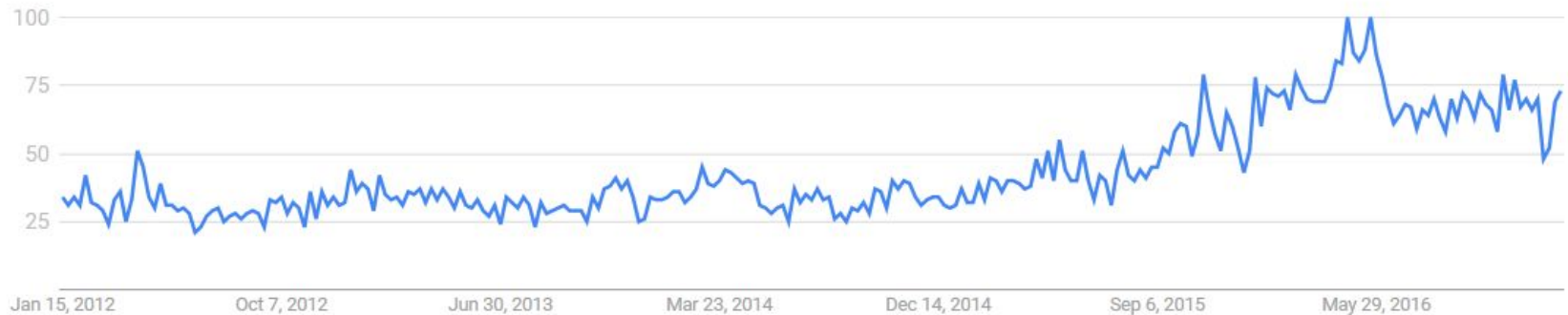


# Unlock the Chamber of Secrets of the Top Nutrition Trends



# Trends analysis

Interest over time



Trends analysis is the practice of collecting information and attempting to **spot a pattern in the information.**

The science of studying **changes in social patterns,** including fashion, technology and **human behavior.**



# Trends System



# Trend #1

## Abundance of food and beverage choices complicate healthy eating.



As consumers are aligning their food choices with value and identity, *the food industry is aligning with consumer values.*



**NEW!** Foster Farms No Antibiotics Ever Cooked Chicken

- No Antibiotics Ever
- American Humane Certified
- 100% Vegetarian Fed Chicken
- CN labeled



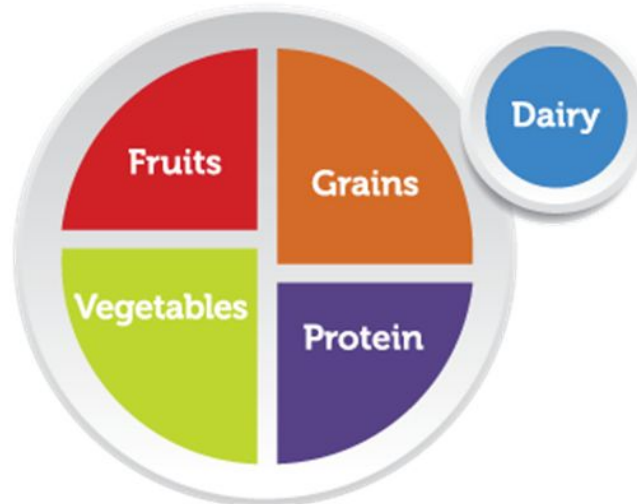
# Unintended health consequences?



# Back to Basics

## Parent Meetings

- \* Emphasize healthy school meals
- \* Menu planning through the five food groups
- \* Emphasize balanced meals
- \* Showcase sample trays and how food groups are met
- \* Menu Sampling



**WHAT'S COOKING  
IN YOUR SCHOOL  
LUNCH?**

Please join us for a taste of what's cooking in your school kitchen! Learn about how your child's breakfast and lunches are planned and get a taste of the food they eat daily!

