

Marketing Your Child Nutrition Program

Barb Minger, MS, RD

Goals of Child Nutrition Program

- Serve delicious food that kids want to eat
- Meet the federal regulations
- Stay in the “black”



Sodium Targets

Sodium Reduction: Timeline & Amount				
Age/Grade Group	Baseline: Average Current Sodium Levels As Offered¹ (mg)	Target 1: July 1, 2014 SY 2014-2015 (mg)	Target 2: July 1, 2017 SY 2017-2018 (mg)	Final Target: July 1, 2022 SY 2022-2023 (mg)
School Breakfast Program				
K-5	573 (elementary)	≤ 540	≤ 485	≤ 430
6-8	629 (middle)	≤ 600	≤ 535	≤ 470
9-12	686 (high)	≤ 640	≤ 570	≤ 500
National School Lunch Program				
K-5	1,377 (elementary)	≤ 1,230	≤ 935	≤ 640
6-8	1,520 (middle)	≤ 1,360	≤ 1,035	≤ 710
9-12	1,588 (high)	≤ 1,420	≤ 1,080	≤ 740

This healthy lunch exceeds Target 2 sodium limits.



SNA Position on Nutrition Guidelines

- o **Maintain the Target 1 sodium levels and eliminate future targets.** The Institute of Medicine warned that “reducing the sodium content of school meals as specified and in a way that is well accepted by students will present major challenges and may not be possible.” (School Meals: Building Blocks for Healthy Children, 2010)
- o **Restore the initial requirement that at least half of grains offered with school meals be whole grain rich.** The current mandate that all grains offered be whole grain rich has increased waste and costs and contributed to the decline in student lunch participation. Students are eating more whole grains, but schools still struggle with students’ regional and cultural preferences for specific refined grains, such as white rice, pasta, grits or tortillas. The temporary whole grain waiver process is inconsistent across states, limiting the availability of waivers to struggling schools unable to meet overly burdensome application mandates.

Obstacles for Nutrition Guidelines

- Manufacturers have a difficult time keeping up with required changes that meet nutritional guidelines and are palatable
- Containing cost continues to be a goal for every operator and increased waste has created severe cost issues
- Decreased participation is a problem - the state of Michigan is down 1 million meals from this same time last year

Goals of Child Nutrition Program

Staying in the Black

- Menu too large? Benefits of cutting it down
 - 12 menu items may be too many
- Selling 10-12 of one item? Is that good?
- Menu popular items
- Cross utilize products
 - Use Chicken Tenders for more than 1 recipe (salads, wraps, a la carte)



Goals of Child Nutrition Program

Ways to increase participation

- Test products with students
 - Team up with the Student Council
 - Host an Informational night with Parents and Students to showcase your program
 - Discuss history and evolvement of nutrition guidelines
- Speed up lines
 - Layout
 - POS system
 - Grab 'n Go
- Limit choices to popular items
 - How do you know what the popular items are?

Goals of Child Nutrition Program

Marketing your Program

- Promote your menu (get help from students)
 - Website
 - Electronic signage
 - Great photos
 - Texting
 - Social Media
- Tie a promotion to products that incorporates students
 - Maybe use a giveaway
- Spread the good word in the community
 - Back to school flyer, promote in the menu
- Sample your products with parents and students
 - This is a great way to get more participation



Goals of Child Nutrition Program

Marketing your Program

- Mimic popular restaurants' offerings
- Packaging
 - Black containers will increase their participation by at least 1.5%-2%
 - No sporks (Students want real utensils)
 - It is all about presentation
 - Is Sustainability important to your program?
 - Recyclable, Compostable?
- Condiments are huge with students
 - Choices
 - Bold flavors



