



ANIC 2024
**ANNUAL NATIONAL
CONFERENCE**

**SHAPING
TOMORROW
TOGETHER**

JULY 14-16, 2024 | BOSTON, MASS.



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**The Ultimate Recipe for Filling Students' Bellies -
Tech, Teamwork, and Marketing!**

Session Presenters



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Affiliation or Financial Disclosures

Michael Borges

President and General Manager

LINQ Nutrition

- **LINQ provides Child Nutrition software for School Districts and State Agencies**

LINQ is a Patron Sponsor of SNA

Melissa Manning, RD

Founder

My School RD

- **My School RD Provides consultive services for Menu Planning, Nutritional Analysis, and Administrative Review**



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Implementing Strategic Marketing Initiatives



Budget Allocation for Marketing Initiatives

Define Clear Objectives

Specific and well-defined initiatives like:

- Increase Breakfast Participation by 10%
- Expand Social Media to 500 followers
- Grow Ala Carte Program by 25%
- Increase participation for Lunch by 5% by marketing the benefits of school meals over meals brought from home or food bought off-campus.

Create a Plan:

- Identify the Target Market and How they will Benefit
- Define the Strategy & Who Owns it.
- Be Prepared - the quickest way to failure is having a great marketing plan and not being prepared.
- Create a Marketing Calendar – when and how you to do what.
- Prioritize based on Impact/Benefit

Build a Budget

- Consider all costs associated with each initiative, such as advertising, events, content marketing, and possibly hiring the right talent or partner
- Investment in marketing can lead to increased visibility and attractiveness of school meal programs.
- Measure your results





