



Bringing Fresh Ideas to the Table


WHITSONS[®]
School Nutrition

Agenda



- Overview of Covid Meal Distribution
- Marketing Update
- Around the District 2021
- Recent Accomplishments
- Supply Chain Update
- Statistics and Participation

COVID Meal Distribution

March 2020 – June 2020

- Families were able to sign up for meal delivery during this time
- Whitsons worked together with Middletown security and maintenance to coordinate delivery routes around town for pre-packaged meals

September 2020 – May 2021

- Bi-weekly meal pick-up's were available to all families
- Meals were packaged and distributed at 3 locations around the district
 - Meal packages included fresh fruits like apples, pears, peaches, plums, strawberries and oranges.
 - Breakfast items included bagels, assorted cereal, whole grain muffins and yogurt parfaits.
 - Lunch items included some frozen meals like ravioli with mixed vegetables or chicken teriyaki with brown rice and carrots, along with freshly made items like deli sandwiches or salads.



If you're not taking advantage of the free meals, you're totally missing out. This is today's haul FOR ONE KID!! Thanks [Jessica Tyminski Ritz](#) for letting us know about it!



COVID Meal Distribution, cont.



December 2020

- Whitsons partnered with the USDA Farmers to Families Program and provided extra meals to the Middletown community right before winter break.
- We distributed over **500 boxes** of food!
- Whitsons also partnered with Middletown Helps Its Own and Lunch Break to distribute the meal boxes through their locations.

May 2021 – June 2021

- Whitsons brought back their staff to serve meals to students that returned to full day in person school for the last 23 days of school.
- We also continued to offer meal pick-up for those that remained virtual

July 2021- August 2021

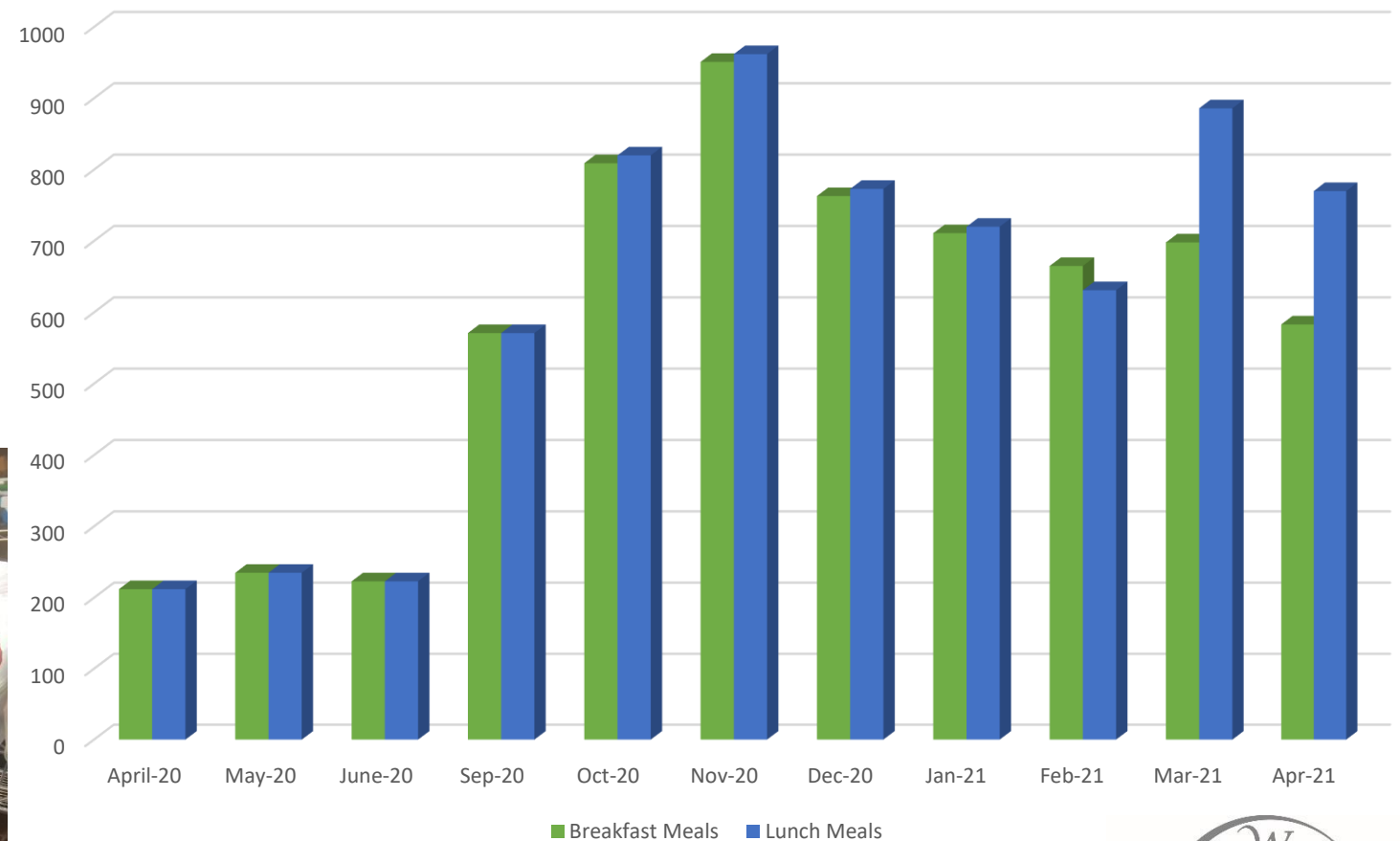
- Whitsons offered 7 day meal pick-ups for families throughout the summer of 2021, until school opened in September.