Goals of School Lunch Program

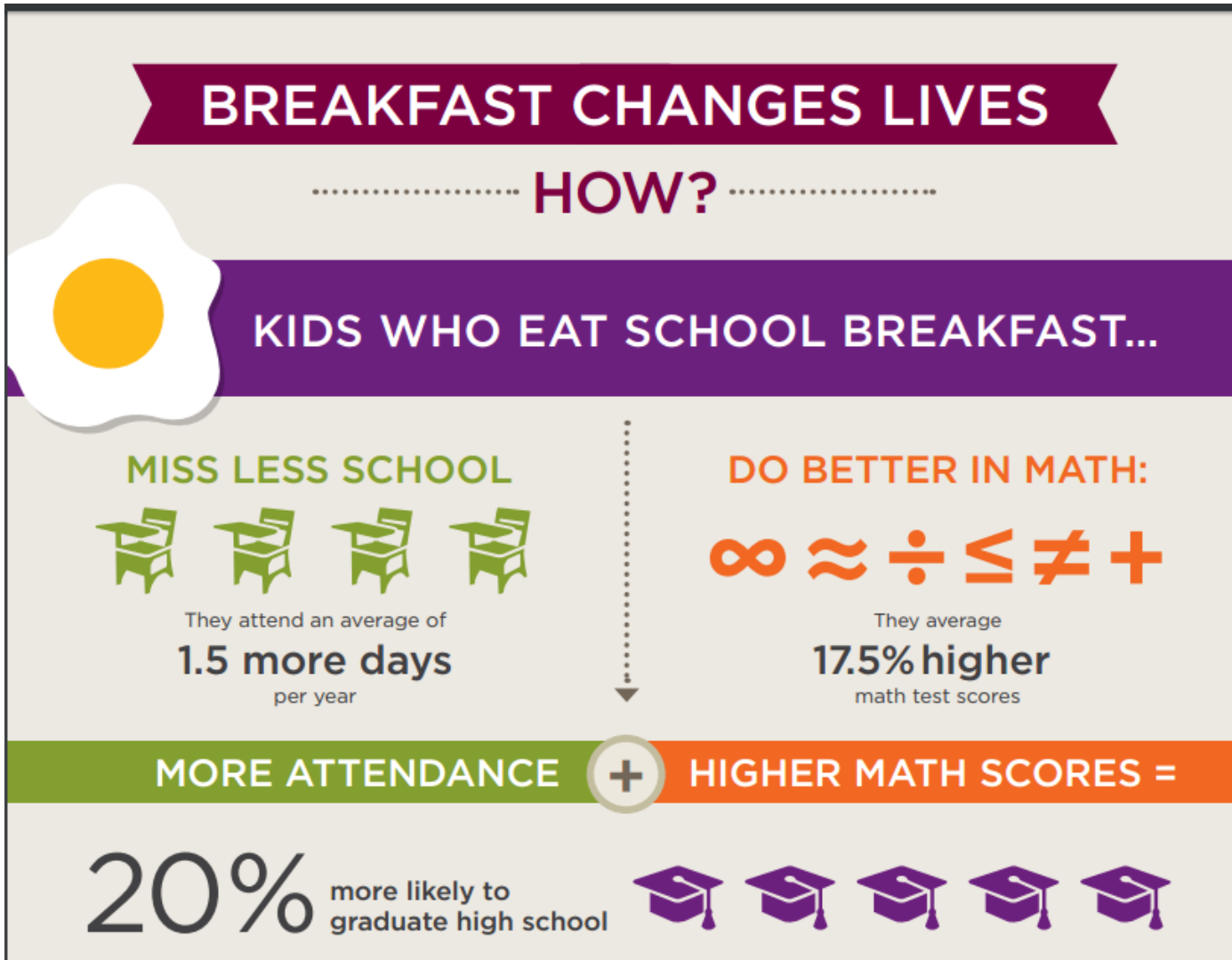
Think Inside “The Box” Lunch

- Increases participation
- Cooler and hot box friendly
- Strong brand with national manufacturer products
- Limit the amount of items on menu that day
- Popular day
- Kids want portability - Serve Portable items
- Use black boxes



Goals of Child Nutrition Program

What other programs do you offer beside Lunch?



School Breakfast Toolkit

Learn about breakfast meal service models

Meal Service Models	Where is it served?	When is it served?	How is it served?	Who does it work with?	What does the research say?	Other Considerations
Breakfast in the Classroom	Classroom	After the school day begins, immediately following opening bell	Transported to and from the classroom by school nutrition staff and/or student volunteers	Can work in any school setting; most commonly used in elementary schools	Highest success rates; success rates as high as 98 percent of school enrollment	More common in districts with over 50% free and reduced price meals
Grab n' Go Breakfast	Cafeteria, Hallways and common areas (inside and outside)	Before the school day begins	Stations can be set up in a variety of locations including the cafeteria and other high traffic areas such as hallways or entryways	Can work in any school setting; works well for students who come to school too late to eat in the cafeteria	In secondary schools over 70% of schools experience an increase in school breakfast participation	Speediness of the process, kiosk locations and marketing are important factors to be successful
2nd Chance Breakfast/Brunch	Cafeteria, Hallways	After first period	Served in the same manner as a traditional breakfast in the cafeteria or in the same manner as Grab n' Go	Can work in any school setting; most commonly used in secondary schools	Average of 15-45% increase in participation level	Speediness and ease of process are important
Breakfast Vending	Cafeteria, Hallways and common areas (inside and outside)	Before the school day begins and between classes	Vending machines allow self-service of hot and cold breakfast items	Usually available in secondary schools only	Breakfast vending is a new model currently being used in 1% of schools	Vending locations, maintenance, and student training are important

Goals of Child Nutrition Program

What other programs do you offer beside Lunch?



- Do you offer Specialty Coffee Drinks?
 - We have a coffee cart to help you.
 - We have recipe ideas nutritionally analyzed to fit the Smart Snack Compliance.
 - Successful in secondary schools
 - Revenue generation
 - Consider % of free and reduced lunches

Goals of Child Nutrition Program

Partnerships with Groups outside of Food Service

- How many of you work with and sell products to your Boosters?
- What about Concessions? Do you manage? Or at least sell them the products?
- What about Student Organizations for Fund Raising?



Goals of Child Nutrition Program

Partnerships with Groups outside of Food Service

- **Here's a way to create a win win situation...**
- Provides a safe way to generate income for student organizations
- It also generates income for the foodservice program
- In essence, it is a profit sharing program that gives back to your customers in a safe learning environment



Goals of Child Nutrition Program

Limited Time Offers

- Promote what is currently running in the “Fast Food Chains”
 - Its “free” advertising so utilize what is being promoted on national TV
- The key to an LTO is making sure you promote it before you start the promotion
- You also have to run the promotion for at least 1 month
 - For example: Every Thurs will be Boneless Wings served with a special dipping sauce
- Then stop running it and bring it back 3-4 months later if it was a successful item and either place it on the menu or offer it again as an LTO and promote it as “It’s Back!”

Goals of Child Nutrition Program

Do you know who your customer is??

- Millennials have left the building...
- Welcome.....