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Marketing Plan

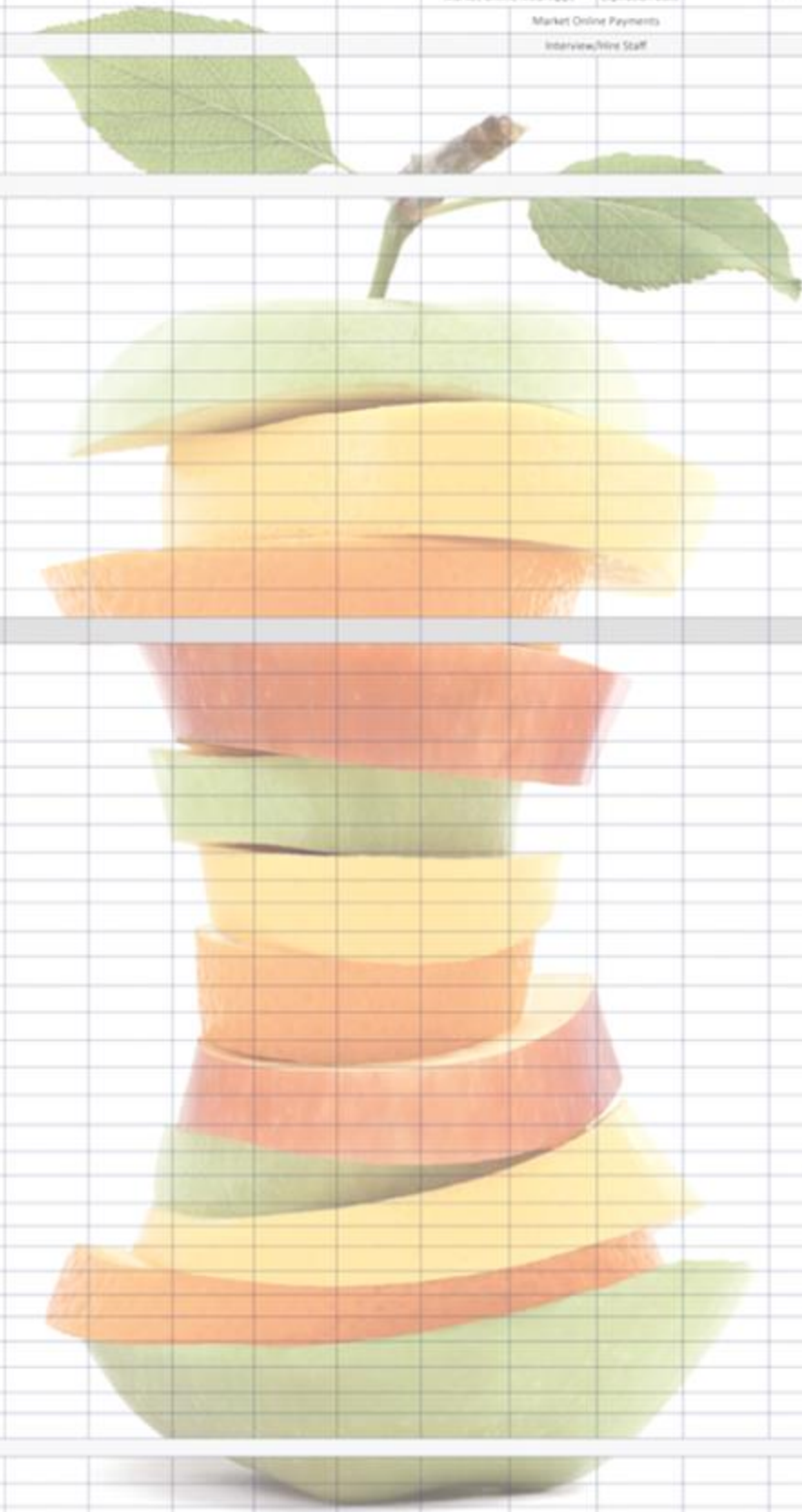
Plan and Budget

School Nutrition Marketing and Promotion Planning Calendar

	Budget	January	February	March	April	May	June	July	August	September	October	November
National Initiatives		SNIC		LAC National SBW	ACDA SNA Leadership	National School Lunch Hero	ANC Summer Meal Program		Start of School		National School Lunch Week	
Holidays		New Years/ Martin Luther King	Valentines/ Presidents Day	St. Patrick's	Easter/World Health Day	National Lunch Lady Day/Mother's Day/ National Teacher's Day	Father's Day				Halloween	Thanksgiving
Operations												
Back to School								Market Online Payments	Meal App Expiration Date			Verification
Community & District Events												
Staff												
CN Staff Website - Training/Forms									Interview/Hire Staff			
Kitchen Training Posters												
Training - HACCP, Allergy, etc...												
Start a Wall of Fame for Students												
Marketing Activities												
Create Marketing Video												
Social Media Initiatives												
Article for Principal/PTA Newsletters												
PR Release to local media												
Invite Interview from Local TV News												
Create a Signature Item												
Marketing Tactics												
Nutrition Department Logo												
Regulation Signage - Brkfst/Lunch												
Online and Digital												
Social Media Plan												
Custom URL and QR Code												
Online Nutrition Menus												
Online Ordering for Teachers/Students												

School Nutrition Marketing and Promotion Planning Calendar

	Budget	January	February	March	April	May	June	July	August	September	October	November	December
National Initiatives				National School Breakfast Week		Summer Meal Program	Start of School				National School Lunch Week		
Holidays		New Years/ Martin Luther King	Valentines/ Presidents Day	St. Patrick's	Easter/World Health Day	National Lunch Lady Day/Mother's Day/ National Teacher's Day	Father's Day				Halloween	Thanksgiving	Winter Holidays
Operations													
Meal Applications								Prepare/Distribute Meal Apps/ Market Online Meal Apps	Meal App Expiration Date			Verification	
Prepayments								Market Online Payments					
Staff													
CN Staff Website - Training/Forms									Interview/Hire Staff				
Kitchen Training Posters													
Training - HACCP, Allergy, etc.													
Start a Wall of Fame for Students													
Marketing Activities													
Create Marketing Video													
Social Media Initiatives													
Article for Principal/PTA Newsletters													
PR Release to local media													
Invite Interview from Local TV News													
Create a Signature Item													
Monthly Student Giveaway													
Students/Customer Loyalty Drawing													
Student Poster Contest													
Students/Parent/Staff Survey													
Classroom Nutrition Education													
In-Service Nutrition Presentations													
Start New Breakfast, Summer, or new Super Program													
Health and Fitness Fair													
Marketing Tactics													
Nutrition Department Logo													
Regulation Signage - Brkfst/Lunch													
Custom Dry Erase Boards													
Dry Erase Posters/Sign													
Business Cards - SN Program													
Business Cards - Meal App/Online													
Business Cards - Customer Loyalty													
Printed Menus													
Poster Menus													
Menu Boards													
Menu Brochures - HS, Catering, etc													
Brochures - Nutrition Program													
Brochures - Breakfast													
Brochures - Wellness													
Brochures - Summer Meals													
Banners - Nutrition Program													
Banners - Breakfast/Lunch													
Banners - Summer Meal Program													
Flyers													
Delivery Truck/Van Graphics & Wraps													
Murals/Wall, Window or Door Graphics													
Letterhead													
Magnets													
Water Bottle Labels													
Floor Graphics													
Remodel - Serving Equip/Line													
Remodel - Cafeteria Furniture/Awnings													
Frames, Stands, Stanchions													
Remodel - Decor													
Uniforms													
Online and Digital													
Update Website - Content/Graphics													
Custom URL and QR Code													
Online Nutrition Menus													
Online Ordering for Teachers/Students													



Your Customer



Gen Alpha: Grades K - 6

- Growing up with advanced technology and artificial intelligence. Children of Millennials and are being raised with a strong emphasis on education, creativity, and digital literacy. This generation is expected to be the most educated and technologically immersed.



