

# School Nutrition – Team Spirit

**&  
Challenging  
Changes**



Presented by Michelle Jenkins, RD  
Director of Food Services and Child  
Nutrition



# 2012-2013

**6 cent certification**  
Mandated by Child Nutrition



- All the menu's and menu items had to be analyzed to meet the **new school lunch requirements** in order to receive an additional 6 cents reimbursement for meals.

An excel spread sheet was completed for all the school menus.

1. All meal components had to be offered.
  2. Correct portions had to be documented.
  3. Guidelines had to be met for total fat & saturated fat.
  4. Standardized recipes had to be followed.
  5. Nutrient labels had to be provided for all menu items.
- Verification
    - Child Nutrition came to verify compliance.

# 2013-2014



POS System was purchased and installed in all the schools and all were interfaced with our district's student information system.

- All wiring and hardware was installed in house by our tech department.
- The student database was coordinated with an in-house technical team of experts in conjunction with Nutrikids technical support.
- The food service department worked with a project coordinator from Nutrikids to individualize the software for our school meal program
  - menu items and price
  - menu board layout
  - training on Manager's Program
- Training of all staff with tutorials and via personnel familiar with the previous POS system.
- Onsite training with Nutrikids and "goLive" the first full week of school.



# 2013-2014

My school bucks became available in March 2014 as an additional payment option for parents interested in doing online payments for their child's school meals.

Other features include the ability to:

- Set up Recurring Payments
- Create Low Balance Alerts
- Track & Review Meal History





## 2013-2014



- New breakfast regulations were introduced
- Stricter guidelines for lunch with the grain group. All the grains offered for lunch had to be made with 51% whole grain (this included rice, pasta, as well as the bread items).
- Nutrition Education with regards to the New Meal Regulations
- Worked with Rutgers Cooperative Extension program to conduct nutrition classes on healthy eating for some classes in the MS. Provided taste testing for some new items. (strawberry hummus & pita chips)
- Was a guest speaker for a few health classes at the MS and discussed the new meal regulations and the “My Plate” concept.

# 2013-2014

- Participated in 2 fitness fun nights as part of the “NFL’s Play 60 Eat Right Move More” challenge.
- Each session incorporated a nutrition lesson with a food demonstration & taste testing component. Students & parents participated in all the activities.
- SUES was one of top 4 schools chosen to win a \$2,000 grant and an assembly for the school by the Jet’s organization.





# 2014-2015

- New Wellness policy has to be developed & adopted.
- An active nutrition & wellness committee has to be established and the adopted policy needs to be evaluated for compliance.
- Breakfast regulations changed to include an extra serving of fruit.
- Lunch regulations still in effect.
- New Smart Snacks guidelines.



# 2014-2015

- Information that needs to be included in the New Wellness Policy
  - Goals for Nutrition Education
  - Goals for Physical Activity
  - Goals for Nutrition Promotion
  - Goals for Other School Based Activities to Promote School Wellness
    - (e.g.: Food not allowed to be used a reward; Amount of time for lunch; Creating a pleasant dining environment; Water availability; Wellness announcements...)
  - Nutrition Guidelines for All Foods Available on School Campus
    - (e.g.: Smart Snacks Regs)
  - Plan for Measuring Implementation
    - (e.g. Check-off w/yes or no comments, progress....)
  - Designation of Person in Charge of Wellness Policy
  - Method of Sharing with Public
    - (e.g. Policy on school website)
  - Documentation on When & How Often the Policy is Updated
    - (e.g. Attendance roster and agendas of meetings)
  - Documentation of All Representatives of the District on Wellness Policy Committee
    - (e.g. Parents, students, teachers, principals, FSD, BOE...)
  - Documentation of How Committee Participants were Solicited
  - Documentation of How Wellness Policy Assessment was made to Public
    - (e.g. BOE meeting, website...)



