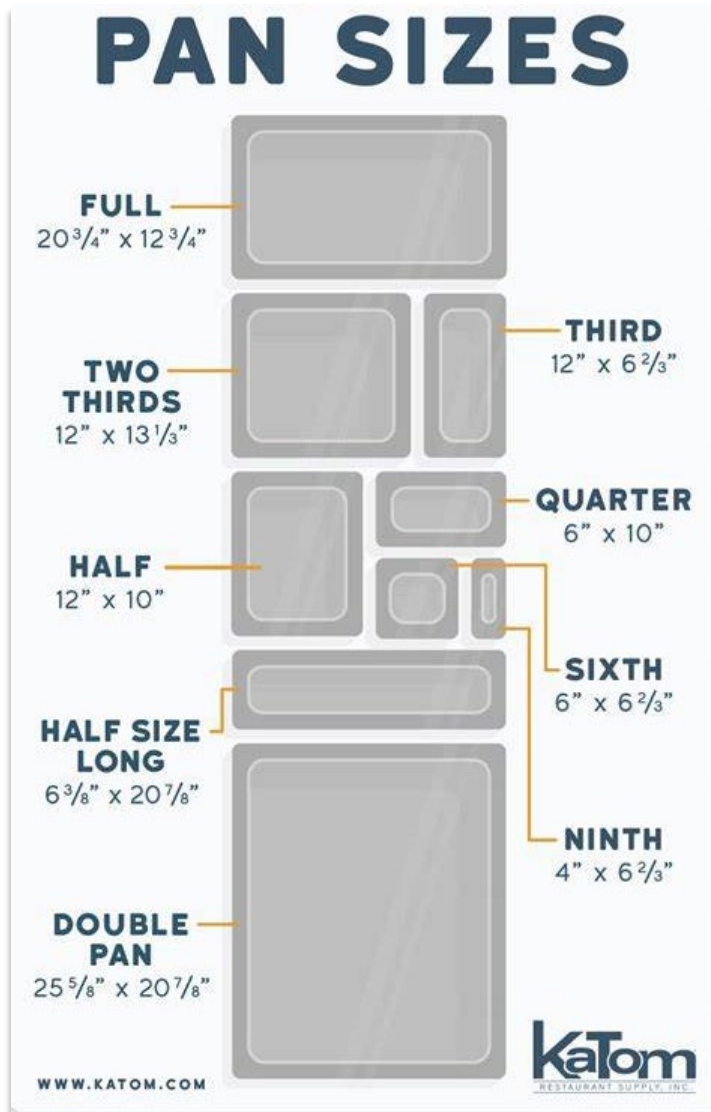
Increase the variety and color on your line.

Showcase Your Product



Have priority in placement on your serving lines.

Showcase Your Product



Showcase Your Product



Provide Signage and Announcements

Menus:

- Reading ability
- Time
- Locations
- School announcements



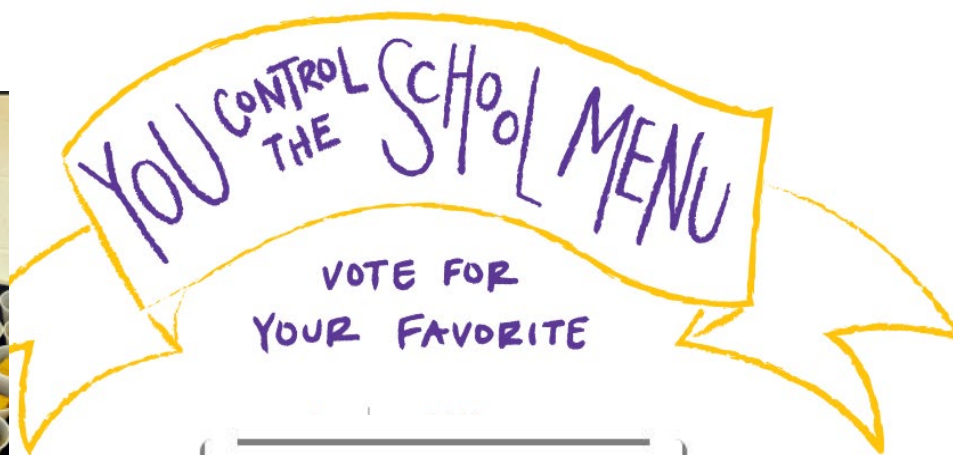
Get to Know Each Other



Never underestimate the importance of the relationships that you build with your students.

Knowing a student's name is your **strongest** marketing tool.