Gen Z: Grades 7 - 12

- Raised in a digital world, with smartphones and social media as integral parts of their daily lives. They are known for their pragmatism, entrepreneurial spirit, and value for diversity and inclusion. They are highly adept at using technology and prefer digital communication.



Millennials – Gen Y Parents

- Millennials grew up during the advent of the internet and the 2008 financial crisis. They are characterized by their tech-savviness, value for experiences over possessions, and a strong sense of social justice and environmental consciousness.



Tastes & Preferences



Latest Food Trends: This summer, go swicy!

Diverse Meals: Ethnic, Religious, Belief-Based, Dietary Preferences, and Allergen-Free

And don't forget your most popular faves!



Switch up student favorites with **Customizable Meals** such as salad bars, build-your-own sandwich stations, and customizable bowls.





Harnessing the Value of School Nutrition

Promote the WHY...

Food at School is Nutritious and Delicious:

- Provide data and studies that highlight the importance of school meals in supporting student health, academic performance, and overall well-being.
- Use compelling stories and testimonials to illustrate the positive impact of school nutrition programs.

Enhance...

the Student Experience:

- Encourage staff to think about the cafeteria from the student's perspective. Compare the cafeteria experience to a restaurant, focusing on ambiance, service, and meal presentation.
- Discuss ways to make the cafeteria environment more inviting and enjoyable for students.

Capture...

the Emotional Value of Food:

- Highlight the emotional and psychological aspects of food, such as comfort, enjoyment, and social interaction.
- Discuss strategies to create positive dining experiences that make students feel valued and excited about school meals.



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Embracing Cutting-Edge Technology

