

# Food & Nutrition Program

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# Purpose of Tonight's Presentation

- Review SMMUSD's current Food & Nutrition Services Dept. program
- Call attention to challenges
  - Low participation rate
  - Some dissatisfaction with food offerings
  - Accessibility issues (short lunch period, long lines)
  - Outdated or non-functioning equipment
- Propose methods for increasing participation rate and revenue
  - Receive feedback from the board on proposed options

# About Our Program



# Mission & Values

- The Food Services Department is made up of a team of food and nutrition professionals who are dedicated to students' health, well-being and their ability to learn.
- We support learning by promoting healthy habits for lifelong nutrition and fitness practices.
- We provide students with access to a variety of appealing foods that meet the health and nutrition needs of the students.



# Schools We Serve

- The SMMUSD provides breakfast before school starts at six Santa Monica sites and nutrition break (10 a.m. service) at John Adams Middle, Lincoln Middle and Malibu High Schools.
- We provide lunch at all our 14 sites, including Child Development Services – infant/PreK.
- The district follows the National School Breakfast and Lunch Program (NSLP).



# Overview of the National School Lunch & Breakfast Programs

- The National School Lunch Program is a federally-funded program that assists schools and other agencies in providing nutritious lunch to children at reasonable prices.
- In addition to financial assistance, the program provides donated commodity foods to help reduce program costs.
  - Commodity foods include: canned fruit & vegetables, beans, cheese, chicken, beef, turkey and tomato products

# Program Highlights





# Nutrition Programs We Offer

- Harvest of the Month
- Vegetarian options daily – Bento Boxes
- Fresh Fruit and Vegetable Bar at elementary sites
- Grab-and-Go Salads at secondary sites





# Offer vs. Serve

- SMMUSD follows Offer vs. Serve at all grade levels.
  - At breakfast, students are *offered* at least 4 food items or 4 food components. Student are *required* to take at least 3 food items/components.
  - At lunch students are *offered* at least 5 food items from the 4 components. Students are *required* to take at least 3 food items/components.





# Food Services Budget

- \$3.4 million
  - Salary and Benefits = \$2.0 million
  - Food and Supplies = \$1.3 million
- Based on the participation rate of our students from all of our school sites
- Funding obtained from the State Program and meal reimbursement from the National School Lunch Program.
- The more of our students who qualify for free and reduced meals, the more funds our Food & Nutrition Services Dept. receives.
- General Fund estimated contribution of \$900,000



# Food & Nutrition Budget (*cont.*)

- SMMUSD student participation rate is low, which has affected the annual budget.
  - Average Daily Participation in 2016/17: 2,791 lunches/day & 579 breakfasts/day
  - Enrollment for all sites: 10,488 students
- Our Free & Reduced rate is 25.54%.
- The reimbursement breakdown is as follows:

2017/18	Breakfast (federal / state)	Lunch (federal / state)
Paid	\$0.30 / \$0	\$0.37 / \$0
Reduced	\$1.79 / \$0.2306	\$3.38 / \$0.2306
Free	\$2.09 / \$0.2306	\$3.29 / \$0.2306

# Proposed Options to Increase Participation & Revenue



# Feedback from Students & Parents

- Healthier options
- More fresh fruit
- Scratch-cooked meals
- More vegetarian options
- Better hamburgers
- Salad bar options
- Vegan options
- Gluten-free options



# Challenges

## ■ Aging kitchen equipment

- Average age of kitchen cooking equipment is 58 years old.
- Most of the kitchens only have working ovens and very old stoves.
- Food warmed (not freshly prepared) at sites

## ■ The costs of all paper and cleaning goods have increased due to green initiatives.

- All serving items are biodegradable or recyclable.
- All cleaning products have the EPA's green seal of approval.



# Options to Increase Participation & Revenue

- Freshly prepared meals at central locations to distribute to nearby sites
- Grab-and-go meals
  - Freshly prepared salads, sandwiches, pizza
  - Yogurt parfaits
- Multiple kiosk-like locations at secondary school campuses w/ POS (point-of-sale) software & computers
  - Convenient for students
  - Reduces queuing time for students
- Student-driven menus
- Marketing and rebranding the program
  - Contest
  - Selling branded non-food items





# Option: Freshly Prepared Meals Pilot Program

- Prepared at Malibu HS & serving:
  - Point Dume Marine Science School
  - Malibu High School
- Prepared at Santa Monica HS & serving:
  - Will Rogers Learning Community
  - Roosevelt Elementary School
  - McKinley Elementary School
  - Edison Language Academy
  - Grant Elementary School
  - Santa Monica High School