Goals of Child Nutrition Program

Do you know who your **new** customer is??

- Who is after Gen Z??
- Generation Alpha
 - Anyone born after 2010
 - Will grow up with iPads in hand,
 - Never live without a smartphone, and
 - Have the ability to transfer a thought online in seconds.
 - The most transformative generation ever.



Goals of Child Nutrition Program

Are you looking to upgrade or remodel??

- Gordon Food Service offers a 3 Party Solution called VGS (Visual Graphics Systems Inc).

HOW WE CAN SUPPORT YOU

CONTACT US VIA PHONE OR EMAIL AND WE WILL RESPOND WITHIN 24 OF INITIAL INQUIRY.

WEBINARS AVAILABLE FOR CDS'S AND CLIENTS.

GFS-SPECIFIC MARKETING TOOLS AVAILABLE VIA EMAIL OR HARD COPY.

LEARN MORE ABOUT US AT:
VGSONLINE.COM

PRODUCT TUTORIALS AVAILABLE AT:
YOUTUBE.COM/USER/VISUALGRAPHICSYSTEMS

PLEASE CONTACT DOUG OWENS FOR VGS PROGRAM SPECIFICS.





Grill'r

Stroll'n

Grill'r

Menu board with two columns of text and images.

Welcome sign with menu images and text.

Thank You sign with menu images.



World
cuisine

Snipping Tool
Drag the cursor around the area
you want to capture

Grill

Cultural

welcome

Bring with seasoned pork cherry sauce	
Specials	
Appetizer	





Goals of Child Nutrition Program

Key Take-Aways

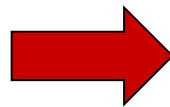
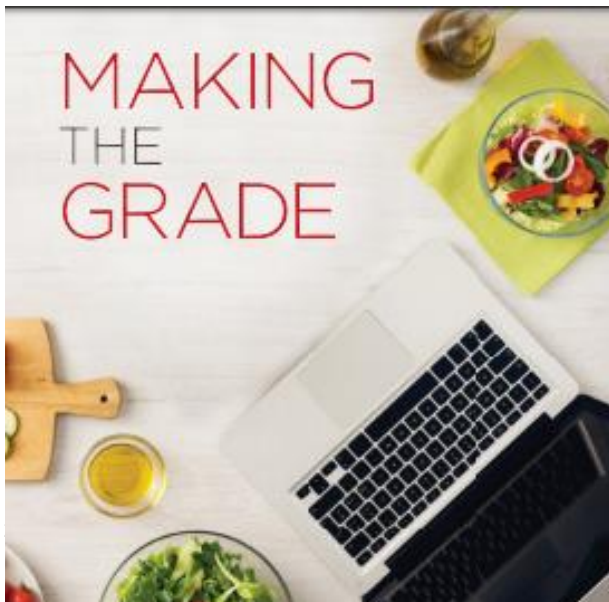
- Separate yourself from the pack
 - Be innovative in everything you do
- Understand your audience
 - Know what they need and give them what they think they need
 - Make school lunch fun again!

Questions?

What's New in K-12 Resources

Professional Standards Requirement

- As of SY 2015-16, all schools that participate in the NSLP/SBP must comply with Professional Standards requirements
 - Hiring Standards
 - Training Standards
- As part of the training standards, all school nutrition employees must achieve annual professional standards training hours (4-12 hours/year depending on job role)



**Professional Standards Final Rule
Required Minimum Training/Education Standards,
for All LEA Sizes**

	REGULATIONS
NEW AND CURRENT DIRECTORS	<p>Each year, at least 12 hours of annual continuing education/training.*</p> <p>Includes topics such as:</p> <ul style="list-style-type: none"> • Administrative practices (including training in application, certification, verification, meal counting, and meal claiming procedures). • Any other appropriate topics as determined by FNS. <p><small>*This required continuing education/training is in addition to the food-safety training required in the first year of employment.</small></p>
NEW AND CURRENT MANAGERS	<p>Each year, at least 10 hours of annual continuing education/training.</p> <p>Includes topics such as:</p> <ul style="list-style-type: none"> • Administrative practices (including training in application, certification, verification, meal counting, and meal claiming procedures). • The identification of reimbursable meals at the point of service. • Nutrition, health, and safety standards. • Other topics, as specified by FNS.
NEW AND CURRENT STAFF (other than the director and managers that work an average of at least 20 hours per week)	<p>Each year, at least 6 hours of annual continuing education/training.</p> <p>Includes topics such as:</p> <ul style="list-style-type: none"> • Free- and reduced-price eligibility. • Application, certification, and verification procedures. • The identification of reimbursable meals at the point of service. • Nutrition, health, and safety standards. • Other topics, as specified by FNS.
NEW AND CURRENT PART-TIME STAFF	<p>Each year, at least 4 hours of annual continuing education/training. (Regardless of part-time hours.)</p>

Professional Standards SFA Director Hiring Standards

School Nutrition Program Directors—those hiring requirements below. Existing directors will be Student Enrollment category where they are for the operation of school nutrition for all schools.

