



Kids Eat Real Food Marketing and Lunchroom Education

March 4, 2016

Kids Eat Real Food

Marketing and Lunchroom Education



 **Boulder Valley School District**
Excellence and Equity



Today's Presentation

- About the Chef Ann Foundation
- BVSD and the School Food Project
- Why Education and Marketing?
- Lunchroom Education
- Marketing Your Program
- Program Implementation: How?
- Tour of the Lunchbox Marketing Tools
- Lunch Box Registration
- Questions



About Chef Ann Foundation



Founded in 2009 by Chef Ann Cooper, our mission is to provide school district administrators, food service directors, and their teams with the tools and resources they need to serve healthy, nutritious, and delicious food to every student, every day.

To date, we've reached 6,253 schools and over 2,499,465 children with healthier school food programming.

www.chefannfoundation.org

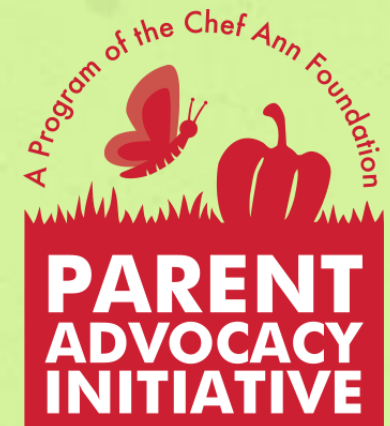


Chef Ann Foundation Programs



**SCHOOL FOOD
SUPPORT INITIATIVE**
A Life Time Foundation Program

In partnership with Chef Ann Foundation
and Whole Kids Foundation

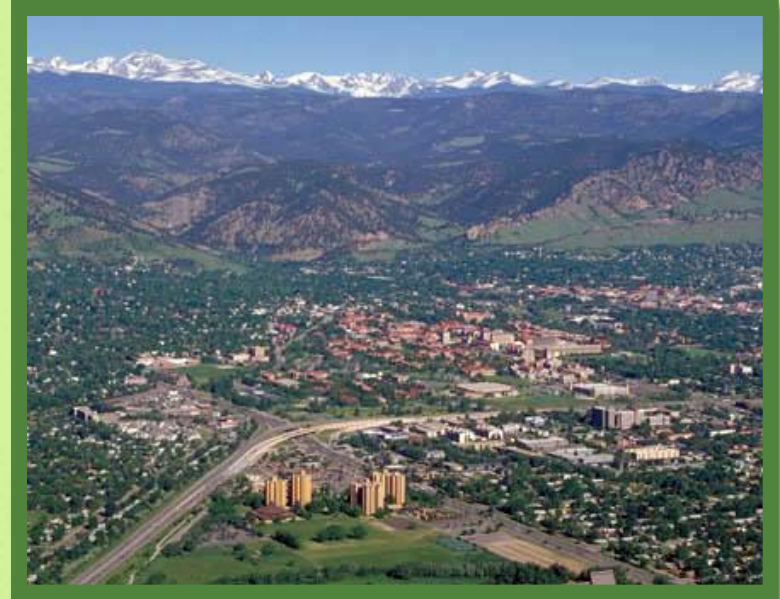




BVSD and the School Food Project

Boulder Valley School District

- 56 schools
- Over 30,000 students
- 12 urban, suburban and rural communities
- 20% low income students





 **Boulder Valley** School District
Excellence and Equity

We believe that all children of the Boulder Valley School District will have daily access to fresh, flavorful and nutritious food made with wholesome and when possible local ingredients so that every child may thrive.

www.bvsd.org/food



 **Boulder Valley** School District
Excellence and Equity

- 52 schools served
- 13,000 meals
- 3 Production Kitchens
- 1 Food Truck
- ADP is up!



BVSD Food Truck - Munchie Machine



Why Education and Marketing?





