



Barre Unified Union School District Food Services Brand and Mission Statement.

**Branding the school food program at BUUSD involves crafting a distinct identity and message that resonates with students and the broader school community.
Here's a refined strategy and mission statement outline:**

BUUSD Branding Objectives

- **Highlight and Explain Our Food Service Program:**
 - **Emphasize the unique aspects of the program.**
 - **Communicate the benefits of fresh, healthy meals.**

- **Differentiate Our Fresh, Healthy Food:**
 - **Contrast our offerings with the processed meals commonly consumed outside of school.**
 - **Showcase the nutritional value and appeal of our meals.**

- **Engage with the Larger School Community:**
 - **Foster open communication and involvement from students, parents, and staff.**
 - **Use various platforms to share stories, updates, and achievements.**

- **Build a Sense of Pride and Informed Enthusiasm**

- **Create a positive and proud culture around our food program.**
- **Educate the community on the importance of healthy eating.**

Mission Statement Outline

➤ Our Mission:

“Nourishing our students and our community” by offering fresh, healthy meals, and fostering a culture of wellness and pride.

➤ Who We Are and What We Believe:

- **At BUUSD We are committed to providing nutritious, delicious meals made from fresh ingredients.**
- **We believe that healthy food is essential for students' growth, learning, and overall well-being.**

➤ The Importance and Value of Our Work:

- **Our work contributes to the physical and mental health of our students.**
- **We support academic success and foster lifelong healthy eating habits.**

➤ **Guidance for Our Program Development:**

- **Continuously improve our menu offerings based on feedback and nutritional standards.**
- **Engage with the school community to ensure our program meets their needs and preferences.**

➤ **Implementation Steps:**

- **Develop a Visual Identity**
- **Create a logo and visual theme that reflects freshness and health.**
- **Use consistent colors, fonts, and imagery across all materials.**

➤ **Communication and Marketing:**

- **Utilize social media, newsletters, and school events to share updates and success stories.**
- **Create informative content about the benefits of healthy eating and the specifics of the school's program.**

➤ **Community Involvement:**

- **Organize taste tests, cooking demonstrations, and nutrition workshops for students**

- **Encourage feedback from students and parents to continuously refine the program.**
 - **Partner with local business and farms to support our local economy and agriculture.**
- **Educational Initiatives:**
- **Integrate nutrition education into the curriculum.**
 - **Provide resources for families to promote healthy eating at home.**

By focusing on these elements, BUUSD School Food can establish a strong, positive brand that highlights the value of its program and engages the school community effectively.

Here are some examples of other School Districts who have created a branded message and Mission Statement for their School Food Programing