COVID Meal Distribution, cont.

- The chart shows the average daily meals distributed to families due to schools being either 100% virtual or hybrid
- During this time Whitsons distributed meals every week. We served over 500,000 breakfast and lunch meals during the pandemic to ensure students at home were still able to receive meals!



Avg. Daily Covid Meals



Marketing Update

Local Partnerships

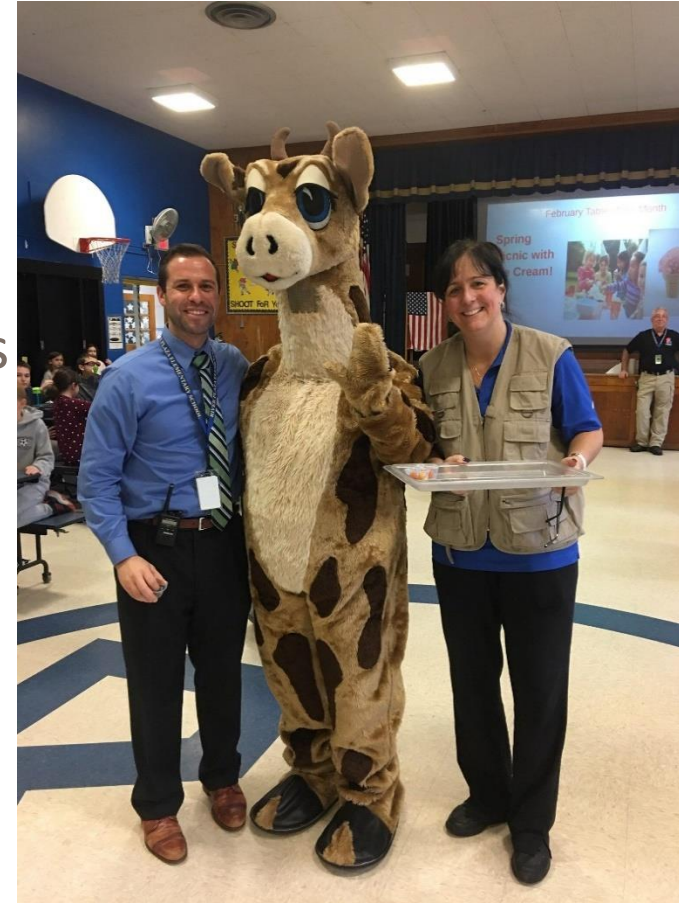
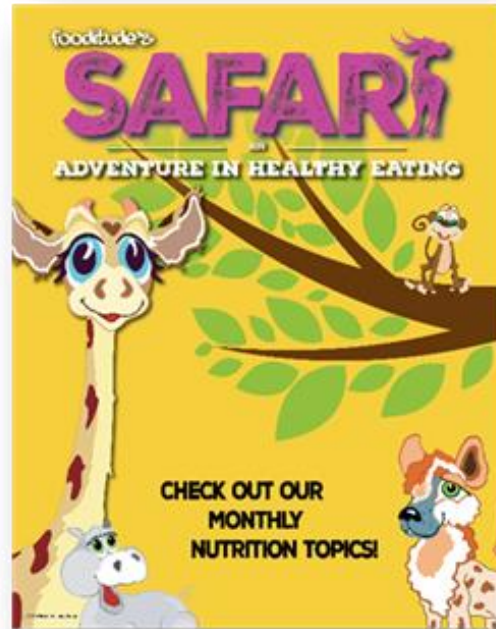
- Valentino's Pizza
- Gems Bagels
- Matata Asian
- Brennan's Deli
- JBJ Soul Kitchen
- David Burke
- McCormack Farms
- Two River Mushrooms