Education

Lunchroom Education



Chef Ann Foundation and Boulder Valley School District

Education: Rainbow Days



Education: Tasting Events



Education: Chef Demonstrations



Education: Iron Chef Competitions

Elementary



Secondary



Education: Farm-to-School Program



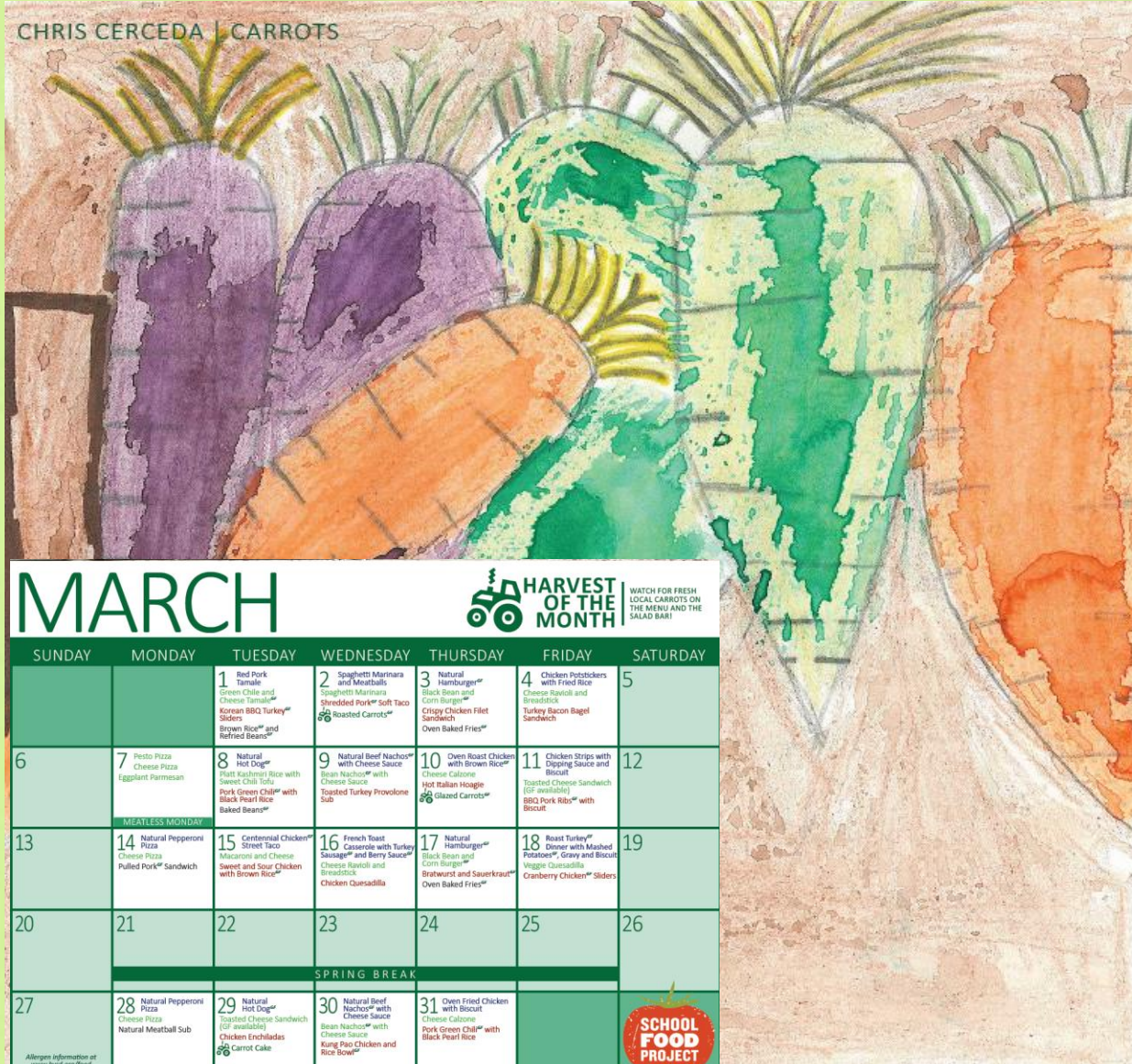
Chef Ann Foundation and Boulder Valley School District

Education: Farm-to-School Program



Farm to School Education

CHRIS CERCEDA | CARROTS



MARCH



WATCH FOR FRESH LOCAL CARROTS ON THE MENU AND THE SALAD BAR!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Red Pork Tamales Green Chile and Cheese Tamales Korean BBQ Turkey Sliders Brown Rice and Refried Beans	2 Spaghetti Marinara and Meatballs Spaghetti Marinara Shredded Pork Soft Taco Roasted Carrots	3 Natural Hamburger Black Bean and Corn Burger Crispy Chicken Fillet Sandwich Oven Baked Fries	4 Chicken Potstickers with Fried Rice Dipping Sauce and Breadstick Turkey Bacon Bagel Sandwich	5
6	7 Pesto Pizza Cheese Pizza Eggplant Parmesan	8 Natural Hot Dog Flatbread Rice with Sweet Chili Tolu Pork Green Chile with Black Pearl Rice Baked Beans	9 Natural Beef Nachos with Cheese Sauce Bean Nachos with Cheese Sauce Toasted Turkey Provolone Sub	10 Oven Roast Chicken with Brown Rice Cheese Calzone Hot Italian Hoagie Glazed Carrots	11 Chicken Strips with Dipping Sauce and Biscuit Toasted Cheese Sandwich (if available) BBQ Pork Ribs with Biscuit	12
	MEATLESS MONDAY					
13	14 Natural Peppers Pizza Cheese Pizza Pulled Pork Sandwich	15 Centennial Chicken Street Taco Macaroni and Cheese Sweet and Sour Chicken with Brown Rice	16 French Toast Casserole with Turkey Sausage and Berry Sauce Toasted Turkey Provolone Sub Chicken Quesadilla	17 Natural Hamburger Black Bean and Corn Burger Bratwurst and Sauerkraut Oven Baked Fries	18 Roast Turkey Dinner with Mashed Potatoes, Gravy and Biscuit Vegetable Quesadilla Cranberry Chicken Sliders	19
20	21	22	23	24	25	26
	SPRING BREAK					
27	28 Natural Peppers Pizza Cheese Pizza Natural Meatball Sub	29 Natural Hot Dog Toasted Cheese Sandwich (if available) Chicken Enchiladas Carrot Cake	30 Natural Beef Nachos with Cheese Sauce Bean Nachos with Cheese Sauce Kung Pao Chicken and Rice Bowl	31 Oven Fried Chicken with Biscuit Cheese Calzone Pork Green Chile with Black Pearl Rice		