Technology Tools

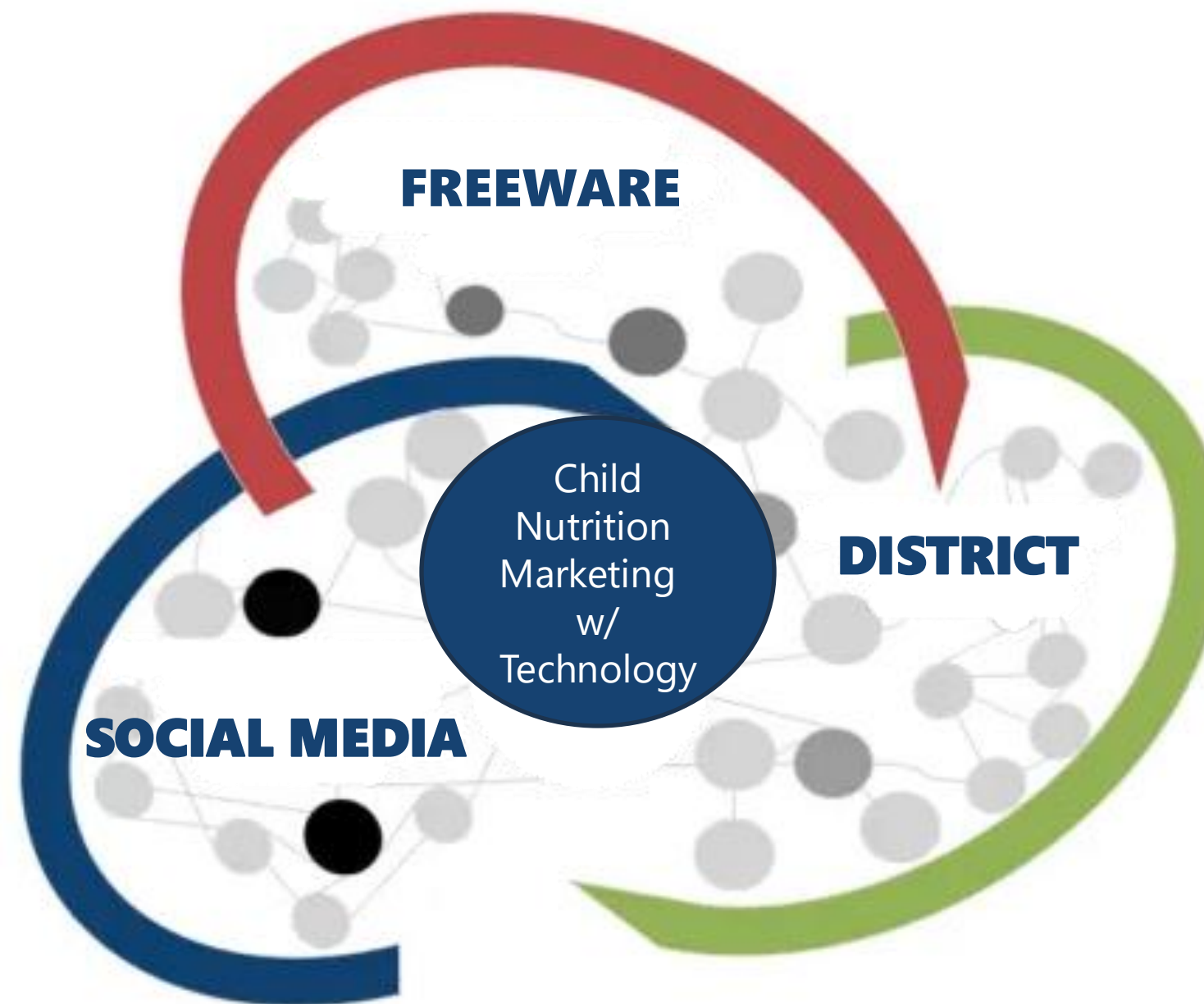


FREWARE

- Google Docs & Forms
- Surveys:
Mentimeter, Typeform,
Hotjar, & SurveyMonkey
- eB-Card and QR Code
Generators
- AND AI w/ ChatGPT!

SOCIAL MEDIA

- LinkedIn, YouTube,
Facebook, Instagram,
and Twitter/X
- Canva
- HootSuite & Sprinklr



District Core Platforms

- SIS integration to School
Nutrition software for
Parent Portal, POS, Meals
Applications, Payments
- Menu Planning
 - GS1 - GDSN Data Pool
 - Recipe Sharing
- Inventory, Procurement
 - Online Mobile Apps
 - Digital Menus and Displays
 - Online Ordering
 - eForms and Workflow
 - Automated Phone & Text

Serving Success: A recipe for AI-Powered Marketing

Free AI Marketing Tools:

- Develop marketing content with AI Chatbots: ChatGPT, Google Gemini, Microsoft Copilot, Claude
- Image and graphics generators: Microsoft's Bing, Canva, Gamma.app

Recipe to Create and Effective School Food Marketing Plan:

- Step 1: Identify Your Campaign Marketing Goal
- Step 2: Describe Your Product, Service, or Event
- Step 3: Identify Your Target Audience
- Step 4: Choose Your Platforms
- Step 5: Select Marketing Strategies or Frameworks
- **Step 6: Input into Chat GPT and Canva and watch the magic!**




District Profile

Digital Menus



Wednesday
Thursday

5 Chicken Nuggets and Potatoes




1: ★ ★ ★ ★ ★
How do you rate this item?

Nutrients


Product Formulation Statement (PDF)
Serving Size: 78 g

Calories	210 kcal
Total Fat	12 g
Saturated Fat	2 g
Trans Fat	0 g
Cholesterol	20 mg
Sodium	320 mg
Carbohydrates	13 g
Dietary Fiber	2 g
Total Sugars	1 g
Protein	13 g
Iron	2 mg
Calcium	30 mg