Minimum Requirements for Directors	Student Enrollment 2,499 or less
Bachelor's degree, or an educational experience academic major in spec	OR
Bachelor's degree in an academic major and State-recognized certifi school nutrition director	OR
MINIMUM EDUCATION STANDARDS (required) (new directors only)	OR
Associate's degree, or a educational experience academic major in spec and at least one year of school nutrition program experience.	OR
High school diploma (or GED) and three year of relevant experience in nutrition programs.	OR
LEAs with less than 500 students: State may approve a candidate meets the educational but had less than three experience).	OR
Directors hired without associate's degree must	



Professional Standards Training

- Webinars and Foodservice Training Topics (in-services) are available in each of the 4 Key Areas (Nutrition, Operations, Administration, Communications & Marketing)
- Can be used to train your staff and provide them training hours towards their annual requirement; trainings may vary in length (15 mins - 1 hour)

Nutrition			
Webinars		Training Topics	
USDA Learning Code	Title	USDA Learning Code	Title
1320	Bite into a Healthy Lifestyle	1110	Basics of School Breakfast
1320	Flavor Explosion	1110	Basics of School Lunch
1160	Food Allergies: What You Need to Know to Protect Your Customer, Student, and/or Patient	1320	Food Additives
1160	Gluten-Free: The Basics and Beyond	1160	Food Allergies, Gluten and Cross-Contact
1100	School Foodservice: Where We Are Today and Where We're Headed Tomorrow	1320	Nutrition Facts Label 101
1320	The Quest for Health: Inspiration from Commercial Kitchens	1320	Reducing Sodium
		1160	Responding to Special Diet Requests: Part One and Part Two
		1100	Smart Snacks in School
		1310	Sports Nutrition in K-12 Schools
		1160	The Kosher Diet
		1160	Understanding Celiac Disease and the Gluten-Free Diet
		1160	Understanding Food Allergies
		1160	Understanding Vegetarian Diets
		1310	Wellness and You

Gordon Experience > Resources > Webinars

Gordon Experience > Resources > Foodservice Training Topics



Foodservice Training Topics

- These in-services are designed to help you implement internal training programs in compliance with federal regulations. Each in-service includes:
 - Pre and post test
 - Attendance sheet
 - PowerPoint presentation
 - Presenter notes
 - Activity idea
 - Certificate of completion

[home](#) | [resources](#) | [foodservice training topics](#) | nutrition - k-12 schools

Nutrition - K-12 Schools

The following training modules are designed to help train K-12 foodservice employees on critical nutrition topics. These modules will help you implement internal training programs so you can serve delicious, healthy and wholesome meals to your students, and stay in compliance with federal regulations. Each training includes pre and post test, attendance sheet, PowerPoint presentation, presenter notes, activity ideas and a copy ready certificate of completion.

- [Sports Nutrition in K-12 Schools](#)
- [Basics of School Breakfast](#)
- [Basics of School Lunch](#)
- [Smart Snacks in School](#)
- [School Nutrition Standards: The Final Rule](#)
- [What is a CN Label?](#)
- [Responding to Special Diet Requests: Part One](#)
- [Responding to Special Diet Requests: Part Two](#)

Foodservice Training Topics

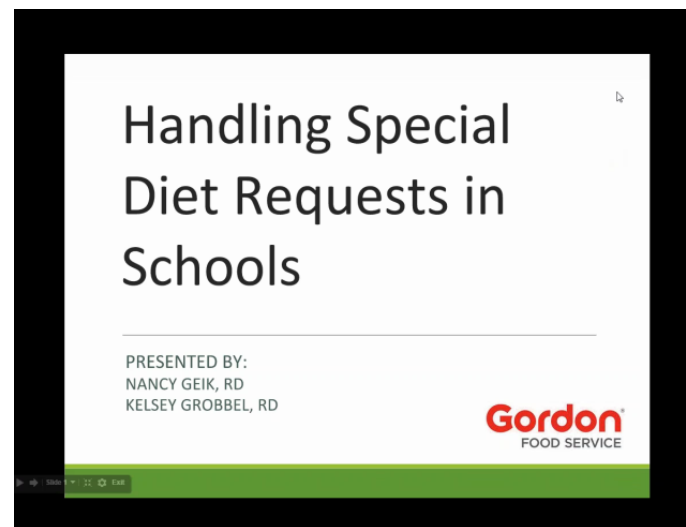
Video recordings now available for some topics!

- Wellness & You
- Understanding Food Allergies
- Personal Hygiene & Handwashing
- Food Safety for Cooks



Webinars

- Live webinars are available 4 times a year
- Recorded webinars from 2014 to present are available
- As appropriate credits have been applied for through the following associations.
 - Association of Nutrition and Foodservice Professionals (ANFP)
 - Academy of Nutrition and Dietetics (The Academy)
 - American Culinary Federation (ACF)
 - School Nutrition Association (SNA)



Webinars

Recorded Webinar Topics included:

- Administrative Review Process and Competitive Foods for Schools
- Bite into a Healthy Lifestyle
- Don't Be Fooled By Common Food Safety Myths
- Food Allergies: What You Need to Know to Protect Your Customer, Student and/or Patient
- Gluten-Free: The Basics and Beyond
- Handling Special Diet Requests in Schools
- The Quest for Health: Inspiration from Commercial Kitchens
- Reducing Food Waste
- Successfully Marketing your K-12 Foodservice Program
- Understanding the New Professional Standards Rule for K-12
- Unique and Healthy: Fresh Flavor Ideas for Non-Commercial Menus

Professional Standards Training

For additional Professional Standards training hours, ask your Customer Development Specialist (CDS)!