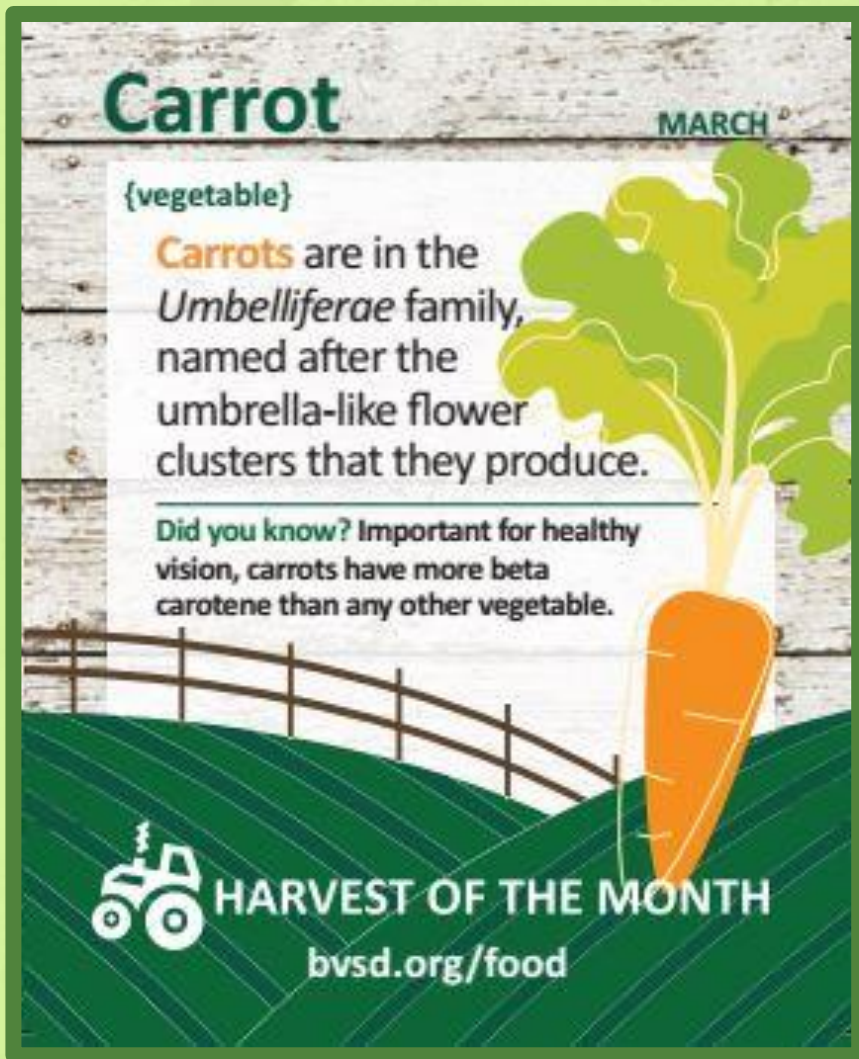
CHRIS CERCEDA
UNIVERSITY HILL ELEMENTARY

I LIKE TO EAT...
watermelon, because it makes me feel so good and so cool.
MY FAVORITE VEGETABLE DISH IS...
salad, because it tastes so good.

