Unlock the Chamber of Secrets of the Top Nutrition Trends
Trends analysis

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.**
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.
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
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.
Examples of Plant Based Entrees
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

✴ Harvest Festivals: Connecting to the farms directly with your own hands and feet

✴ Featured Produce/Food Items: strut your stuff on the menu!

Tri-L Mandarin Ranch
8th Annual harvest FESTIVAL

Free ADMISSION
Santa’s COMING!

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
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!
Social Media Use By Generation

<table>
<thead>
<tr>
<th>Millennials</th>
<th>Generation Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 21-34 (Parents)</td>
<td>Age 16-20 (High School)</td>
</tr>
</tbody>
</table>

### TOP SOCIAL MEDIA PLATFORMS

Global (exc. China)

- **YouTube**: -1 84%
- **Facebook**: -4 80%
- **Instagram**: +5 63%
- **WhatsApp**: -2 59%
- **Snapchat**: -2 55%
- **Twitter**: -2 44%
- **Pinterest**: -3 35%
- **Snapchat**: +8 27%

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

Murrieta School Nutrition
Published by Parsa Mohammad RD [?] - July 13

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 year’s applications will be good for the first 30 days of school. Fill out a 2018-2019 application at www.MurrietaSchoolNutrition.com

Student

✴ Promotions
✴ What’s for lunch today
✴ Nutrition Education focused on student concerns
✴ Students!

Murrieta School Nutrition
Published by Parsa Mohammad RD [?] - May 2

This month’s harvest of the month 🍅 🍃 🍊 served alongside our daily salad bar options 🍉 🥗 🍔 #snodpsspotlight

Power up with protein

SRIRANCHA CHICKEN WRAP

31 g 670 calories

CHICKEN CAESAR SALAD

25 g 450 calories

←Both→
Gaining More Followers

Run Contests

✴ Menu Design
✴ Requires voting on FB
✴ Increases Traffic
✴ Tag us @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
Trend #5
Millenials 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
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
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!

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.
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

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

**Sandwich**
- 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!

Parisa Mohammad, MDA, RDN  
PMohammad@murrieta.k12.ca.us  
MurrietaSchoolNutrition

Kristal Shelden, MPH, RDN  
kshelden@dairycouncilofca.org

April Mackill  
amackill@plusd.org  
PLESDWellness

Candice Sainz  
csainz@dairycouncilofca.org

Tiffanie Bas, RDN  
bas_t@auhsd.us  
auhsdfood
Thank You!

Dairy Council of California
Sacramento  |  Irvine
877.324.7901
HealthyEating.org