**COFFEE W/ THE PRINCIPAL  
AT WESTMONT ELEMENTARY**

Thursday, December 6, 2018  
from 9:00 am - 10:00 am  
Room B108

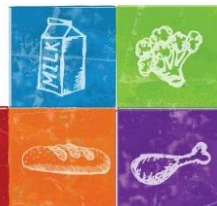
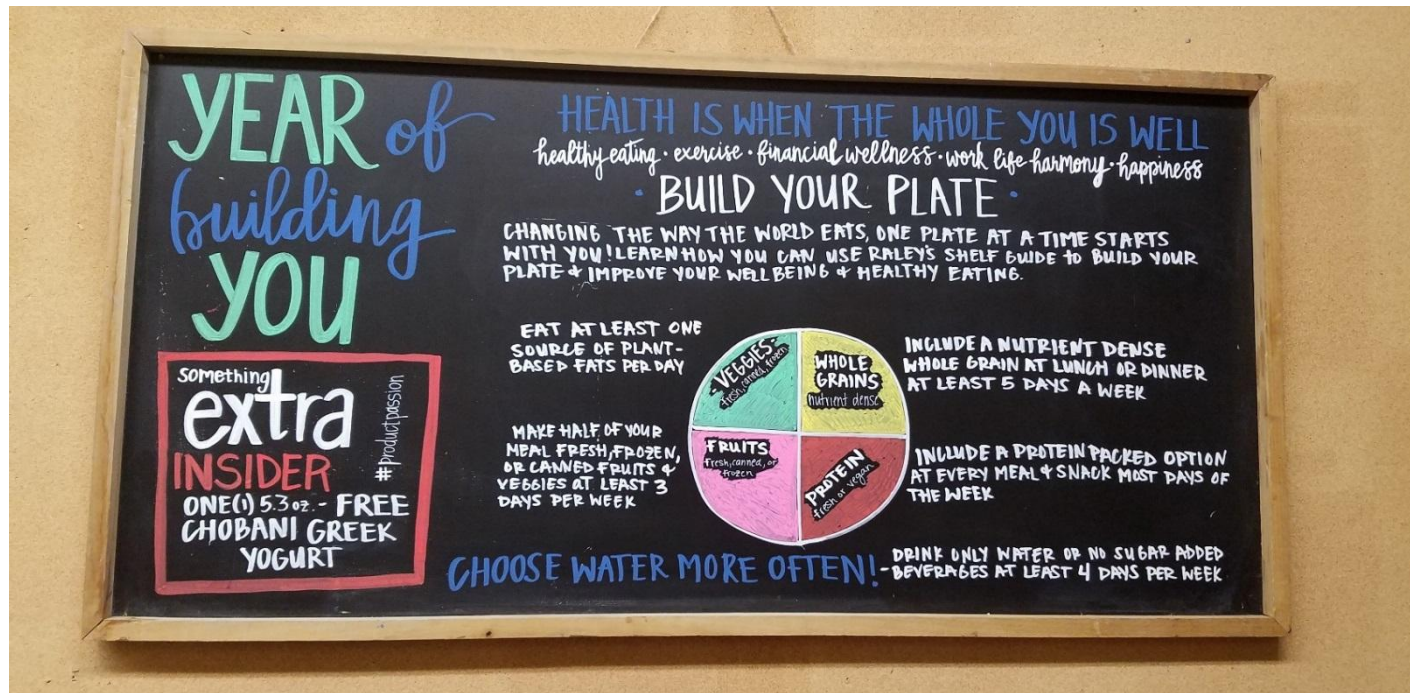




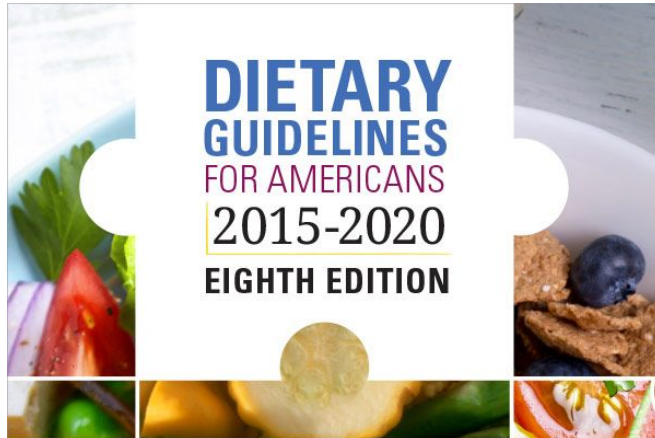


# Trend #2

Plant-based eating patterns which include dairy are supported by newer research as optimal for health, yet dairy is often overlooked in recommendations.