## BREAKFAST MEAL PATTERN-SCHOOL YEAR 2014-2015 (FIVE-DAY WEEK)

Form #91

Rev 5/14

Required Meal Components	Grades K-5		Grades 6-8		Grades K-8*		Grades 9-12	
	Daily	Weekly	Daily	Weekly	Daily	Weekly	Daily	Weekly
Fruit (Cups)	1	5	1	5	1	5	1	5
Grains (oz. eq.)	1	7-10**	1	8-10**	1	8-10**	1	9-10**
Milk (Cups)	1	5	1	5	1	5	1	5

Required Nutrient Standards	Grades K-5	Grades 6-8	Grades K-8*	Grades 9-12
Calorie Range (daily average)	350-500	400-550	400-500	450-600
Saturated Fat (% of total calories)	<10	<10	<10	<10
Trans Fat (grams)	0	0	0	0
Sodium (milligrams)	540 mg or less	600 mg or less	540 mg or less	640 mg. or less

### Important Notes:

#### \*K-8 Meal Pattern

The K-8 meal pattern is only for schools with grade configurations that prevent students from being separated into the required grade groups (K-5 and 6-8) at breakfast. Examples include schools with grades K-8 or grades 5-8 where students from different grade groups eat together during the same breakfast period. **If students can be served separately in their appropriate grade groups, schools must use the required meal patterns for grades K-5 and 6-8.**

(Important Notes continued on Next Page)

**LUNCH MEAL PATTERN-SCHOOL YEAR 2014-2015**  
(FIVE-DAY WEEK)

Form #198

Rev 6/14

Required Meal Components	Grades K-5		Grades 6-8		Grades K-8*		Grades 9-12	
	Daily	Weekly	Daily	Weekly	Daily	Weekly	Daily	Weekly
Fruit (Cups)	1/2	2 1/2	1/2	2 1/2	1/2	2 1/2	1	5
Vegetables (Cups)	3/4	3 3/4	3/4	3 3/4	3/4	3 3/4	1	5
Dark Green		1/2		1/2		1/2		1/2
Red/Orange		3/4		3/4		3/4		1 1/4
Beans/Peas (Legumes)		1/2		1/2		1/2		1/2
Starchy		1/2		1/2		1/2		1/2
Other		1/2		1/2		1/2		3/4
Additional to reach total		1		1		1		1 1/2
Grains (oz. equivalents)	1	8-9**	1	8-10**	1	8-9**	2	10-12**
Meat/Meat Alternate (oz. equivalents)	1	8-10**	1	9-10**	1	9-10**	2	10-12**
Fluid Milk (Cups)	1	5	1	5	1	5	1	5

Required Dietary Specifications	Grades K-5	Grades 6-8	Grades K-8*	Grades 9-12
Calorie Range (daily average)	550-650	600-700	600-650	750-850
Saturated Fat (% of total calories)	<10	<10	<10	<10
Trans Fat (grams)	0	0	0	0
Sodium (milligrams)	1230 mg or less	1360 mg or less	1230 mg or less	1420 mg or less

(SEE IMPORTANT NOTES ON NEXT PAGE)

## SMART SNACKS *(Effective 7-1-2014)*

GENERAL STANDARDS	Whole Grain Rich OR	1 <sup>st</sup> Ingredient: Fruit-Veg.- Dairy-Protein* OR	“Combination Food” * Containing 2 Food Groups OR	Contain 10% of Daily Value for 1 of following: Calcium-Potassium-Vit. D-Fiber <i>(Elim. 7-1-2016)</i>
<b>Nutrients</b>		<b>Exemptions**</b>		
Fat ≤ 35%		-Reduced Fat Cheese    -Part Skim Mozzarella -Nuts/Seeds & Nut/Seed Butters -Dried Fruit w/ Nuts/Seeds <i>(No added sweetener or fat)</i> -Seafood <i>(No added fat)</i>		
Saturated Fat < 10%		-Reduced Fat Cheese    -Part Skim Mozzarella -Nuts/Seeds & Nut/Seed Butters -Dried Fruit w/ Nuts/Seeds <i>(No added sweetener or fat)</i>		
Trans Fat 0 grams				
<b>Calories: Entrées - ≤ 350</b> <b>Snacks/Sides - ≤ 200</b>				
<b>Sugars</b> ≤ 35% of weight		-Dried/Dehydrated Fruits or Veg. <i>(No added sweeteners)</i> -Dried Fruits w/Sweeteners -Dried Fruits w/ Only Nuts/Seeds		
<b>Sodium</b> <b>Entrées: ≤ 480 mg Snacks/Sides: ≤ 230 mg</b> <b>Snacks/Sides: ≤ 230 mg <i>(7-1-2016)</i></b>				

\*Combo Foods w/ Fruit and/or Veg. --- Must be minimum ¼ cup of Fruit and/or Veg.