Special Meal Accommodations



Wheat



Parent Portal

- Payments
- Menus
- Application

ENTREE CHOICES
Chicken Nuggets and Potatoes

✓ Bean & Cheese Burrito
Ⓚ Bagel Cold Combo
Served With
Ⓚ Milk

✓ Ⓚ Fruit & Vegetable Variety

ENTREE CHOICES
Beef Hot Dog
Tuna Sandwich
Ⓚ Bagel Cold Combo
Served With



Beverly Hills USD, CA

Director: Heather Oyamo

District Size: 4 schools, 3,300 students

Special Meal Diets
Online Ordering – Kosher Menu
Special Meal Diets

Custom URL:
bhusdfoodservices.org

Special Meal Diets

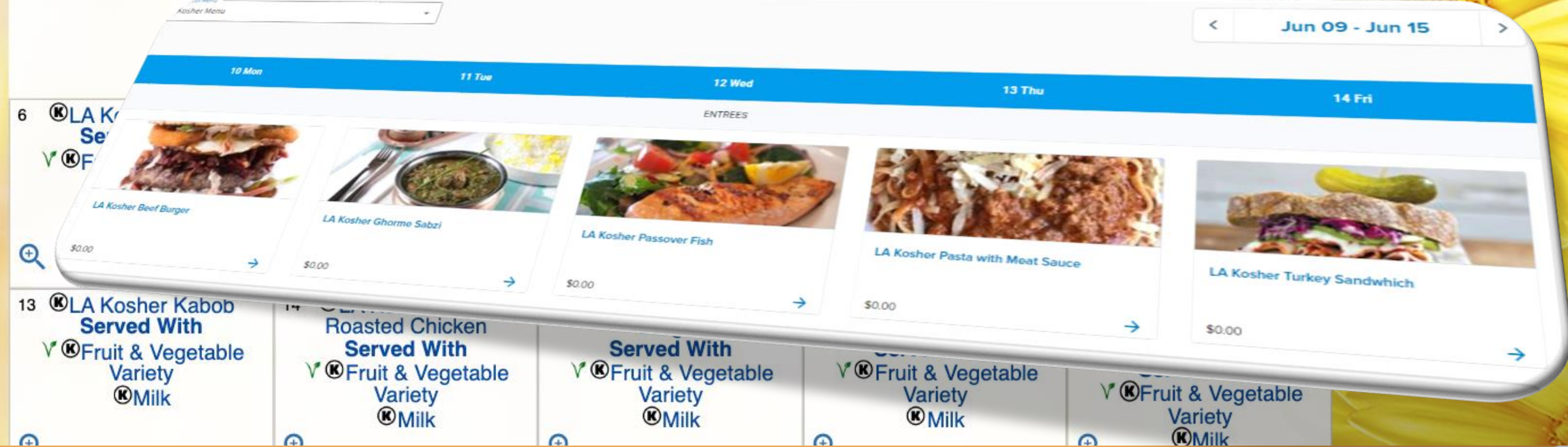
May 2024 - Beverly Hills USD TK-12 LA KOSHER MENU

Beverly Hills High School, Beverly Vista Middle School, Hawthorne School & Horace Mann School

All students may receive **ONE** free lunch meal per school day. LA Kosher meals must be pre-ordered. Please review the menu with your child and choose the days that they want to order Kohser. Click [HERE](#) to order.

All lunch meals are served with fruits, vegetables, and milk.

Monday	Tuesday	Wednesday	Thursday	Friday
		1 LA Kosher Passover Fish Served With Fruit & Vegetable	2 LA Kosher Hot Dog Served With Fruit & Vegetable Variety	3 LA Kosher Pasta with Meat Sauce Served With Fruit & Vegetable



District Profile

Follow us! @RedClayCafe



TWITTER, INSTAGRAM & FACEBOOK



Parent Portal

- Payments
- Menus
- Application



Red Clay Schools



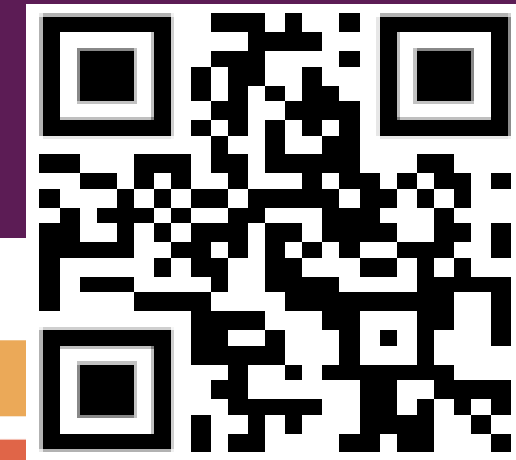
Red Clay Schools, DE

Director: Jessica Farrand, MS, RD, LDN
District Size: 28 schools, 16,000 students
Largest School District in Delaware

Catering

Online Ordering / Customer Sat

Custom URL:
RedClayCafe.com



"Picnic in the Park"

Summer Food Service Program

- **Expect Summer meals to double in 2024**



Vegetarian & Vegan Pre-Order

All Orders must be at least 3 WEEKS IN ADVANCE or we cannot guarantee we can fulfill your order.

Please Note! If you pre-order a meal and do not pick up your lunch, you will no longer be eligible for meal pre-order after 3 occurrences and you may be charged for your missed meals at the cafeteria manager's discretion. Please select the dates and menu items you wish to participate in below. Please Order all dates for the current month. All Mondays are PIZZA DAY. No need to pre-order for Mondays, this is a naturally Vegetarian meal. High Schools this is an option Monday through Friday. Please keep in mind that some items on our regular menu may be naturally vegetarian/vegan, see redclaycafe.com MENU tab to view the menu, which will indicate vegan/vegetarian meals.