# Eating Patterns Grounded in Science



# Examples of Plant Based Entrees



©PictureThisRecipe.com



# Trend #3

## Disruption to agriculture could change the future food supply.



Consumers are becoming less connected with agriculture, even as their interest in where their food comes from continues to grow.



# Healing The Disconnect Between the Farm and the Table

Tri-L Mandarin Ranch  
8th Annual  
**harvest**  
FESTIVAL  
UNDER NEW OWNERSHIP!

Free ADMISSION

SANTA'S COMING!  
Rain or Shine

Saturday & Sunday  
December 1st & 2nd, 2018  
10AM-4PM

Shop Early for the Holiday Season  
with Local Crafters  
Bring the Whole Family  
Mandarins & Sweet Tastings for All!

[www.mandarins4you.com](http://www.mandarins4you.com)

- \* **Harvest Festivals:** Connecting to the farms directly with your own hands and feet
- \* **Featured Produce/Food Items:** strut your stuff on the menu!



# Bringing you to the farm: On site tours and virtual learning



# Bringing you to the farm: On site tours and virtual learning





## Trend #4

Rapid changes in technology and social media challenge schools to remain relevant and engaging, yet also present increased opportunities for effective education.



# Reach students and families more times, more ways!



Tweets **236** Following **183** Followers **111** Likes **782**

## SLM of CA

@slmofca

The Smarter Lunchrooms Movement of CA Collaborative promotes healthy communities, healthy schools and healthy students! RTs/follows do not imply endorsement.

📍 California, USA

🌐 [tinyurl.com/ycqplnc](http://tinyurl.com/ycqplnc)

Tweets Tweets & replies Media

**SLM of CA** @slmofca · Jul 19  
 Use your CalFresh EBT card at farmers' markets across Southeast LA. Outside of Southeast LA? No problem. Visit FM Finder.  
[ecologycenter.org/fmfinder/](http://ecologycenter.org/fmfinder/)

### Participating Markets:

**MONDAY**  
 SOUTHGATE  
 4900 Southern Ave,  
 Southgate

**THURSDAY**  
 CENTRAL AVE  
 Central Ave Contituent  
 Service Center

**#EATSMART2BESMART**  
**Photo Contest**  
 October 1 thru October 31, 2018

Show us your lunch - Win 5,000 -Books

**Tell us why your school meals rock!**

- Local Ingredients
- International flavors
- Plant based options
- Best tasting
- Best lunch lady/man
- Healthiest options

or whatever else you love about your school meals!

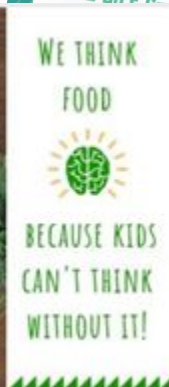
- Upload a photo on Facebook or Instagram during the month of October telling us why your school meals rock
- Use the Hashtag **#EATSMART2BESMART**
- The photo with the most likes will win a Vulcan Insulated Humidified Cabinet for your lunchroom & a \$50 Gift Card - Choose Visa, Playstation or Xbox

Winners will win a \$25 gift card! Winners announced Nov 1st to all parents, and school employees in California