# Malibu HS Kitchen Upgrade Requirements



## Equipment Required

- New oven
- New stove
- New grill
- New pizza oven
- New steamer
- New slicer
- New display case



# Santa Monica HS Kitchen Upgrade Requirements



## Equipment Required

- New oven
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- New stove
- New pizza oven
- New slicer
- New display case





# Budget for the Pilot Program


- For such a pilot to be successful, the following equipment is needed:

Item	Est. Cost
Ovens (6)	\$205,862
Stovetops (2)	\$20,150
Grill 36"(2)	\$21,309
P.O.S. Computers	\$24,000
P.O.S. Software	\$43,048
Warmers (17)	\$95,353
Slicers (4)	\$29,293
Steamer	\$18,887
Misc Supplies	\$15,272

Item	Est. Cost
Ansul System	\$36,513
Instulation	\$42,000
Cambro Kiosk Carts	\$24,825
Uniforms	\$5,800
Shipping	\$2,600
Open Air Display (3)	\$19,371
Hot food display(3)	\$8,037
Electrical work	\$13,000
Tax	\$60,968

**Est. Total:  
\$700K**

- The following should also be considered:
  - Training for all Food & Nutritional Services staff
  - Effective marketing/branding for the new program



# Revenue Forecasts for the Pilot Program

School Year	Revenue
2016-17 actual	\$2,623,836.00
2017-18 estimate	\$2,552,400.00
2018-19 estimate (based on a 10% increase in revenue for pilot)	\$2,807,640.00

- Staff is proposing a meal price increase
  - \$0.25 for breakfast & \$0.50 for lunch
  - Last price increase was more than 12 years ago



# Option: Grab-and-Go Items

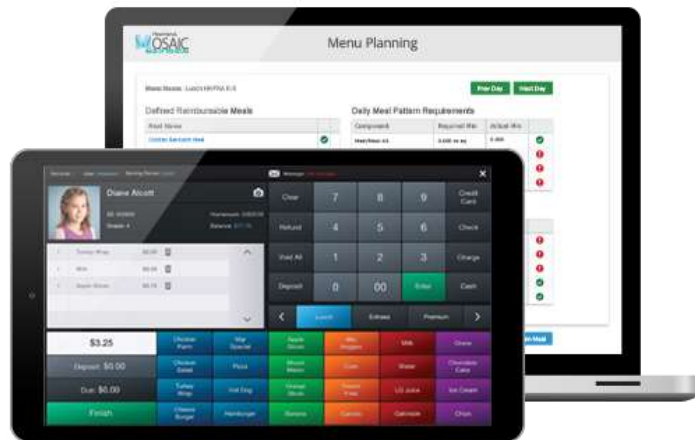
## ■ Items could include:

- Freshly prepared salads
- Freshly prepared sandwiches
- Freshly prepared pizza
- Yogurt parfaits



# Option: Kiosk-like Stations at Secondary Campuses

- Allows more students to purchase food items during limited break times
  - Convenient locations on campus
  - Shorter lines
- Requires purchasing point-of-sale computers and software







# Option: Marketing/Branding

- Student contest for new branding
  - Student-driven/led
  - Increase student buy-in
- Create social media presence
  - Promote the program & make it popular
- Local chefs volunteer
  - Community involvement
  - Promotes the district
- Selling branded non-food items
  - Spirit gear, such as reusable water bottles/canteens, lunch sacks, etc.