They can provide group training on the following topics:

- Marketing Your Child Nutrition Program
- The ABCs of CN Programs
- Food Allergy Awareness
- Food Safety Basics
- Documenting Your Menu: Preparing for the AR

PROFESSIONAL STANDARDS TRAINING PROVIDED BY:

Gordon[®]
FOOD SERVICE

Proof of Successful Completion and Attendance

NAME OF PARTICIPANT

DATE OF TRAINING

Marketing Your Child Nutrition Program

Length of training _____
(in 15-minute increments)

Applies to USDA Learning Code 4120

Administrative Review

Required Documentation



Experience

[GFS.COM](#) [MY PROFILE](#) [SIGN OUT](#)

Welcome Shepherdsville User

[Home](#)

[Publications and Guides](#)

– [Resources](#)

[Brands Web Resources](#)

[Camps](#)

+ [Catalyst](#)

[Cycle Menu Management](#)

[Fine Dining Menu](#)

+ [Food Allergen Awareness](#)

+ [Food Safety Awareness](#)

+ [Foodservice Training Topics](#)

– [Great For Schools](#)

**K-12
DOCUMENTATION**

[home](#) | [resources](#) | [great for schools](#) | [k-12 documentation](#)

K-12 Documentation

According to the USDA, schools are required to keep documentation on file for two types of items:

Child Nutrition (CN) labeled items

- Items that may contain a CN label include:
 - Main dishes that contribute to the meat/meat alternate component of the meal pattern
 - Juice and juice drink products

Processed items that contribute to the meal pattern but are not CN labeled

- A Product Formulation Statement (PFS) is required for these items
- PFS: signed statement on manufacturer's letterhead, demonstrates how the product contributes to meal pattern requirements

The USDA encourages schools to obtain documentation directly off the package whenever possible. In the event that you are unable to obtain adequate information from the packaging, Gordon Food Service has collected CN labels and PFSs directly from the manufacturer for your reference.

Use this search box to find documentation on the K-12 items stocked at Gordon Food Service.

Required Documentation

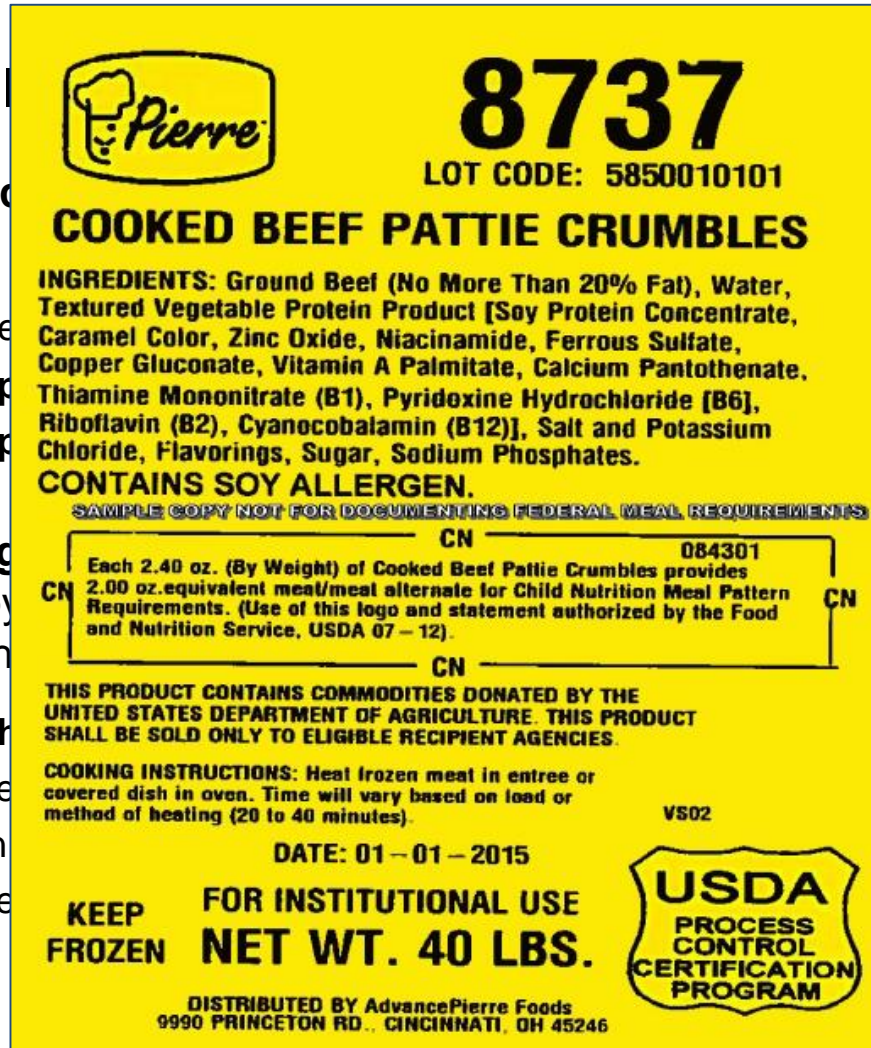
- **CN Labeled**

- **Best Practice** includes:

- 1) the
 - 2) a p
 - 3) a p

- **If the original** photocopy provide the

- 1) a h
 - name
 - 2) an
 - name



the CN Label

original product carton; or original product carton.

valid photograph or program operators may contact name **and**:

displaying the product


displaying the product



Required D

• Processed Fo

- The PFS s without a C
- When a va is provided information Statement



AdvancePierre
Foods

CORPORATE OFFICES
9990 Princeton Glendale Road
Cincinnati, OH 45246
Phone 800-543-1604/513-874-8741
Fax 513-874-7880