Menu Choice

Choose

Nachos (Beans, Queso, Salsa & Chips)

Vegan Nachos (Beans, Salsa, Corn & Chips)

Morningstar Nuggets (VEGAN)

Black Bean Burger

Uncrustable Pack (Cheesecake)

Uncrustable Pack (VEGAN)

Dairy Lunchable (Yogurt, Cheesecake, Goldfish, Granola)

Pizza Crunchers

Four Cheese Tortellini

French Toast Sticks & Wowbutter/Apples - VEGAN

Mozzarella Sticks



Vegetarian Customer Satisfaction Survey

Red Clay Cafe would love to hear your feedback about the vegetarian menu. We can use your feedback to continue to improve vegetarian menu items as well as the ordering and pick-up process. Thank you!

Red Clay - the vegan restaurant at Taghazout
Specifically coffee & baked goods
7:30/17:00 ☕🍪🍰
Plant based kitchen
8:00/16:00 🥦🍌🍅🍆🥕
OFF Monday & Tuesday



[← BREAKFAST](#)
[ENTREES](#)
[SIDE ITEMS](#)
[RED CLAY BAKERY](#)
[DESSERT](#)

Baked Ziti



Order by the pan. 1 pan serves 25 people

Enter quantity:

PAN	PRICE	TOTAL
<input type="text"/>	\$52.20	\$0.00

ADD TO CART

Boxed Lunch



Order per person. Assorted Sandwich, Apple, Carrots with Dip,

Select your choices:

Type of Sandwich*

Enter quantity:

BOXED LUNCH	PRICE	TOTAL
<input type="text"/>	\$8.00	\$0.00

District Profile

FARM



FOOD



FUN



Lodi USD, CA

Director: Dr. Betty Crocker

District Size: 50 schools, 27,000 students

Spanning over 350 square miles

Thought Leadership
Child Nutrition Innovator

Custom URL:
lusdnutrition.org



Betty Crocker, DrPH, MPH, RDN, SNS · 1st

Director Child Nutrition | Public Health | Educator

Lodi, California, United States · [Contact info](#)

500+ connections

About

A progressive child nutrition, dietitian, and culinary administrator specializing in fast paced, multi-unit team building eager to offer 20+ years experience towards expanding program capacity and maximizing productivity and profitability.



Lodi Unified School District



Loma Linda University



OPINION

WRITE TO COMMENT
Write on Facebook, USA TODAY Opinion and Instagram and Twitter @usatodaycomment. You can also comment directly on columns.

School lunch changes likely to feed trash cans



Mike Borgen and Betty Crocker
Opinion contributors



The most nutritious meals are the ones students actually eat. Proposed changes would reduce key ingredients that make food palatable and have the unintended consequence of feeding more trash cans than hungry students. © GETTY IMAGES

The U.S. Department of Agriculture has proposed changes to current nutrition standards for school meals served to K-12 students, but the approach ignores important facts about nutrition education.

Instead of healthier, well-nourished students, our school nutrition programs would suffer from a lack of participation and increased food waste. We should focus instead on helping schools to promote healthy choices.

The most nutritious meals are the ones students actually eat. The proposed changes would reduce key ingredients that make food palatable and have the unintended consequence of feeding more trash cans than hungry students.

The proposed regulations would require reductions in sodium and added sugars, possibly change the use of whole grains and eliminate flavored milk as an option for students. That would have a significant and unfavorable effect on students' tastes compared with what they eat outside of school. Many students — many of whom rely on school meals as their main or only source of nutrition and calories — are likely to toss their lunch trays.

Fried food and sodas already are banned

USDA research shows that school meals often are already the healthiest meals students eat in a day. Sodas, fried foods, candy and trans-fat have been banned for almost two decades. The Healthy, Hunger-Free Kids Act of 2010 increased the amount of fruit, vegetables and whole grains required in school meals. It introduced the Five Star Meal, requiring students to choose at least three of five food components: fruits, vegetables, whole grains, milk and protein or a protein alternative.

The USDA wants to use the School Nutrition Program as one of the first lines of defense in the larger battle to fight American diet-related diseases such as obesity, cardiovascular diseases, Type 2 Diabetes and certain cancers, but it is well documented that food

restrictions do not lead to positive long-term outcomes and can create unhealthy habits and mental health issues.

What's more, according to a 2020 World Wildlife Fund report, an estimated 500,000 tons of food is wasted each year in school cafeterias.

The USDA has noted that the "best way to tackle food waste is to make sure students consume what they take."

But if they don't like what they take, they won't eat it, as every parent has experienced.

Moreover, school nutrition professionals, school dietitians and school food manufacturers are not in agreement with the USDA's proposed changes.

They have cited supply challenges, rising costs and students' tastes and preferences as major obstacles. Imposing these restrictive nutrition standards would place an undue burden on schools and food manufacturers and hurt the desired outcome of serving nutritious meals to more students.