# Looking for Feedback from the Board re: Options



# Options to Increase Participation & Revenue

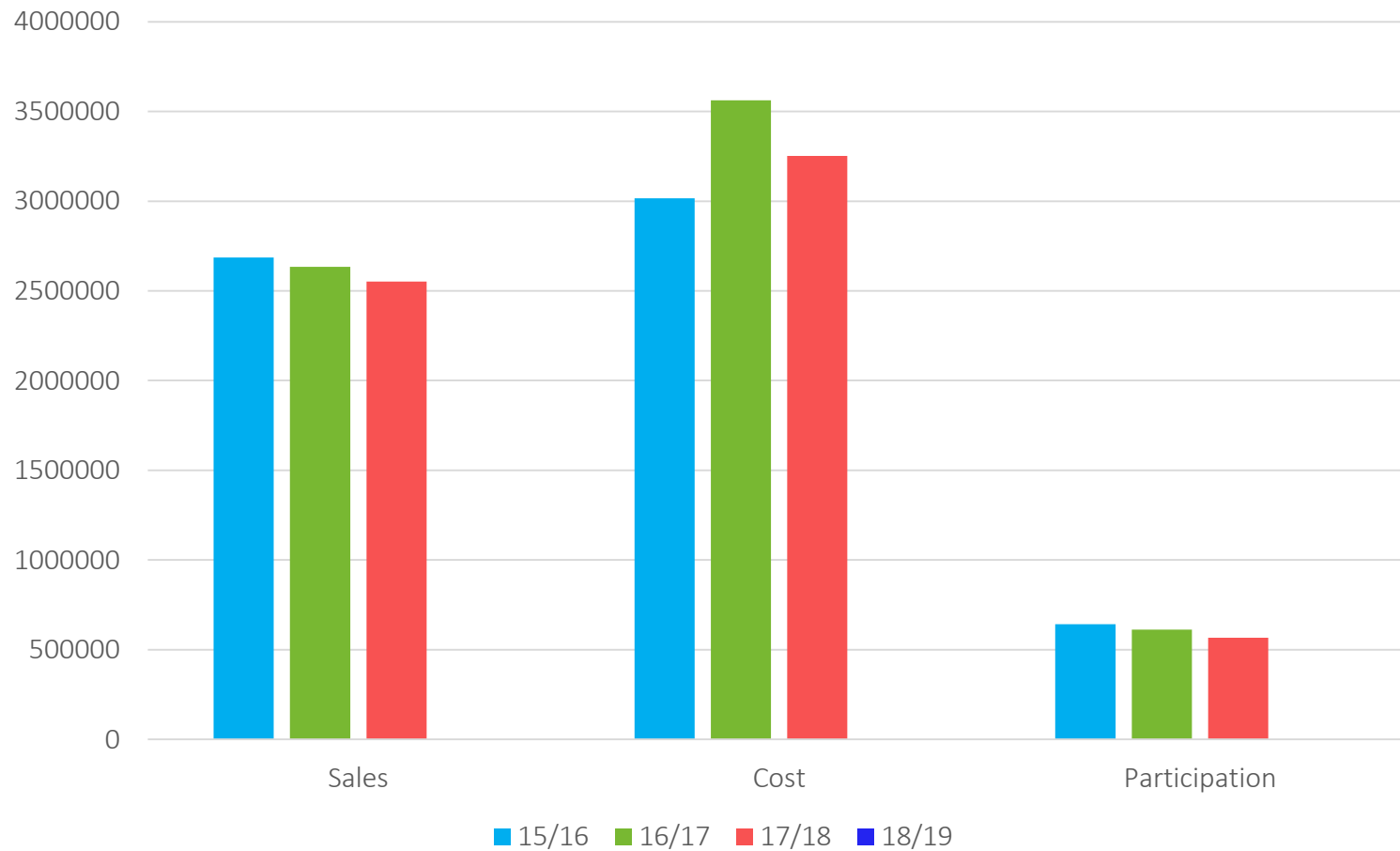
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Questions  
Comments  
Feedback



# Appendix – Data

# Participation Rates





# Meal Components & Quantities

- Breakfasts or lunches that are served to get reimbursement should provide quantity and nutritional components, with the following requirements:
  - Weekly Saturated Fat Limit: < 10% of total calories
  - Trans-fat: < 0.5 grams/serving (excludes naturally-occurring trans-fat)

Grade	Weekly Calorie Ranges	Weekly Sodium Limit
K-5	550-650kcal	≤ 1,230 mg
K-8	600-650 kcal	≤ 1,230 mg
6-8	600-700 kcal	≤ 1,360 mg
9-12	750-850 kcal	≤ 1,420 mg





# Meal Components & Quantities

- Vegetables and fruits are separated into individual subgroups. One-eighth of a cup of vegetables per serving is needed to credit.

Amount of Food per Week (minimum per day)						
Breakfast Meal Pattern				Lunch Meal Pattern		
Grade Level	K-5	6-8	9-12	K-5	6-8	9-12
Fruits (cups)	5 (1)	5 (1)	5 (1)	2 ½ (½)	2 ½ (½)	5 (1)
Vegetables (cups)	0	0	0	3 ¾ (¾)	3 ¾ (¾)	5 (1)
Dark Green	0	0	0	½	½	½
Red/Orange	0	0	0	¾	¾	¾
Beans/Peas	0	0	0	½	½	½
Starchy	0	0	0	½	½	½
Other	0	0	0	½	½	½