\*\* Exempt from all Nutrient Standards: NSLP/NBP Entrée on day of service & day after

\*\*Fresh/Froz./Canned Fruit packed in water, light syrup, extra light syrup

\*\*Fresh/Froz./Canned Veg. w/ no added ingredients except water    \*\* Canned Veg. w/ small amt. of sugar

# Beverages (Effective 7-1-2014)

Beverage	Elementary	Middle	High
Plain Water w/ or w/out carbonation	No size limit	No size limit	No size limit
1% Low-Fat Milk, unflavored*	≤ 8 oz	≤ 12 oz	≤ 12 oz
Nonfat Milk, unflavored or flavored *	≤ 8 oz	≤ 12 oz	≤ 12 oz
100% Fruit/Vegetable Juice**	≤ 8 oz	≤ 12 oz	≤ 12 oz
Calorie Free Beverages <i>(Calorie –Free Flavored Water w/ or w/out carbonation &amp; Other Calorie Free Beverages)</i>	-----	-----	Maximum Size 20 oz < 5 Calories/8 oz ≤ 10 Calories/20 oz
Lower Calorie Beverages	-----	-----	Maximum Size 12 oz ≤ 40 Calories/8 oz ≤ 60 Calories/12 oz
Caffeine	Food & Beverages --- No Caffeine	Food & Beverages --- No Caffeine	No Restrictions

\*Includes nutritionally equivalent milk alternatives, as permitted by NSLP/SBP

\*\*May include 100% juice diluted with water (w/ or w/out carbonation) & with no added sweeteners.



## Exhibit "A" Funded Meal Participation

March 2014



School:	Avg. Funded Meals/Day	% of Participation
Arleth	217	46%
Eisenhower	255	47%
Samsel Upper	470	48%
Truman	246	46%
Wilson	196	57%
Sayreville MS	535	41%
War Memorial HS	642	40%



## Exhibit "A"

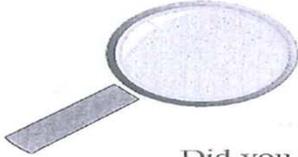
### Funded Meal Participation

October 2014



School:	Avg. Funded Meals/Day	% of Participation
Arleth	232	48.0%
Eisenhower	270	51.5%
Samsel Upper	467	48.0%
Truman	252	47.5%
Wilson	190	52.0%
Sayreville MS	589	44.5%
War Memorial HS	766	49.0%

## **“WOW” Merchandising Tips**



Did you know -----  
YOUR SCHOOL IS THE BIGGEST RESTAURANT IN TOWN!!!!

◆ **Let's Make It The “BEST” Restaurant with Five Star ( \* \* \* \* \* )  
Ratings For:**

- ✓ **FOOD QUALITY**
- ✓ **FOOD TASTE**
- ✓ **FOOD VARIETY**
- ✓ **ATMOSPHERE**
- ✓ **SANITATION**
- ✓ **HOSPITALITY/SERVICE**