Marketing Update

Nutrition Education Programs

- Nutrition Safari – Character Visits!
- This year we plan to have one of the Whitsons Safari Characters visit our Elementary Schools again
- In the past Jillian the Giraffe came to visit our Elementary schools with local butternut squash samples for the students to try



Around the District 2021

High School Stations – Open September '21

- Made to Order Deli Bar with Boar's Head deli meat
- Made to Order Taco Station
- Grab 'n Go Grill Items; beef burgers, 100% white meat Tyson chicken, turkey burgers, etc.
- Grab 'n Go Salads
- Pizza station

Middle School Stations – Open September '21

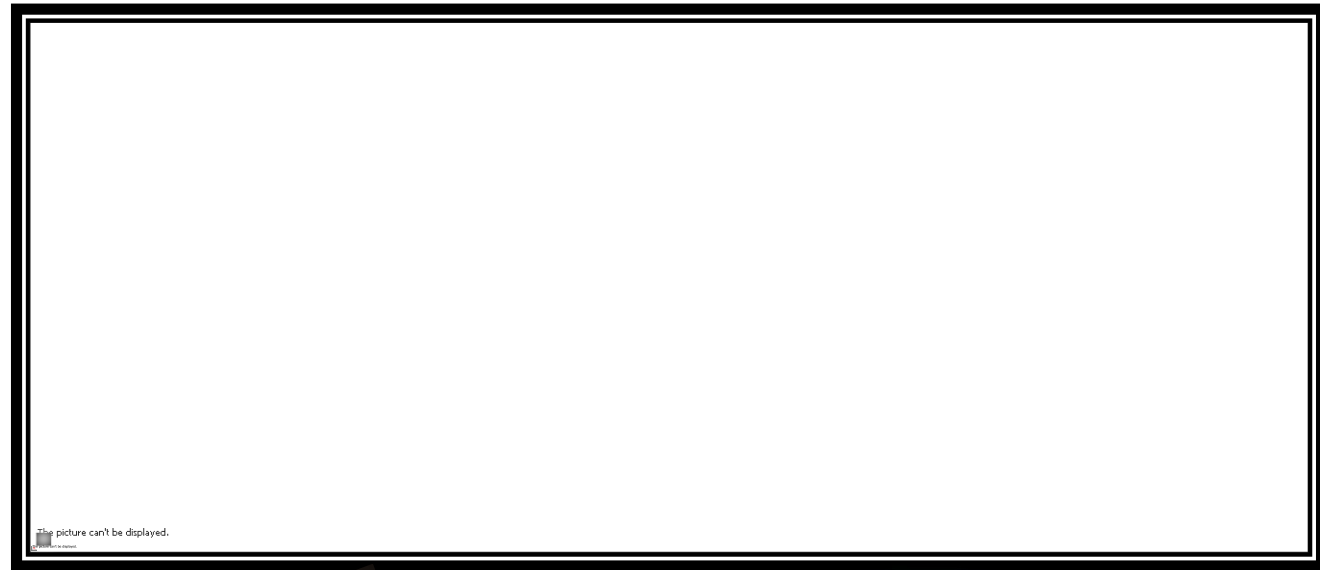
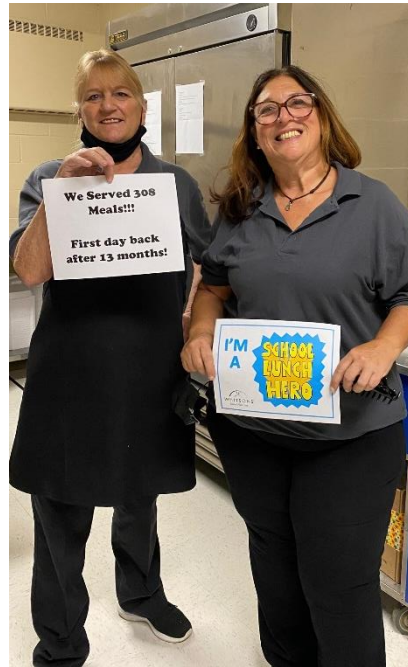
- Made to Order Deli Bar with Boar's Head deli meat
- Grab 'n Go Grill Items; beef burgers, 100% white meat Tyson chicken, turkey burgers, etc.
- Grab 'n Go Salads
- Pizza station
- Hot special of the day