Value Their Opinion



Improve Their Experience

Marketing our Program to School Staff

1. PROVIDE A QUALITY PRODUCT
2. SHOWCASE YOUR PRODUCT
3. PROVIDE SIGNAGE AND ANOUNCEMENTS
4. GET TO KNOW EACH OTHER
5. VALUE THEIR OPINION
6. IMPROVE THEIR EXPERIENCE



Get to Know Each Other



Talk to your Administrators Often

- Share good news twice as often as bad.
- "Work the Room" when it's filled.

Embrace your Role as the Subject Matter Expert in your Cafeteria

- Balance confidence with kindness, seek support when necessary.

Be Proactive with Policy

- Know your sticky spots and get ahead of them with clearly communicated procedures.

Communicate Professionally

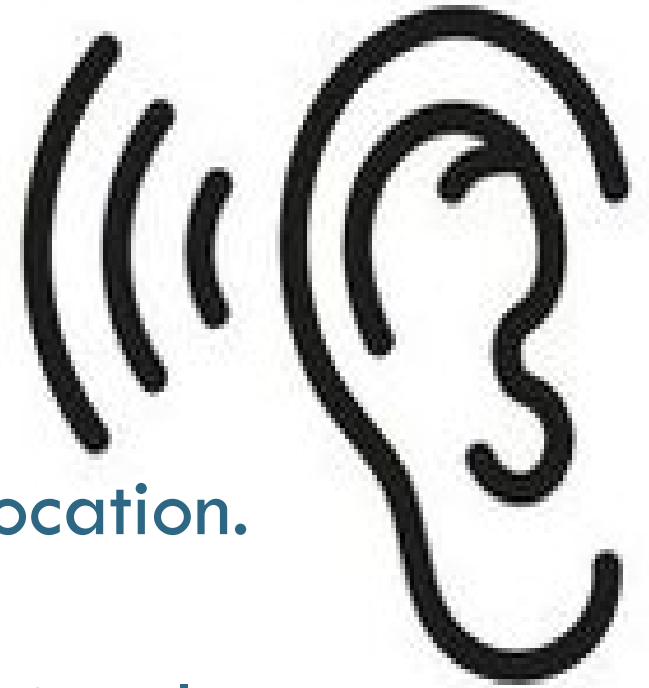
- Have you met ChatGPT?



Value Your School Staffs' Opinion

When presented with a concern:

1. Listen without defending or reacting.
2. Validate their concern.
3. Appreciate everything that they do.
4. Be thoughtful about your response time and location.
5. Explain your point of view.
6. Invite further dialogue if necessary, with additional support if needed.



Marketing our Program to Parents

1. PROVIDE A QUALITY PRODUCT
2. SHOWCASE YOUR PRODUCT
3. KNOW THEIR PLATFORMS
4. GET TO KNOW EACH OTHER
5. VALUE THEIR OPINION
6. IMPROVE THEIR EXPERIENCE



Know Parents' Platforms for Communication

WHERE do parents go for meal information?

- Personal Email
- School Calls/Texts
- Web Page
- Social Media
- Classroom Newsletters

WHAT information are they looking for?

- Breakfast & Lunch Menus
- Financial Information
- Manager Contact Info
- Pictures of their Child
- Pictures of the Food

Using Social Media as a Marketing Tool

Before you jump in:

1. Be familiar with **district policy**: student privacy, copyright, responding to comments, content expectations and limitations.
2. Remind yourself that this is **professional communication**, not a personal post.
3. You are **responsible** for messages from your cafeteria. Take that responsibility seriously.



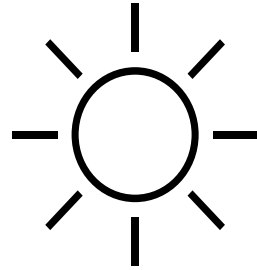
Using Social Media as a Marketing Tool

- Train yourself to look for great content. You want quality over quantity.
- Know your staff's creative strengths.
- Embrace and share the unique characteristics of school foodservice.
- Always provide "copy" when sending pictures into your director.

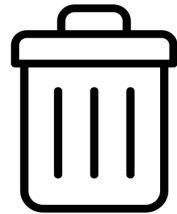


Photography Tips

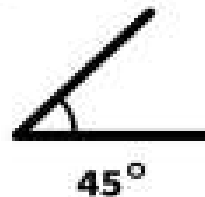
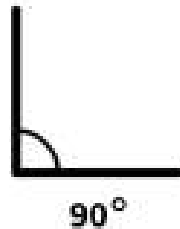
1. Lighting and Shadows