◆ **Let's Create A “WOW” Image!!  
We Need To Focus On:**

- ☺ **MERCHANDISING**
- ☺ **PRESENTATION**
- ☺ **COMMUNICATION**

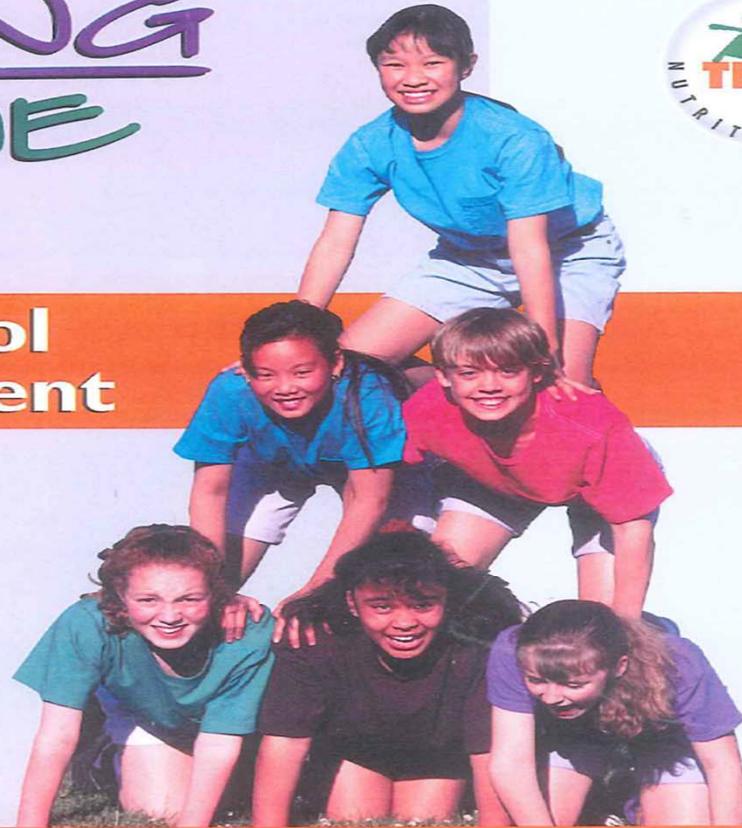
# CHANGING THE SCENE



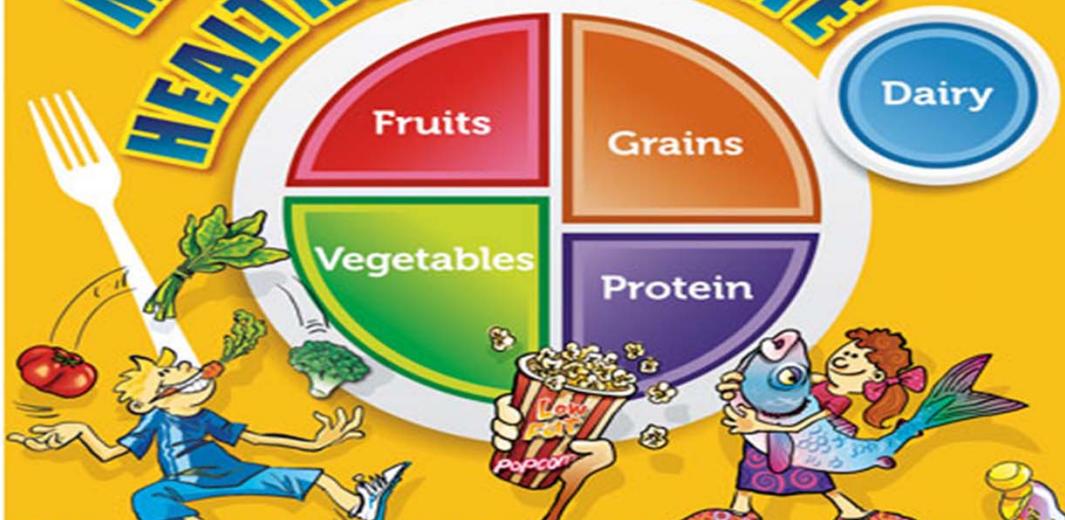
Improving the School  
Nutrition Environment