Elementary Menu – September '21

- Hot Special of the Day
- Weekly Cold Special
- Available Daily: bagel lunch and cereal lunch
- All served with a hot vegetable of the day, fresh vegetable, fresh fruit, 100% juice and milk



Around the District ... 2021 School Year



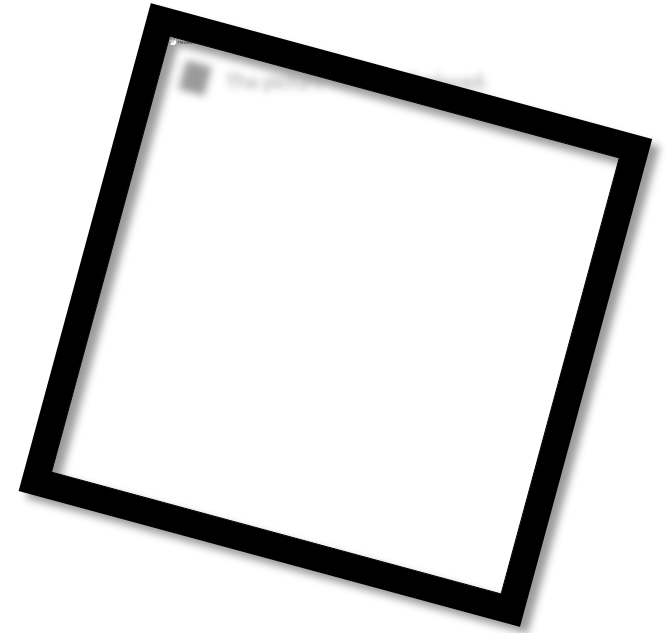
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Recent Accomplishments

Facility Changes

- Additional refrigeration installed at 7 schools
 - Supply Chain issues has reduced the frequency of our milk delivery
 - Additional refrigeration will help schools keep more product on hand
- New equipment on order for HS North & Nutswamp Elementary
- School to improve line flow



Employment Update

- Whitsons hosted 2 summer job fairs for open positions
- Job openings are posted on multiple sites; Local Patch, Indeed, Monster, Craigslist, etc.
- Whitsons will participate in the YMCA's Bayshore Family Success Center's Job Fair on November 13th at the Middletown Public Library
- We continue to struggle with staffing and currently have 7 open positions on our roster.