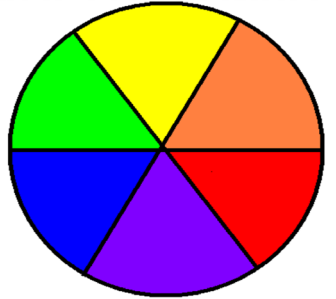
2. Background distractions



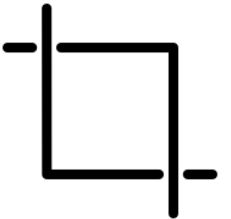
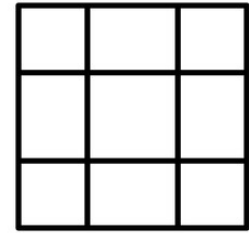
3. Flattering Angles



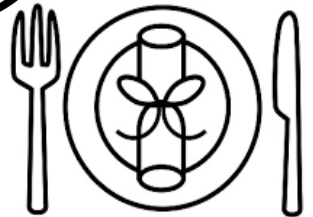
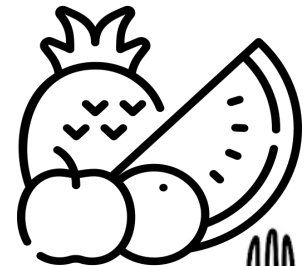
4. Look for Color



5. Maximize your Phone



6. Use a Few Props



Photography Tips



Showcase Your Product



You be the judge!