WOW  
FACTOR

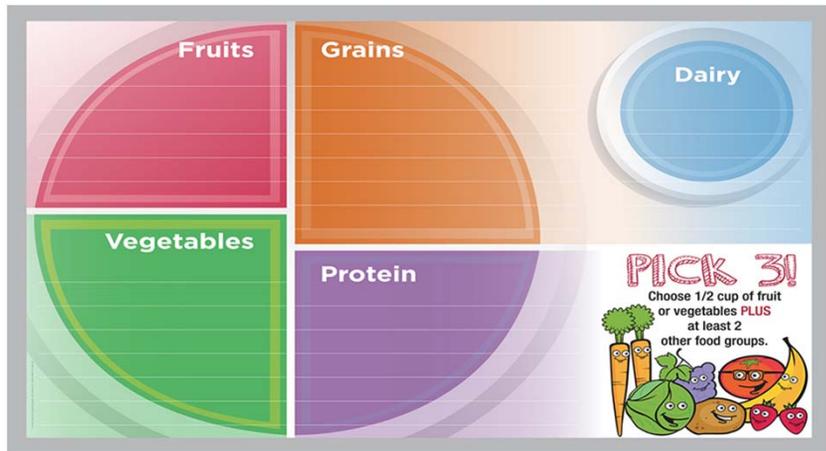


# MAKE A HEALTHY KIDS PLATE



Veggies	Fruits	Grains	Protein	Dairy
<p>Make your veggies fun!</p> <p>Get lots of colors and try new things.</p> <p>Make half your plate fruits and veggies.</p>	<p>Fruit is good for you.</p> <p>Smoothies and frozen fruits are great treats.</p> <p>Whole fruit is better than juice.</p>	<p>Make half your grains whole.</p> <p>Good news: Popcorn is a whole grain.</p> <p>Try whole grain pasta, cereal and bread, too.</p>	<p>More than just chicken nuggets, hot dogs and burgers...</p> <p>Keep it lean. Nuts, beans, peas, poultry, seeds, soy, seafood, eggs and lean meat are good choices.</p>	<p>Kids need calcium.</p> <p>Choose skim or 1% milk and yogurt, too.</p>

# Exhibit "C" --- My Plate Signs



# Offer versus Serve for Breakfast

Select 3 or 4 Items from the 3 components

**Component 1**  
**Fruit (and optional vegetables)**



**Component 2**  
**Milk**



**Component 3**  
**Grains**  
**(and optional meat/meat alternate)**



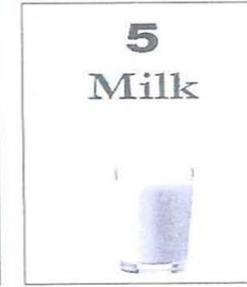
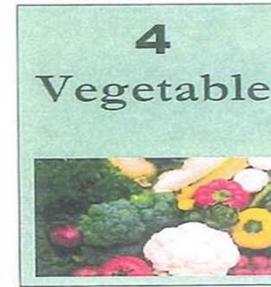
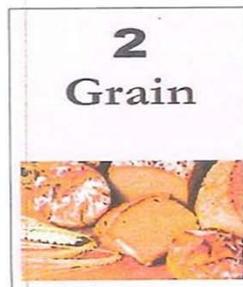
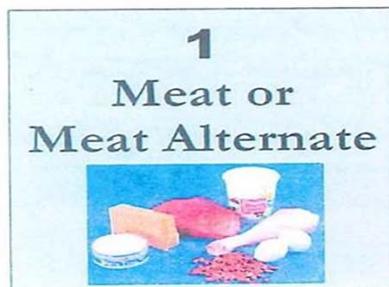
**Choose at least 3 items including:**  
**½ cup of fruit or vegetable**  
**For best nutrition, choose all 4 items**

**Note: Some grain components are more than 1 item**



## Offer versus Serve

# The **5 Meal Components** for School Lunch



**You must choose at least 3 including:**

- **½ cup of fruit or vegetable**
- **At least two other full components**

**For best nutrition, choose all 5!**

Adapted from the Connecticut State Department of Education, *Offer versus Serve* (2012). In accordance with federal law and US Department of Agriculture Policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability. To file a complaint of discrimination, write USDA, Director, Office of Ajudication, 1400 Independence Ave SW, Washington, DC 20250-9410 or call toll free 866-632-9992 (voice). Individuals who are hearing impaired or have speech disabilities may contact USDA through the federal relay service at 800-877-8339 or 800-845-6136 (Spanish). USDA is an equal opportunity provider and employer.



# Marketing Support

## Our Approach

Food is fun, and we want to help you build fun and excitement around your my way café program. JTM Food Group takes a collaborative approach to marketing. We know when we work with you to understand your objectives, students, and challenges, we will have a greater chance for success.

Depending on the products and themes you decide on, and the size of your district, we will work with you to develop a marketing plan that will build excitement and that is easy to implement and update.