PRODUCT ANALYSIS FORM FOR NON-CN PRODUCTS
PRODUCT FORMULATION STATEMENT FOR MEAT/MEAT ALTERNATE (M/MA)

Product Name: Fully Cooked Flame Broiled Chicken Breast (with Rib Meat) with Teriyaki Sauce Code No: 2651
 Manufacturer: AdvancePierre Foods, Inc.
 Case/Pack/Count/Portion Size: Net Wt. 12.25 Lbs / Bulk Packed / 56/3.5 oz

I. Meat/Meat Alternate
 The chart below shows how the creditable amount of Meat/Meat Alternate determination.

Description of Creditable Ingredients per Food Buying Guide	Ounces per Raw Portion of Creditable Ingredient	Multiply	Food Buying Guide Yield	Creditable Amount*
Boneless Skinless Chicken Breast	2.680	x	70%	1.876
		x		
		x		
A. Total Creditable Amount[†]				1.876

*Creditable Amount – Multiply ounces per raw portion of creditable ingredient by the Food Buying Guide yield.

II. Alternate Protein Product (APP)
 If the product contains APP, the chart below to determine the creditable amount of APP is filled out. If APP is used, documentation as described in Attachment A of the sample statement for each APP used is provided.

Description of APP, Manufacturer's name, and code number	Ounces Dry APP Per Portion	Multiply	% of Protein As-Is*	Divide by 18**	Creditable Amount APP***
N/A		x		+ by 18	
		x		+ by 18	
B. Total Creditable Amount[†]					
C. TOTAL CREDITABLE AMOUNT (A + B rounded down to nearest ¼ oz)					1.75

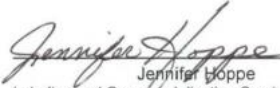
*Percent of Protein As-Is is provided on the attached APP documentation.
 **18 is the percent of protein when fully hydrated.
 ***Creditable amount of APP equals ounces of Dry APP multiplied by the percent of protein as-is divided by 18.
[†]Total Creditable Amount must be rounded **down** to the nearest 0.25oz (1.49 would round down to 1.25 oz meat equivalent). Do not round up.
 If you are also crediting APP, you do not need to round down in box A until after you have added the creditable APP amount from box B.

Total weight (per portion) of product as purchased: 3.50 oz.

I certify that the above information is true and correct and that a 3.50 - ounce serving of the above product (ready for serving) contains 1.75 ounces of equivalent lean meat when prepared according to directions.

(Reminder: Total creditable amount cannot count for more than the total weight of product)

I further certify that any APP used in this product conforms to Food and Nutrition Service regulations (7CFR Parts 210, 220, 225 or 226 Appendix A).



 Jennifer Hoppe
 Labeling and Commercialization Services Manager

March 22, 2012

 Date

*This information is needed if a creditable Alternate Protein Product (APP) is used in the product and counted toward meeting the meat/meat alternate requirements.
 **This is not a CN labeled product and the CN PQC Program, which ensures that every production run obtains the above numbers, is not applicable to the production of this item. The numbers above are based on current specifications.

ed product

ading
iting



K-12 Documentation

GFS Flame-Broiled Ground Beef Patties with Soy 2.5 Ounce Cooked Frozen 2.5 Oz Each,



in the oven. They

\$82.85



Print

Calories From Fat 117

% Daily Value *

20%

25%

Trans Fat 1g

PolyUnsat. Fat

n/a

MonoUnsat Fat

n/a

GFS® Flame Broiled Beef Pattie(CN)

Item #: 100650 Pieces Per Case: 90 Piece Size (oz.): 2.50 Case Weight (lb.): 14.06

Data Generated: 11/21/2016

Data Valid As Of: 9/21/2016

Description: Fully cooked, lightly seasoned beef. Soy added. Sprocket shape with subtle char marks. Sleeve pack. CN labeled.

Technical Label Name: Flame Broiled Beef Patties Caramel Color Added

Brand: GFS

Packaging Type: BULK-SLV

Master Case GTIN: 00093901100658

Master Case Gross Weight: 15.26000

Master Case Length: 19.75000

Master Case Width: 13.12500

Master Case Height: 4.81300

Master Case Cube: 0.72200

Cases/Layer: 7

Cases/Pallet: 63

Layers/Pallet: 9

Frozen Shelf Life (days): 365

Refrigerated Shelf Life (days): 0

CN Credit: 2 OZ MMA BEEF

Nutrition Facts:

Serving Size: 2.50 OZ (70 g)
Servings Per Container: 90

Calories / Calories from Fat: 170 / 120
% Daily Value **

Total Fat	13 g	20%
Saturated Fat	5 g	25%
Trans Fat	1 g	
Cholesterol	35 mg	12%
Sodium	220 mg	9%
Total Carbohydrate	2 g	1%
Dietary Fiber	1 g	4%
Sugars	0 g	
Protein	12 g	
Vitamin A		2%
Vitamin C		0%
Calcium		4%
Iron		10%

** Percent Daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

The trans fats reported on this product's nutrition facts panel are naturally occurring.