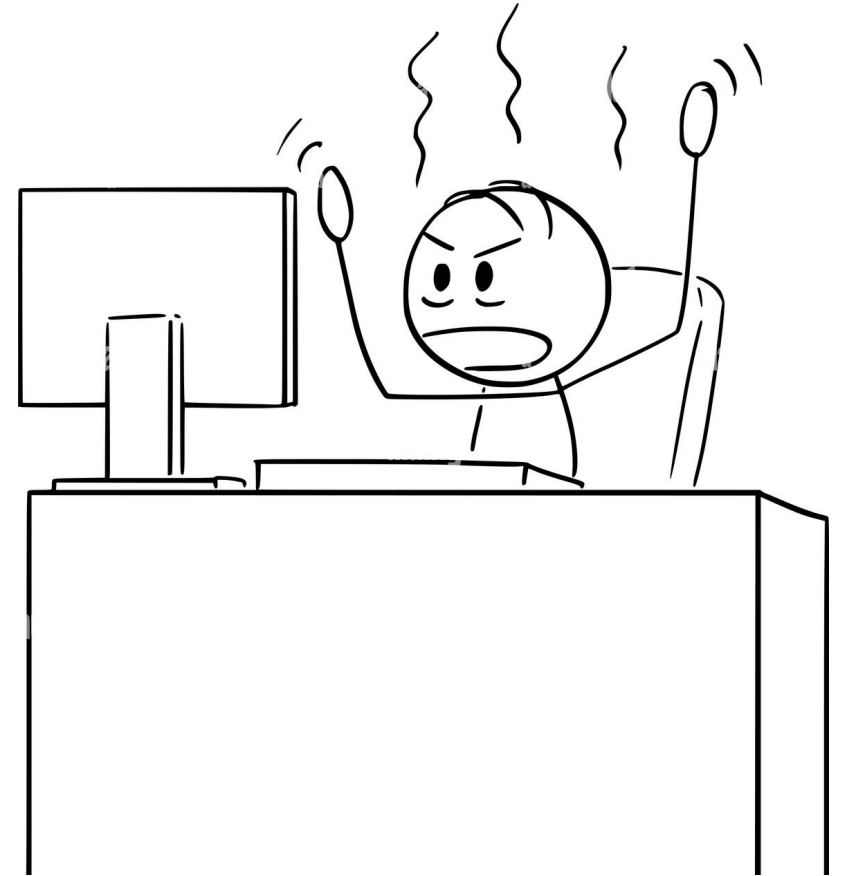
Managing Unfavorable Interactions



RESPONDING TO NEGATIVE FEEDBACK

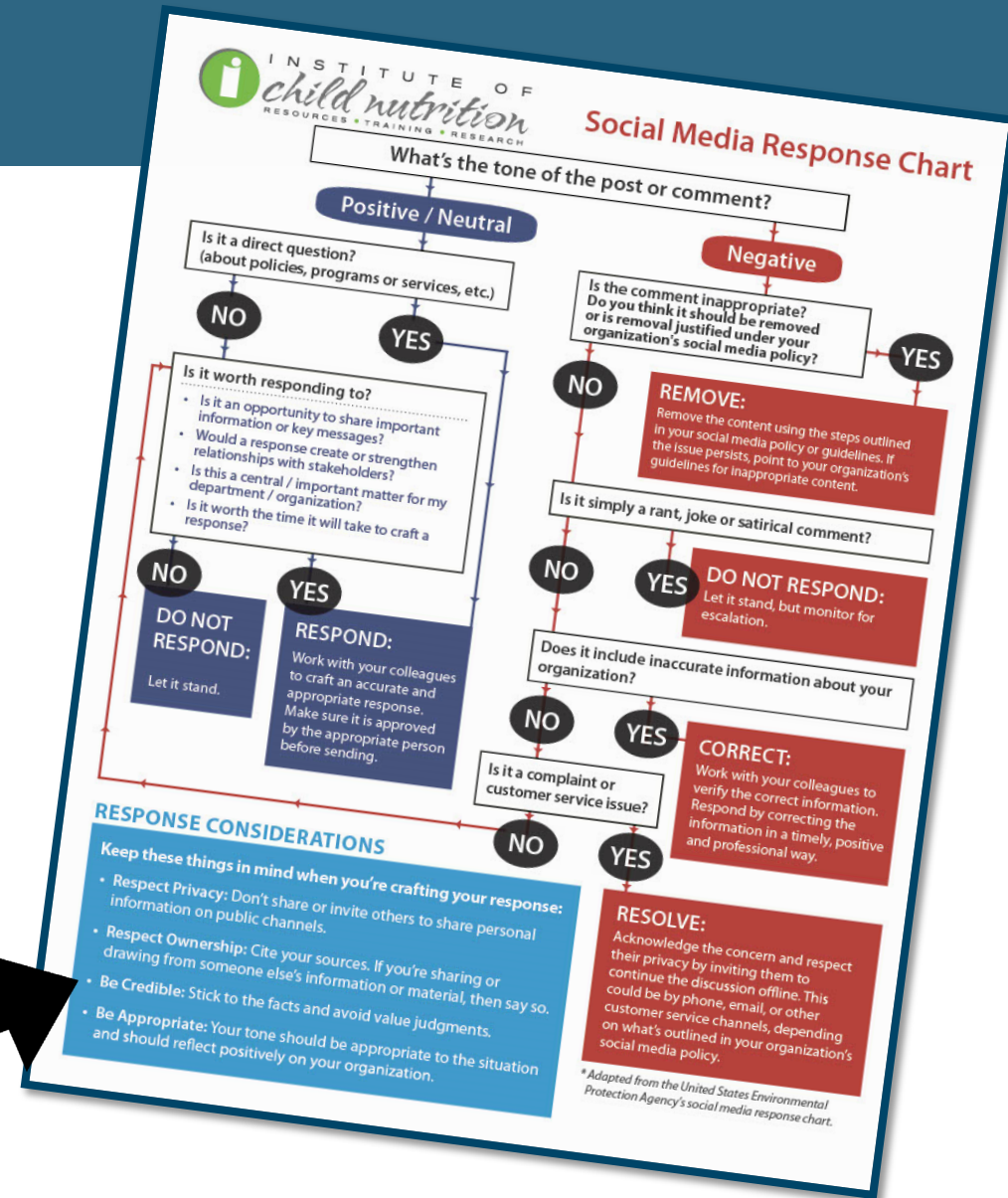
As with any communication, you can expect some negative feedback. If this occurs, take a breath then follow these steps:

1. Know your district policy.
2. Ask yourself:
 - Is this from a legitimate stakeholder?
 - Is there an actual concern to address?
 - Is a response truly needed and necessary?
 - Is there information to share that would provide proper perspective?



STEPS TO RESPOND APPROPRIATELY

1. Pause and fact check.
2. Regain perspective.
3. Contact your supervisor for support and direction.
4. Be strategic and specific in your response.
5. Offer a "private" and professional space to listen.
6. Invite personal connections.
7. Be kind.



[Social Media Response Chart - Institute of Child Nutrition \(theicn.org\)](https://theicn.org)

Maintaining Balance

Managers must find the balance between what can realistically be accomplished and what will motivate students to come back and eat each day.

Challenge Staff with your Vision
Encourage Staff with your Experience

Embrace the give-and-take:
be responsive, compassionate, and inspiring.



ASK US



Presenters:

Training Survey & Certificate of Participation



Joe Clark
Senior Accountant



Lori Ferguson
Ed. Specialist



Justin Hope
Ed. Specialist



Chad Langston
Ed. Specialist II



Tammy Lofton
Ed. Administrator



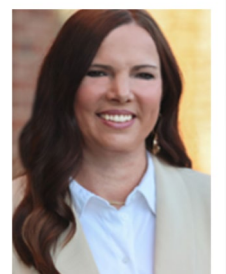
Steven Rylant
Senior Accountant



Susanne Reeves
Ed. Specialist



Robbie Scott
Ed. Specialist II, RSE



Suzannah Yoder
Ed. Specialist



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