



Utilizing the Cafeteria as a Learning Center

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Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



**Illinois
State Board of
Education**



COURSE OBJECTIVES

1. Identify ways to market your menu
2. Describe ways to develop and maintain a positive image for school nutrition
3. Examine ways to communicate your school nutrition program to parents

The cafeteria may be the only space in the school where all the five senses are engaged.

Hearing
Senses
Vision
Smell
Taste
Touch

Marketing Healthy Options

Marketing is convincing the customer to buy or select a product.

- **WHAT** is your product?
- **WHO** are your customers?







Menu

What do customers want?

Consistent quality
Easy to eat
Familiar foods
Variety
Affordable prices
Quick service
Friendly staff
Fresh-tasting food
Age-appropriate portions

Menu






Monday	Tuesday	Wednesday	Thursday	Friday
CHICKEN NOODLE BOWL SPICY CHICKEN SANDWICH ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	CORN DOG HOT DOG ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	PEPPERONI OR CHEESE PIZZA W/SALAD ASSORTED SANDWICHES & SALADS
CHICKEN NOODLES W/ROLL & FRIES SPICY CHICKEN SANDWICH ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	J LEE ROY'S SMOKEHOUSE ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	BEAN & CHEESE BURRITO W/FRIES ASSORTED SANDWICHES & SALADS
BACON CHEESE BURGER W/FRIES CHICKEN SANDWICH ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	TURKEY BURGER HOT DOG ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	PEPPERONI OR CHEESE PIZZA W/SALAD ASSORTED SANDWICHES & SALADS
SPICY CHICKEN SANDWICH W/FRIES CHICKEN SANDWICH W/CRISPS ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	J LEE ROY'S SMOKEHOUSE ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	ENCHILADA W/BEANS ASSORTED SANDWICHES & SALADS
ORANGE CHICKEN NOODLE BOWL GRILLED CHEESE SANDWICH ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	SPAGHETTI W/ROLL ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	PEPPERONI OR CHEESE PIZZA W/SALAD ASSORTED SANDWICHES & SALADS
OFFERED DAILY FRUIT CHOICE & VEGGIE SALAD BOTTLED WATER & MILK				

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LUNCH

School Name _____
 Month Year _____



	Monday	Tuesday	Wednesday	Thursday	Friday
photo here	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items
Fun Fact! Type a fruit or vegetable fun fact here! There's enough room for two lines of text.	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items
Veggie of the Month	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items
Milk served daily!	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items
 Meal Pricing Student Lunch _____ Reduced Lunch _____ Adult Lunch _____ Extra Milk _____ Bottled Water _____	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items	00 Edit this text for lunch items

ILLINOIS
 EXTENSION
 OFFICE OF AGRICULTURAL, CONSUMER
 & ENVIRONMENTAL SCIENCES

ABCs

of school nutrition

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What do you NEED on your menu?

What would be NICE to include?

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CHICKEN NOODLE BOWL SPICY CHICKEN SANDWICH ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	CORN DOG HOT DOG ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	PEPPERONI OR CHEESE PIZZA W/SALAD ASSORTED SANDWICHES & SALADS
CHICKEN NUGGETS W/ROLL & FRIES SPICY CHICKEN SANDWICH ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	J LEE ROY'S SMOKEHOUSE ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	BEAN & CHEESE BURRITO W/FRIES ASSORTED SANDWICHES & SALADS
BACON CHEESE BURGER W/CHIPS CHICKEN SANDWICH ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	TURKEY BURGER HOT DOG ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	PEPPERONI OR CHEESE PIZZA W/SALAD ASSORTED SANDWICHES & SALADS
SPICY CHICKEN SANDWICH W/FRIES SOCKEN SANDWICH W/CHIPS ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	J LEE ROY'S SMOKEHOUSE ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	ENCHILADA W/BEANS ASSORTED SANDWICHES & SALADS
ORANGE CHICKEN NOODLE BOWL GRILLED CHEESE SANDWICH ASSORTED SANDWICHES & SALADS	HOT DOG, HAMBURGER, CHICKEN BURGER W/SALAD ASSORTED SANDWICHES & SALADS	SPAGHETTI W/ROLL ASSORTED SANDWICHES & SALADS	TRI TIP SANDWICH, HOT DOG, HAMBURGER W/SALAD ASSORTED SANDWICHES & SALADS	PEPPERONI OR CHEESE PIZZA W/SALAD ASSORTED SANDWICHES & SALADS

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Possible messages to include:

FRESH FEATURE Apples



IN SEASON: Although most commonly thought of as a fall fruit, apples are in season from June to November.