## Production Capabilities

- Posters • Table Tents • Counter Signs
- Banners • Clings • Flyers • Stickers
- Easy-to-Update Menu Templates



**TODAY at**  
*my way café*

**BURRITOS & WRAPS**  
what will you create?

- 1** Pick a Filling:  
Beef Taco  
Bean and Cheese
- 2** Pick a Sauce:  
Queso Blanco  
Jalapeño Cheddar
- 3** Fresh Toppings:  
Pico de Gallo  
Salsa Verde  
Shredded Lettuce  
Diced Tomatoes  
Diced Jalapeños





**TODAY at**  
*my way café*

**BUILD-YOUR-OWN BURGER**  
what will you create?





**TODAY at**  
*my way café*

**ASIAN-STYLE RICE BOWLS**  
what will you create?





**TODAY at**  
*my way café*

**BURRITOS & WRAPS**  
what will you create?



Home

What is my way café?

Why my way café?

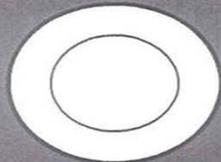
Products

Schematics

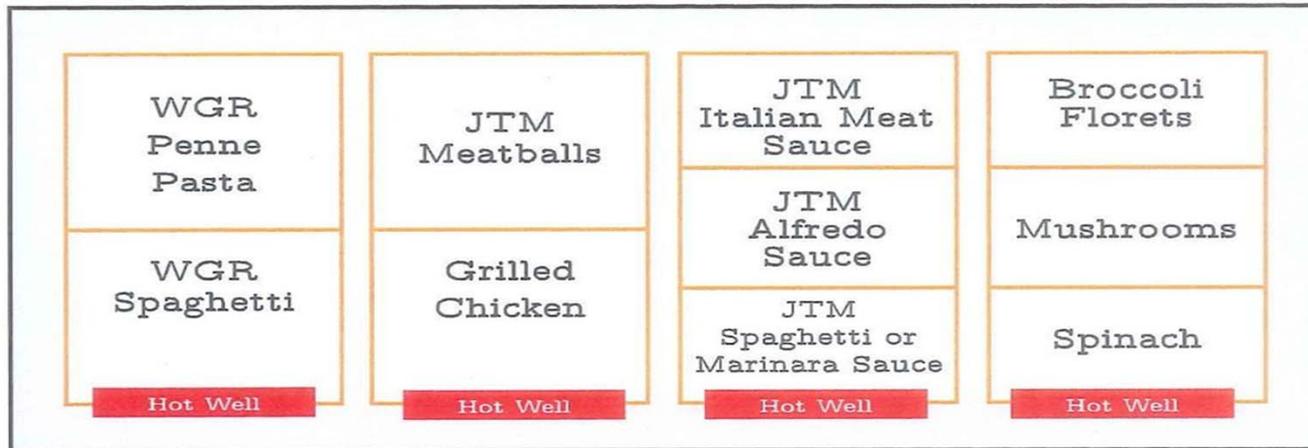
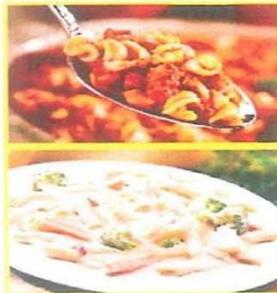
Culinary Support



# Italian Bowl Sample Schematic



Plates,  
Bowls or  
Boats



Pick One

Pick One

Pick One

Pick One or  
More

### Pre-Assembled Pasta Entree Options:

- JTM WGR Spaghetti, Rotini or Ziti w/Meat Sauce
- JTM WGR Penne Pasta w/Alfredo Sauce
- JTM WGR Penne Pasta w/Alfredo Sauce & Broccoli
- JTM WGR Pasta Primavera w/Alfredo Sauce, Peas, Carrots & Mushroom

### Other Veggie & Side Options

- Peppers & Onions
- Crushed Red Pepper
- Romaine Salad
- WGR Breadsticks, Roll or Garlic Bread
- Parmesan Cheese or Shredded Mozzarella

Home

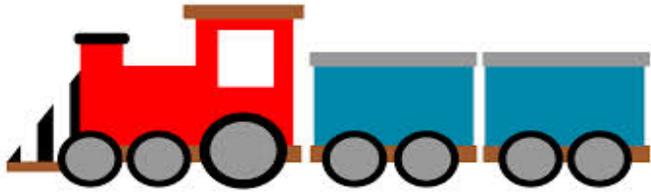
What is my way cafe?

