



SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT

Food & Nutrition Program

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June 14, 2018



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 - Outdated or non-functioning equipment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



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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



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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
- New grill
- 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

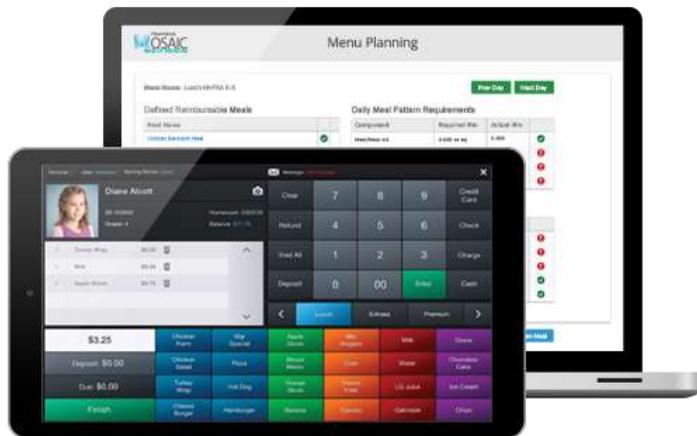
■ Items could include:

- 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.



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Looking for Feedback from the Board re: Options



Options to Increase Participation & Revenue

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Questions
Comments
Feedback

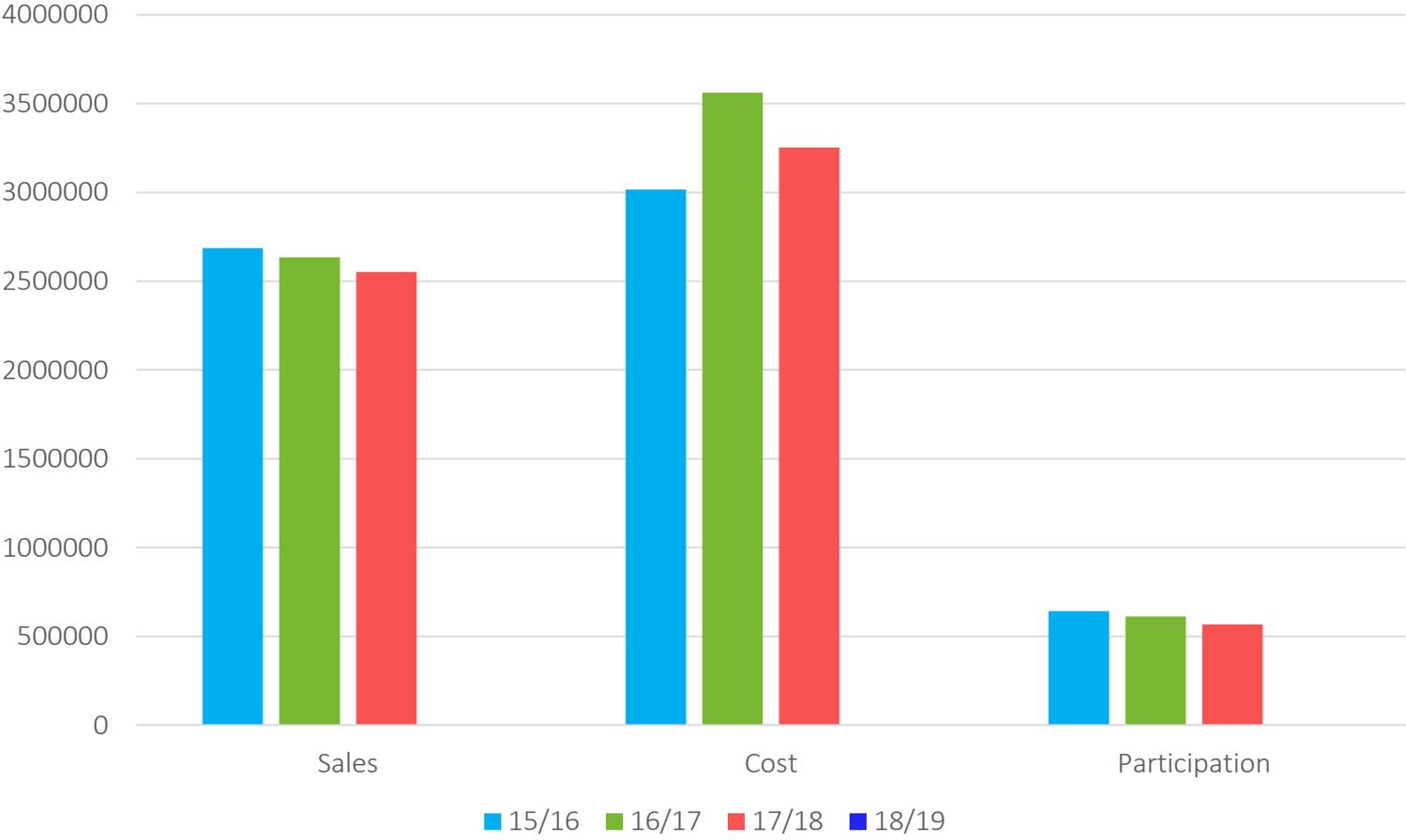




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Appendix – Data

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