Proposed nutrition changes would add significant costs for schools

Coming out of the pandemic, 60% of nutrition directors report facing rising labor costs and severe labor shortages, 85% report lingering supply chain disruptions and shortages, 75% note record levels of meal debt and nearly 100% say that high costs driven by inflation are the top challenge.

If the proposed regulations are enacted, schools would need to adjust their purchasing, reformulate the nutritional analysis of ingredients and create new recipes and menus. That process would cost school districts millions of dollars and require hundreds of additional labor hours, during a time of unprecedented staff shortages.

Food manufacturers would face tough business decisions. The cost of reformulating products may not be worth it for a food manufacturer to stay in the school nutrition business. The proposed standards for sodium would impose stricter limits three times over four years for breakfast and four times

over six years for lunch. It takes about 30 months and about \$200,000 to \$750,000 to change each new product.

A better way forward would be to provide schools with the resources to create a culture of holistic nutrition education by making it an integral part of the curriculum. For example, math lessons could require students to calculate the right caloric intake for their body type and activity level or nutrition labels could be integrated into reading instruction so students become familiar with how to determine the nutritional value of food. Science teachers could collaborate with nutrition directors to develop lessons that illustrate the process behind how food makes it to the lunch tray.

If we want healthy kids rather than healthy trash cans, we need to rethink the proposed school nutrition guidelines.

Mike Borgen is president of LDM Nutrition, which helps districts manage school nutrition requirements. Betty Crocker is a school nutrition director for Lodi's Lodi Unified School District in California.

District Size: 50 schools plus Charter and
County sites, 27,000+ students
Spanning over 350 square miles



Non-Congregate Summer Meals

Marketing:

- YouTube
- Website
- Partner w/ No Kid Hungry
- Partner w/ District (Automated call, text, flyers)

Google Forms:

- Reservation Only, reservation # is your phone #
- Must order in advance
- Guardians reserve a 10-day box in advance
- Must follow USDA Guidelines

USDA guidelines

- Child cannot receive school meals
- Students are not eligible if they are receiving meals at another LUSD service location per USDA guidelines.
- Guardians may pick up meals without children present.

Operations:

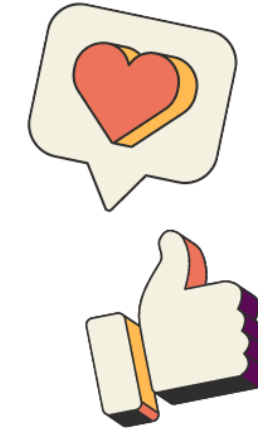
- Multi-family pick-ups are encouraged, to reduce wait times.
- For speed of service, trunk should be cleared and open





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Cultivating Collaborative Teamwork



Using Social Media for Engagement

Effective Use of Social Media:

- Tiktok, Instagram, and Facebook can be powerful tools to engage with parents and students.
- Tailoring content to the audience and regularly posting updates can significantly boost engagement and participation.

Content Strategies:

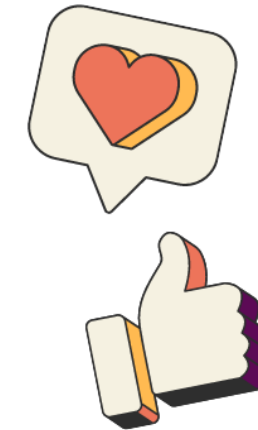
- Share visually appealing food photography, exciting new recipes, and family-size recipes for popular items.
- Encourage interactive content like polls and suggestions to get feedback from students and parents.

Engagement Measurement:

- Use metrics to measure the success of social media content, videos, and events.
- Regularly analyze engagement data to refine strategies and improve outreach efforts.



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Demo: Use AI to Create 10 Instagram Posts in under 5 minutes

Team w/ Professionals

SEA Level Social

Promote your Nutrition Program

- Full-service School Nutrition Marketing Team
- Goal is always to increase participation
- Flyers, menus or graphics for digital signage

Social Media Packages

- A social media marketing plan strategized to meet your specific goals
- Package includes social media account setup
- Paid ads targeted to your audience
- Custom graphics and monthly reporting



District Profile

Conference Presenters on Social Media



The collage features several social media posts. The top left post is a purple banner for the 'Shaping School Nutrition Marketing Together' session on Tuesday, July 16, 2024, at 9:45 AM in Room 104-ABC. It features a photo of Fausat Rahman-Davies, Lead Child Nutrition Agent, and Kristina Kraushaar, Program Innovator. The top right post is for the 'CEP-Shaping Tomorrow's Scholars Together' session on Monday, July 15, 2024, at 4:00 PM in Room 259-AB, featuring Maria Rangel, Assistant Agent, Child Nutrition, and Maria Romero. The bottom right post is a purple square with a white border that says 'WE'RE PRESENTING AT #ANC24' and 'BOSTON, MASS. | JULY 14-16, 2024'.