Why my way cafe?

Products

Culinary Support

Marketing Support



# EXPRESS

Come aboard and try the Lunch Box Express.....

**New & exciting** alternate lunch choices coming your way!!

**Lunch box Express** is a variety of prepackaged lunches similar to “lunchables” sold in supermarkets. These meals are developed to be grab & go lunches which are “kid appealing and healthy”. All are Fun & easy to eat! These express meals contain finger-style foods including fruits & veggies and are prepared to provide a nutritious, healthy lunch option.

Students may take milk with all Lunch Box Express lunches!!!

**Fiesta Lunch Box** - Includes baked corn chips shredded cheese and lettuce and salsa. Served with a fresh fruit and a whole grain treat.

**Bagel Lunch Box** – Includes a whole grain bagel, sliced cheese. Served with carrots sticks, fresh fruit and a whole grain treat.

**NEW Pita Pizza Lunch Box** – Create your own pita pizza with tomato sauce, low-fat mozzarella cheese. Served with carrots sticks, and fresh fruit and a whole grain treat.

**NEW Yogurt, Fruit & Cheese Lunch Box** – Includes low fat flavored yogurt served with grapes, string cheese and carrot sticks and a whole grain treat.

**NEW Deli Nibbler Lunch Box**– Nibble on your favorite mini cracker sandwiches with turkey, ham & cheese. Create your own with whole grain crackers and bite size portions of deli meats & cheeses. Served with carrots sticks, fresh fruit and a whole grain treat.

**NEW Sun Butter & Jelly Lunch Box** - A peanut free twist on PB&J. A sandwich made with sun butter & jelly on whole grain bread. Served with carrots sticks, fresh fruit and a whole grain treat.

**NEW Veggie Delight Lunch Box** – Includes whole grain pita wedges & hummus. Served with carrot & celery sticks, fresh fruit and a whole grain treat.

	2012-13	2013-14	THRU 11/30/2014	FORCASTED 2014-15	PROJECTED 2015-16
<b>OPERATING REVENUE</b>					
DAILY SALES	\$ 984,037	\$ 985,704	\$ 343,628	\$ 1,135,928	\$ 1,170,005
OTHER	\$ 1,919	\$ 1,505	\$ -	\$ 2,000	\$ 5,000
<b>NONOPERATING REVENUES</b>					
STATE SCHOOL LUNCH	\$ 23,129	\$ 22,479	\$ 7,168	\$ 23,198	\$ 25,000
NATIONAL SCHOOL LUNCH	\$ 994,462	\$ 1,005,785	\$ 317,632	\$ 1,027,972	\$ 1,030,000
USDA COMMODITIES	<u>\$ 146,359</u>	<u>\$ 151,851</u>	<u>\$ -</u>	<u>\$ 150,000</u>	<u>\$ 150,000</u>
<b>TOTAL REVENUES</b>	\$ 2,149,906	\$ 2,167,324	\$ 668,428	\$ 2,339,098	\$ 2,380,005
<b>OPERATING EXPENSES</b>					
COST OF SALES	\$ 1,012,355	\$ 933,501	\$ 267,776	\$ 1,028,148	\$ 1,058,993
SALARIES	\$ 1,079,017	\$ 1,033,351	\$ 357,904	\$ 1,138,792	\$ 1,172,956
REPAIRS AND MAINTENANCE	\$ 37,214	\$ 24,625	\$ 17,388	\$ 20,000	\$ 20,000
SUPPLIES AND MATERIALS	\$ 102,775	\$ 115,670	\$ 39,492	\$ 129,532	\$ 133,418
MISCELLANEOUS	\$ 6,287	\$ 75,281	\$ 6,851	\$ 8,000	\$ 10,000
DEPRECIATION	<u>\$ 2,189</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
<b>TOTAL OPERATING EXPENSES</b>	\$ 2,239,837	\$ 2,182,428	\$ 689,411	\$ 2,324,472	\$ 2,395,367
<b>NET PROFIT(LOSS)</b>	\$ (89,931)	\$ (15,104)	\$ (20,983)	\$ 14,625	\$ (15,361)