More

Based On:

Ingredient

Ground beef (1 zinc oxide, nia pantothenate, 1 cyanocobalam phosphate, car product, indivi actual label of ingredient and supplier and w a courtesy anc

completeness of this information and NO WARRANTIES ARE MADE OR IMPLIED; ALL IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE EXPRESSLY EXCLUDED. Click here for K12 spec sheet: https://apps.gfs.com/experience/resources/great-for-schools/files/child-nutrition-labels/pdfs/100650_092012.pdf

Database Update

- We understand how important it is to have ingredients and allergen statements:
 - Ingredients and allergen statements are now available for more items:
 - Database - 50% of the items have nutrition and ingredient/allergens available
 - Prioritized the Top 500 School items, National brands

More	Nutrition
------	-----------

Based On: Rounding:



Online
Ordering

Ingredients

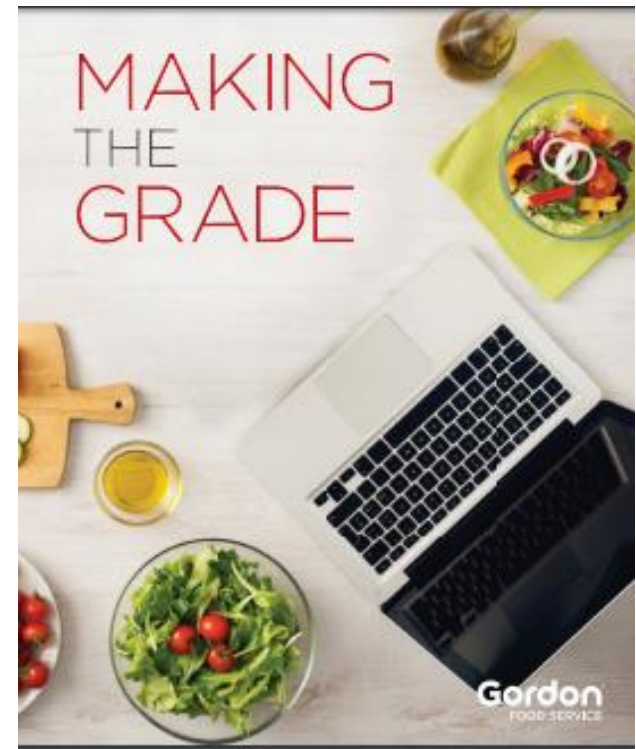
For ingredient or allergen information, please contact: Tyson Foodservice, phone: 800-248-9788/web page: www.tysonfoodservice.com. Please reference manufacturer number: 24574-928. Prior to consuming the product, individuals with severe food allergies should confirm the ingredient information on the actual label of the product. Nutrition and Ingredient statement updated November 2015. This ingredient and nutrition information was provided by the third-party product manufacturer and/or supplier and was not in any way created or verified by GFS. The information is being passed on as a courtesy and for informational purposes only. GFS in no way guarantees the accuracy or completeness of this information and NO WARRANTIES ARE MADE OR IMPLIED; ALL IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE EXPRESSLY EXCLUDED.

Gordon[®]
FOOD SERVICE

Training and Support


Making the Grade

- Comes out annually for the upcoming school year
 - 2016-2017 Making the Grade available now
- Important updates on:
 - Regulations
 - New products and product lists
 - Sample cycle menus that meet USDA regulations
 - Education resources for students
 - Professional Standards training opportunities



Menu Templates

- K - 8 Menu Template
- 9 - 12 Menu Template
- New in 2017:
 - Child and Adult Care Food Program Menu template
 - Available now!




United States Department of Agriculture

UPDATED CHILD AND ADULT CARE FOOD PROGRAM MEAL PATTERNS:

CHILD AND ADULT MEALS

USDA recently revised the CACFP meal patterns to ensure children and adults have access to healthy, balanced meals throughout the day. Under the updated child and adult meal patterns, meals served will include a greater variety of vegetables and fruit, more whole grains, and less added sugar and saturated fat. The changes made to the meal patterns are based on the Dietary Guidelines for Americans, scientific recommendations from the National Academy of Medicine, and stakeholder input. CACFP centers and day care homes must comply with the updated meal patterns by October 1, 2017.



Food Elements

- Resources to help keep foodservice operations ahead of the trends and regulations
- Comes out 3 times/year - Spring, Summer, Fall
- Includes:
 - Recipes
 - Highlighting popular ingredients & items
 - Ask the Dietitian
 - Regulation Update



Food Elements -
fall 2017

featured recipes

Adobo Brown Rice Bowl

Recipe Manager code: foodelements002
Yield: 24 8-oz. portions

1 qt.	Queso Sazon® Mild Enchilada Sauce
1 qt.	GFS® Mild Chunky Salsa
1½ lb.	GFS 1½" Diced Chicken, thawed
1½ qt.	Sour Cream
1 c.	GFS Low-Sodium Ranch Dressing
3 lb.	Brown Rice RECIPE, warmed
1½ lb.	GFS Shredded Monterey Jack Cheese
¼ lb.	Masters® Romaine Ribbons

Brown Rice
Recipe Manager code: rcomp389
Yield: 6 lb.

2 Tbsp.	Primo Gusto® Extra Virgin Olive Oil
1 tsp.	Trade East® Granulated Onion
1 tsp.	Trade East® Granulated Garlic
6 c.	GFS Brown Rice

Preparation Instructions
Wash hands. 1) Place 4½ qt. water in a nonstick sauce pot, bring to a boil. 2) Add the rice and season to taste with salt and pepper. Cover. Simmer 30-40 minutes over low heat, stirring frequently, until all liquid is absorbed and the rice is tender. 3) Remove from heat, fluff 5-7 minutes. Fluff with a fork before serving.