Rialto USD, CA

Director: Fausat Rahman-Davies
District Size: 30 schools, 24,104 students

Teamwork
Social Media / Local Media
- Creative use of Images, Video & Animation
Community Events
Culturally Creative Menus

Teamwork and the Flywheel



Every team member is an Agent of the Nutrition and is independently empowered to act on behalf of the kids - "Agency"



Empowering Cafeteria Workers and Managers

Ambassadors for Nutrition Programs:

- Cafeteria workers and managers are often the first point of contact for students. Training them to be knowledgeable and enthusiastic about the nutrition program can significantly impact student participation.
- Encourage staff to share the benefits of the meal program, including nutritional information and how it supports students' health and academic performance.

Role-Playing Activities:

- Organize role-playing exercises where staff take on the roles of students, parents, and other cafeteria workers. This helps them understand different perspectives and improves their communication skills.
- These activities can also highlight common challenges and develop strategies to address them effectively.

Q&A and Group Discussions:

- Facilitate regular Q&A sessions and group discussions where staff can share their experiences, challenges, and successes. This promotes a collaborative environment and continuous learning.
- Invite experts to provide insights and answer questions, further enhancing the knowledge and skills of the team.

District Profile

Empowering Cafeteria Workers & Managers

*Back to school
training:*

Staff Recipe Contest

- *Chicken Pozole Soup*



Azusa USD, CA

Director: **Stella Ndahura**

District Size: 11 schools, 7,000 students

Teamwork
Recipe Competition

Case Study: Azusa Unified School District



Farmer Teresa Visit

- Grant funding for local procurement
- Sharing with local districts
- Inviting local media
- Words of wisdom

Teamwork - Shared Recipes



Ages 6-18

Chili Con Carne With Beans USDA Recipe for Schools



5 from 5 votes

[View Recipe](#)



Ages 6-18

Cuban Black Beans and Rice USDA Recipe for Schools



5 from 1 vote

[View Recipe](#)



Baked Potato: Taco Meat & Ch

Entrees



Baked Beef & Sausage Penne Pk

Entrees



NUTRITION INFORMATION

512 cal., 15.5 g pro., 14 g fat, 1.8 g sat. fat, 83 g carb., 14 g fiber, 282 mg sod., 18 g sugar

SERVINGS

50

CUISINE

Asian, Salad

MEAL PATTERN

2-oz.-eq. meat/meat alternate, 2-oz.-eq. grains, 1 cup dark green vegetable, 1/2 cup red/orange vegetable, 1/2 cup fruit

[Print Recipe](#)

[Send Recipe](#)



NUTRITION INFORMATION

428 cal., 23 g pro., 11 g fat, 6 g sat. fat, 57 g carb., 4 g fiber, 973 mg sod., 30 g sugar

SERVINGS

1 (1 wrap)

CUISINE

American, Sandwich

MEAL PATTERN

2-oz.-eq. meat/meat alternate, 1.5-oz.-eq. grains, 1/4 cup dark green vegetable, 1/4 cup other vegetable, 1/2 cup fruit

[Print Recipe](#)

[Send Recipe](#)



NUTRITION INFORMATION

399 cal., 29 g pro., 14 g fat, 1.5 g sat. fat, 39 g carb., 6 g fiber, 632 mg. sod., 15 g sugars

SERVINGS

4

CUISINE

American, Fruit, Sandwich

MEAL PATTERN

4-oz.-eq. meat/meat alternate, 2-oz.-eq. grains, 1/8 cup vegetable (dark green), 1/8 cup fruit

[Print Recipe](#)

[Send Recipe](#)



Key Takeaways

- 1. Invest in Marketing** - Allocate budget for strategic marketing initiatives to increase visibility and engagement.
- 2. Build a Strong Brand** - Develop a compelling visual identity and branding to make your nutrition program stand out.
- 3. Leverage Technology** - Streamline operations with integrated, user-friendly systems that ensure efficiency and accuracy.
- 4. Utilize Digital Tools** - Enhance communication with families through digital platforms, ensuring clear and engaging messaging.
- 5. Empower Your Team** - Foster collaboration and communication among staff to create a supportive and effective environment.
- 6. Look beyond your team** – Look for partners in the classroom, community, consultants, industry, non-profits, and the School Nutrition Association.



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THANK YOU!

Please evaluate this session
on the new #ANC24 app.