Worth 5,000 Points V-Books



Murrieta School Nutrition  
 @MurrietaSchoolNutrition

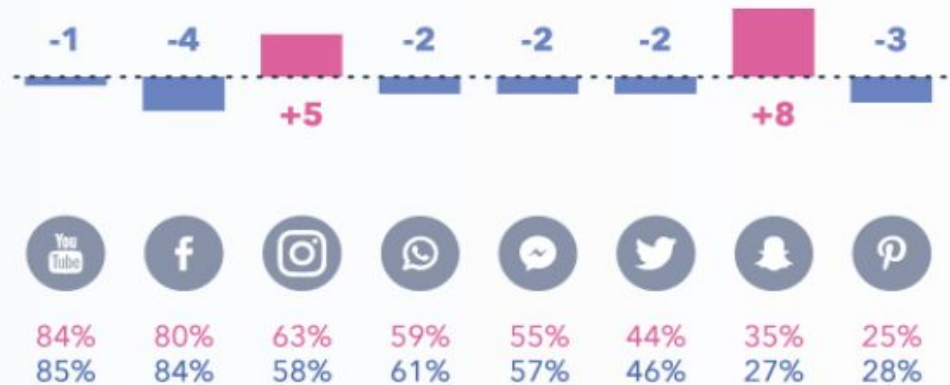


# Social Media Use By Generation

<b>Millennials</b>	 	<b>Generation Z</b>	 
<b>Age 21-34 (Parents)</b>		<b>Age 16-20 (High School)</b>	

## TOP SOCIAL MEDIA PLATFORMS

Global (exc. China)



Source: [www.wearesocial.com](http://www.wearesocial.com)- Global Marketing Agency



# Parent



- \* Show off produce!
- \* Applications/Meal Charge
- \* Going Green/Share Tables
- \* Share posts to local groups



Did you know that the more students we have that qualify for free/reduced priced meals the more state funding the district receives for our classrooms? Remember to turn in a new application every year. Last years applications will be good for the first 30 days of school. Fill out a 2018-2019 application at [www.MurrietaSchoolNutrition.com](http://www.MurrietaSchoolNutrition.com)



←Both→

# Student



- \* Promotions
- \* What's for lunch today
- \* Nutrition Education focused on student concerns
- \* Students!

**murrietaschoolnutrition** Check out our fresh, high protein lunch options available at most high schools. Protein helps you build muscle and keeps you full longer. #proteinpacked #healthylifestyle #schoolmeals4success #🍌

**POWER UP WITH PROTEIN**

**SRIRANCHA CHICKEN WRAP**  
31g protein 670 calories

**CHICKEN CAESAR SALAD**  
25g protein 450 calories



# Gaining More Followers

## Harvest of the Month MENU DESIGN CONTEST

WOULD YOU LIKE TO SEE YOUR OWN  
WORK OF ART ON YOUR SCHOOLS MENU?

Show us your best artwork on the back of this  
flyer. Make sure to incorporate January's Harvest  
of the Month:

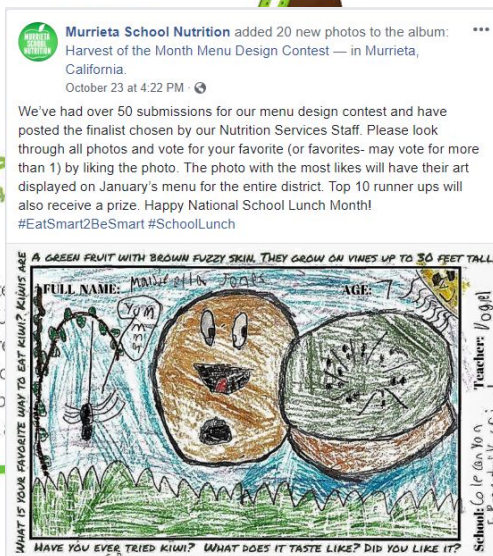
### KIWI



1ST PLACE  
THEIR A



Contest  
MVC  
color  
school  
will be  
23rd



## Run Contests

- \* Menu Design
  - \* Requires voting on FB
  - \* Increases Traffic
- \* Tag us [@MurrietaSchoolNutrition](https://www.facebook.com/MurrietaSchoolNutrition) in a photo of your lunch. Photo with most likes (or our favorite) wins:
  - \* Front of the line pass
  - \* A Free Pizza

## Giveaways for Likes

- \* Like us for a free cookie or water bottle

## District Support

Follow us on



Instagram



# Trend #5

## Millennials broad set of food preferences and values are influencing the way we eat.



# What Millennials are looking for...

and how schools can address their needs

## \* Natural & organic

- \* Market “Clean Label” Items
- \* Market Local Produce

## \* Environmentally conscious

- \* Share Tables
- \* Recycling/Composting
- \* Data Talks! “150 lbs a week”

## \* Social responsibility

- \* Commitment to no shaming
- \* CEP or Meal Charge Policy
- \* Share your values/mission statement, your “Why”

## \* Meal delivery services

- \* Mobile ordering

•Real Ingredients•

### Did you know?

Over 70% of our produce is grown in Southern California.