Meal Pattern Equivalents: 2 M/PA, 1 O/E/S, ¼ cup red/orange vegetable and ¼ cup dark green vegetable

STATS PER SERVING

Calories:	450
Fat:	9 g
Saturated Fat:	0 g
Trans Fat:	0 g
Sodium:	100 mg
Carbohydrates:	33 g
Protein:	21 g
Cost per Portion:	\$1.75

Focus on incorporating domestically grown produce as much as possible to comply with the Buy American Provision. Consider simple substitutions to these recipes to incorporate domestic produce.

Gordon
FOOD SERVICE

Buy American

Catalog

MENU

Catalog

Fruits & Vegetables

Fresh Vegetables

Carrots (23)

Filter By:

Brand

Packer Label (7)

Ready-Set-Serve (11)

Specialty (5)

Others

Fresh (5)

Kosher (1)

Product of USA (14)

Featured Items

ITEM	BRAND	DESCRIPTION	PRICE	QTY
Carrots				
302198	Ready-Set-Serve	Carrot & Celery Sticks, Fresh Cut Product of USA	Case (2/5 Pound Bag) \$0.24/oz	\$38.85
224562	Specialty	CARROT BABY PLD W/ TOPS 5# SPECTLY	Case (1/5 Pound Package) \$0.30/oz	\$23.75
860420	Specialty	CARROT DCD 1" 1-5# SPECTLY	Case (1/5 Pound Bag) \$0.23/oz	\$18.25
778338	Packer Label	Carrot Snacks, Cleaned, with Ranch Dip, Fresh Cut Product of USA	Case (36/2.25 Ounce Each) \$0.69/ea	\$24.85

- Commodity or product must be substantially produced and processed within the United States.
 - It is further defined that “substantial” indicates that “over 51% of the final processed product consists of agricultural commodities that were grown domestically.”

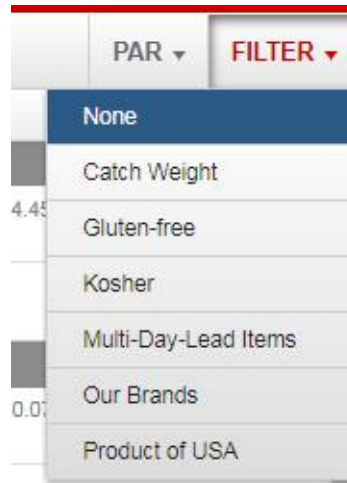
Identifying Gluten Free Items

Login to Gordon Experience and click on the *Online Ordering* icon



For searching within your Order Guide:

1. Click Order Guide on the left navigation bar
2. Click “Filter” in the upper right-hand corner of this window and choose the “Gluten-free” filter option



For searching within the Product Catalog:

1. Enter a general product name (examples: bread) within the Search box and search the catalog
 - a. Once the results are displayed, add the Gluten-free filter by choosing this option from the left-hand Menu. *(Note: Gluten-free is found in the “Other” Category)*

Culinary and Recipes

Running Your Business

Restaurant

Healthcare

Education

Education



Cashing in on Coffee in Education

You could have profits pouring in by starting a coffee program in your school.



POS Data Builds Smart School Menus

Foods you serve can be more profitable and popular when guided by sales and purchasing analysis.



A Procurement Playbook for Schools

Having the right people in place will make sure schools follow rules when using federal dollars to buy food.



The Resurgence of the Buy American Provision



On-Campus Events—the Main Attraction

Utilizing campus dining services and



Cleaning the Cafeteria—it's a Matter of Customer Service

Culinary and Recipes

Running Your Business

Restaurant

Healthcare

Education

Making a Case for Other Dayparts in K-12



Data shows there's plenty of room to expand beyond lunch in school foodservice. Here are 7 steps to help you do just that.

What began more than 70 years ago as a hot lunch program for undernourished schoolchildren has evolved into a comprehensive effort to ensure that children have access to healthy nutrition throughout the day and year. The federal government provides reimbursements to School Food Authorities to encourage or assist schools in serving breakfasts, snacks during the day, after-school snacks, supper and summer meals in addition to lunches. Beyond the financial incentives these programs deliver to schools, they enhance learning by combating the damaging effects of food insecurity and poor nutrition.

Related Articles

Digital Dashboards

Running Your Business

Checklist: Holiday Planning Made Simple

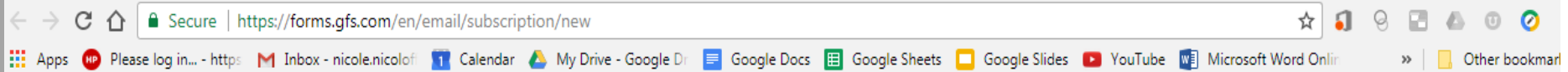
Running Your Business

Spring Holidays: 5 Ways to Drive Success

Running Your Business

Email Newsletter Sign Up

gfs.com/email



CUSTOMER SIGN IN



[Home](#) » [About Us](#) » Email Signup

Email Sign Up

Email Address *

Confirm Email Address *

Are you currently a Gordon Food Service customer?

- Yes
 No

Select Newsletter Subscriptions

Restaurants

Subscribe

Stay Connected with Gordon Food Service

Social Media

 @GordonFoodService

 @GFSDelivers

You can also search for us on:



gfs.com/ideas

Email

Business-building solutions, industry trends, and recipes delivered to you every month.

Sign up Today www.gfs.com/email