Board of Health

- All Schools received and passed their Health Inspection in September 2021



Supply Chain Update

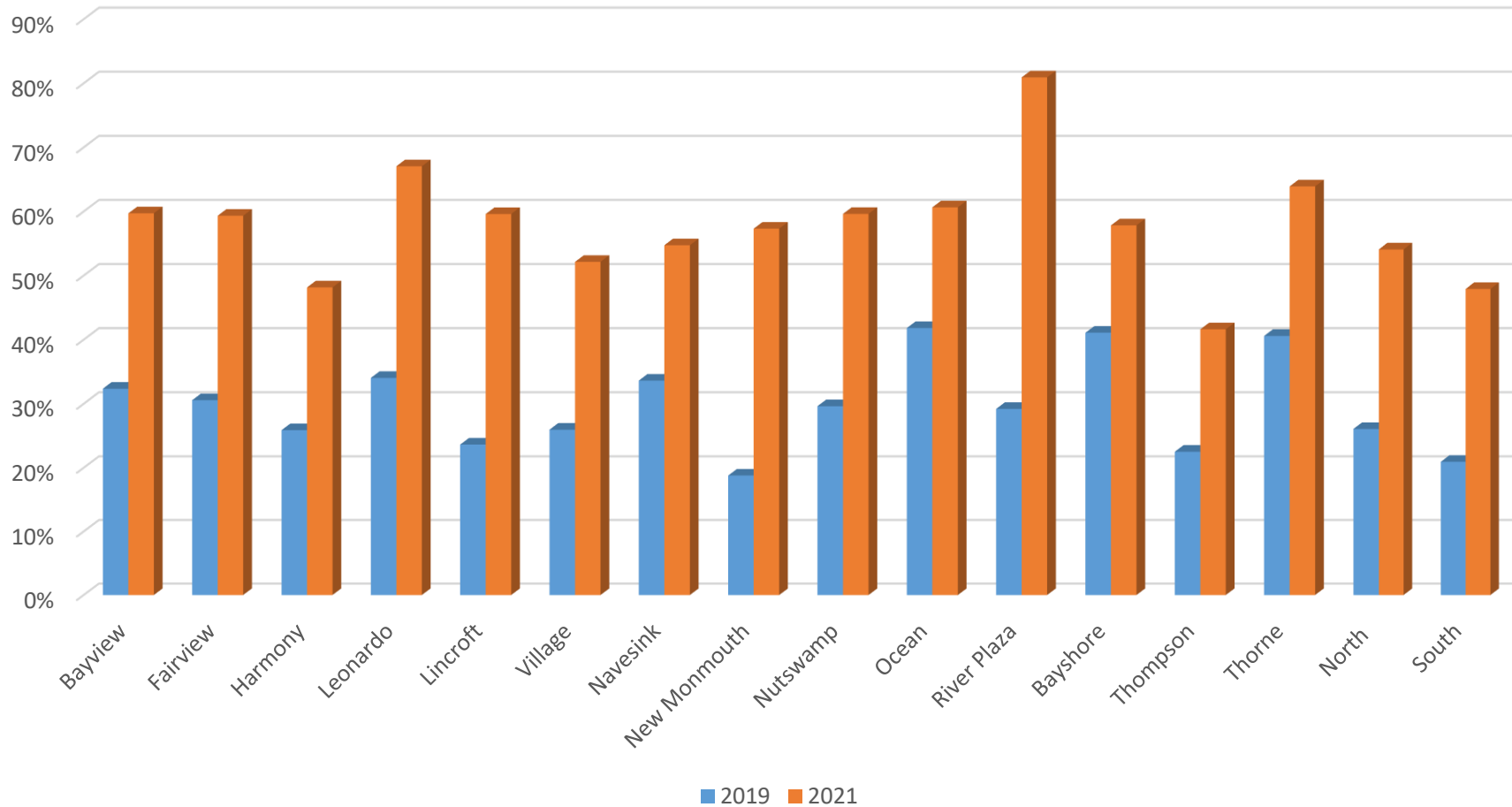
The Middletown Township Food and Nutrition Department is asking for your patience and support as we navigate new challenges. As you may be aware, Nationwide shortages and delays have affected availability of certain food items, leading to substitutions of menu items we've been able to offer regularly in the past. These supply issues are occurring throughout the country and are especially challenging for school systems, due to the quantity of meals we serve and the nutrition standards we follow. The entire food service industry is currently faced with unprecedented shortages and massive delays or cancellations of deliveries, and in addition to food service department labor shortages.

All of this means that we may need to make quick substitutions to our menu(s) based upon what we are able to acquire. We want to help limit the effects this has on our students, and we are doing our best to provide updates about menu changes when possible as soon as we identify an issue.

Please know that our number one priority continues to be providing healthy, nutritious, and appetizing meals for your children. We love seeing them every day and appreciate your support and patience as we continue to offer meals at no charge for all students. The good news is that free breakfast and lunch will continue throughout the school year, so please support us while we face yet another challenge. Student participation helps our program stay strong, and we look forward to serving them every day.

Statistics

Lunch Participation 2019 vs. 2021



- This chart compares pre-Covid lunch participation by school with current 2021 lunch participation
- The 2021 School Year offers free meals for all students
- It is great to see how many student's are taking advantage of the free meal opportunity!



QUESTIONS?
THANK YOU!