'fārm / frēSH / prō•duce



SIT WITH US

Available on the App Store



"Sit with Us"

## App to Find Lunch Buddies

PATHS TO LITERACY



# What Millennials are looking for...

and how schools can address their needs

- \* Online shopping
  - \* Online meal payment
- \* Natural food stores
  - \* Use natural food stores as inspiration for marketing
- \* Transparency
  - \* Video Kitchen Tours
  - \* Student Taste Tests
- \* Story-telling
  - \* HASHBROWN STORY





# Showcasing Student-made recipes

## Cooking Up Change Competition

The screenshot shows the homepage of the Healthy Schools Campaign website. The header is green with the text "HEALTHY SCHOOLS CAMPAIGN" on the left and navigation links for "ABOUT", "ISSUES", "PROGRAMS", "BLOG", "EVENTS", "RESOURCES", "DONATE", and a search icon on the right. The main content area features a large photograph of a diverse group of student chefs in black and white uniforms jumping joyfully in front of a grand white building. A white text box is overlaid on the left side of the photo with the following text:

### Cooking up Change National

Cooking up Change is a dynamic culinary competition that challenges high school students in cities across the nation to create healthy, appealing school meals. Winning teams compete in the national finals and present their meals to Congress!

Below the photo is a horizontal menu with green buttons for "ABOUT", "CONTESTS", "IMPACT", "SUPPORTERS", and "RESOURCES". The "ABOUT" button is highlighted.

### About Cooking up Change National

As the debate over school food continues, teams of student chefs from across the country will come to Washington, D.C., to prove that the future of school food has arrived—and it's both healthy and delicious.

Talented students earn their way to the Cooking up Change National Finals by winning local competitions. While in the nation's capital, they engage in a cook-off that determines the Cooking up Change national champion. But more importantly, the students will show national leaders and decision-makers that school food can taste great, and be great for you.

On the right side of the page, there is a "Latest Posts" section with a featured article titled "Bringing the Flavor at Cooking up Change Boston". The article image shows two young women in chef uniforms, one holding a medal, with a "NEWMAN'S OWN FOUNDATION" logo and the text "school food." and "Sol" visible in the background.

A row of five colorful icons is located at the bottom right of the page: a blue milk carton, a green vegetable bunch, a red apple, an orange loaf of bread, and a purple chicken drumstick.

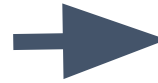
# Anaheim High School: Thunderstorm Slider w/ the Calm Before the Storm Slaw



# Making it work for us/our staff!



Slider  
50% homemade hot sauce,  
50% Frank's Red Hot Sauce  
Dinner Roll  
Chicken Nuggets  
Topped with Quick-pickled onions  
Garnished with cilantro  
Shredded Mozzarella cheese



Sandwich  
100% homemade hot sauce

Hamburger bun  
Breaded chicken patty  
Quick-pickled onions on the salad bar  
Cilantro on the salad bar  
Sliced Pepper Jack cheese



Hand-shredded carrots  
Hand chopped celery  
Hand chopped cilantro  
Homemade dressing using  
multiple ingredients



Pre-shredded carrots  
Pre chopped celery  
Pre-chopped cilantro  
Chipotle Ranch dressing



# Training Staff and Involving Students



# The Debut

INTRODUCING THE NEW

# THUNDERSTORM CHICKEN SANDWICH

OUR EXTRA SPICY CHICKEN PATTY COATED IN HOUSEMADE HOT SAUCE AND TOPPED WITH PEPPERJACK CHEESE

TOP IT OFF WITH CILANTRO AND HOUSE-PICKLED ONIONS

SERVED W/ THE CALM BEFORE THE STORM SLAW

A COOLING MIX OF CARROTS AND CELERY TO HELP BEAT THE HEAT

CREATED BY ANAHEIM HIGH SCHOOL STUDENTS:

**CHRISTOPHER ROJAS & JOAQUIN REYES**



# Do you have more questions? Contact us!

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# Thank You!

Dairy Council of California  
Sacramento | Irvine  
877.324.7901  
HealthyEating.org