KNOW THE NUTRITION: One large apple contains around 130 calories, which are packed full of vitamins and minerals. Apples provide 20% of the recommended daily value of dietary fiber and 8% daily value of vitamin C, both of which support a healthy immune system to help avoid illness.

FUN FACT: The United States produces around 2,500 varieties of apples. A fourth-grade class at Woodlawn Elementary School in Woodlawn, Ill., chose the Goldrush apple as the state fruit following a research project on the fruit.

The 5 Components of a School Lunch



Offer Vs. Serve

Choose **1/2 cup fruit**,
or **1/2 cup vegetable**,
or 1/2 cup **combination**,
and **at least 2 other**



components. Choose all 5 for the best nutrition!

This institution is an equal opportunity provider.

<https://www.isbe.net/Pages/MenuBoardSinageResources.aspx>

Nutrition education messages

- Notes
- Games
- Recipe suggestions
- Fruit and vegetable of the month

<https://www.fns.usda.gov/tn/myplate#games>

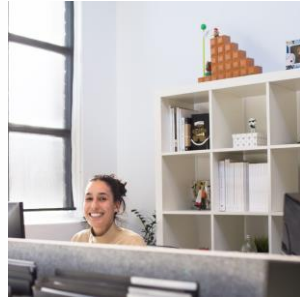


Reaching Out to the School Community



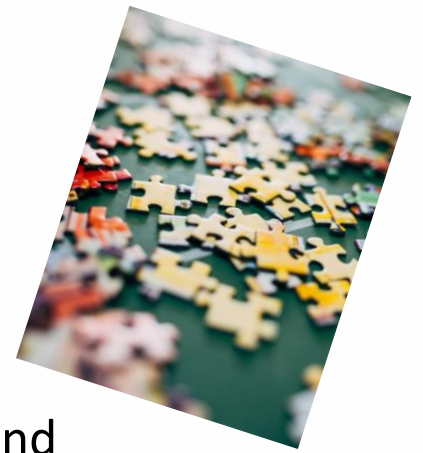
Photo by fauxels: <https://www.pexels.com/photo/gorup-of-employees-working-together-3182759/>

Who promotes the nutrition program when you are not around?



Build relationships with school staff

- Find common ground
- Organize your program in accordance with school and district wellness policies
- Implement practices that make it easier for staff to eat in the lunchroom and use the space for teaching
- Get involved with school committees and activities



Communicating with Parents



Reasons to communicate with families

- Meals are good and good for you
- Exposes students to new foods
- Fuels the brain for learning
- Meals are convenient and affordable
- Provides jobs and impacts the local economy



“Parents for Healthier Schools”
recommends

Connect

with families through multiple communication channels

Engage

families around school nutrition topics and activities

Sustain

engagement with families by addressing new needs and issues

<https://www.cdc.gov/healthyschools/parentsforhealthyschools/p4hs.htm>

Ways to share information



Print



In-Person



Social media



Website



School app



Parent newsletter

Print



<https://www.fns.usda.gov/tn/myplate-guide-school-lunch>

The National School Lunch Program: Supporting Healthy, Well-Nourished Students

Balanced nutrition throughout the day contributes to student success in and out of the classroom. The National School Lunch Program (NSLP) offers students fruits, vegetables, whole grains, lean protein and fat free or low fat milk with every school lunch. Updated federal nutrition standards also ensure these meals are within age-appropriate calorie levels and limit both unhealthy fats and sodium.

Multiple studies show that NSLP plays an important role in supporting obesity prevention and overall student health by improving children's diets and combatting food insecurity:

Children receiving school lunches consume fewer empty calories and more milk, fruit, vegetables and fiber than their peers - they are also more likely to have appropriate intakes of calcium, vitamin A and zinc.

School lunches are healthier than typical packed lunches - school lunches contained fewer calories, fat, saturated fat and sugar than lunches brought from home.

School lunch participation is associated with a lower body mass index (BMI) - school and child care meals help children maintain a healthy weight.

NSLP reduces food insecurity, which is linked to negative health, development and educational outcomes such as slower progress in math and reading and a higher likelihood of repeating a grade.

NSLP serves nearly 30 million students each school day in approximately 95,000 public and private schools nationwide.



Learn more at schoolnutrition.org
Feeding Bodies. Fueling Minds.™
SCHOOL NUTRITION ASSOCIATION

<https://schoolnutrition.org/about-school-meals/>



Photo credit: General Mills

Social Media

- Facebook
- Twitter
- Instagram
- Snapchat
- TikTok



Photo credit: USDA

OBJECTIVES

1. Identify ways to market your menu
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**TIME FOR
QUESTIONS!**



References

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THANK YOU!



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