LOCAL PARTNERS



Education: Harvest Collector Cards




Carrot MARCH

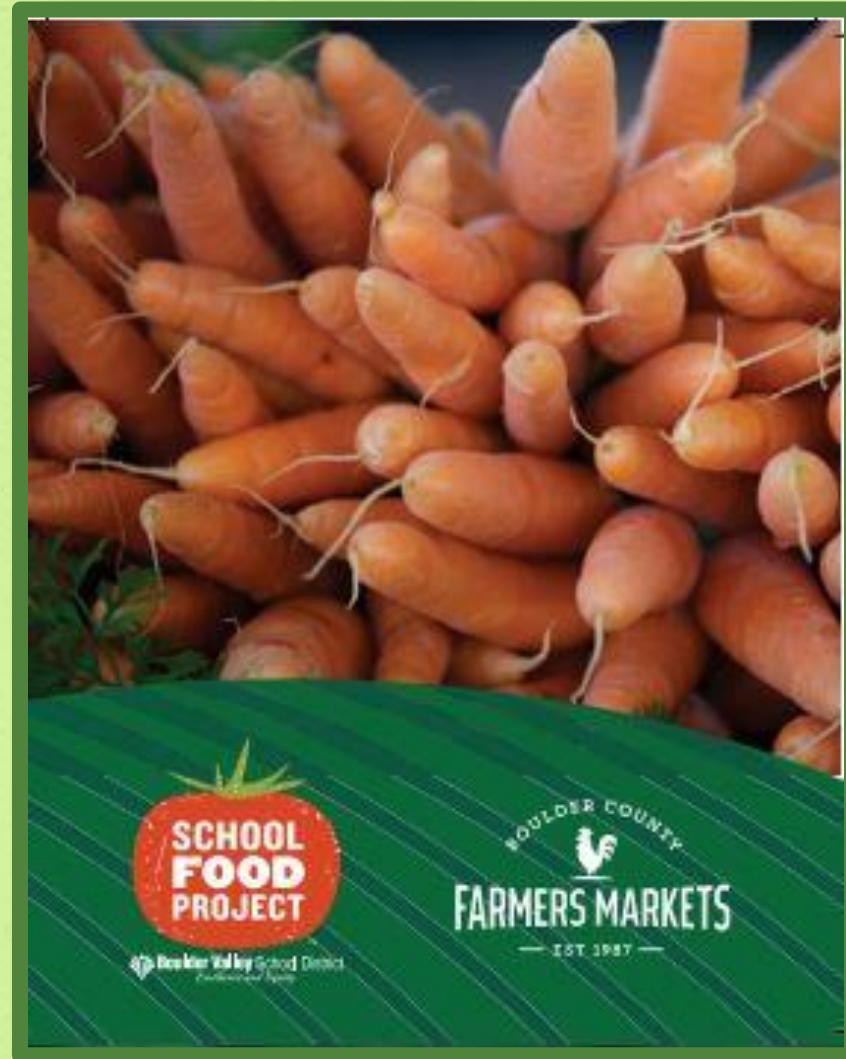
{vegetable}


Carrots are in the *Umbelliferae* family, named after the umbrella-like flower clusters that they produce.


Did you know? Important for healthy vision, carrots have more beta carotene than any other vegetable.

 **HARVEST OF THE MONTH**
bvsd.org/food

This card features a white background with a green border. At the top left, the word "Carrot" is written in a large, bold, green font. To its right, the word "MARCH" is written in a smaller, green font. Below "Carrot", the text "{vegetable}" is written in a green font. The main body of text describes the carrot's family and its health benefits. A large, stylized illustration of a carrot with green leaves is positioned on the right side. At the bottom left, there is a white tractor icon. The bottom right corner features the text "HARVEST OF THE MONTH" and the website "bvsd.org/food". The background of the card is a light green, textured surface.



 **SCHOOL FOOD PROJECT**
Boulder Valley School District

 **BOULDER COUNTY FARMERS MARKETS**
EST. 1987

This card features a close-up photograph of a large pile of fresh, orange carrots. The bottom of the card has a green background with a white border. On the left side, there is a red tomato icon with the text "SCHOOL FOOD PROJECT" and "Boulder Valley School District" below it. On the right side, there is a white rooster icon with the text "BOULDER COUNTY FARMERS MARKETS" and "EST. 1987" below it.

Education: Farmer Visits



Chef Ann Foundation and Boulder Valley School District

Education: Farm Visits



Education: Community Events



Education: School Gardens



Education: Garden Lessons





Marketing Your Program

Marketing Your Program

- Letters to Parents
- Social Media Posts
- Speaking Engagements
- Parent Volunteers
- Community Events



Marketing: Website

www.bvsd.org/food

SCHOOL FOOD PROJECT

Boulder Valley School District
Excellence and Equity

MEALS
PROGRAMS
FOOD TRUCK
CATERING

About Us
FAQ
Employees

GET Involved

newsletter
SIGN-UP

SUPPORT

WE BELIEVE
that all children of the Boulder Valley School District
WILL HAVE DAILY ACCESS TO FRESH FLAVORFUL AND NUTRITIOUS FOOD MADE WITH WHOLESOME AND WHEN POSSIBLE, LOCAL INGREDIENTS,
SO THAT EVERY CHILD MAY THRIVE.

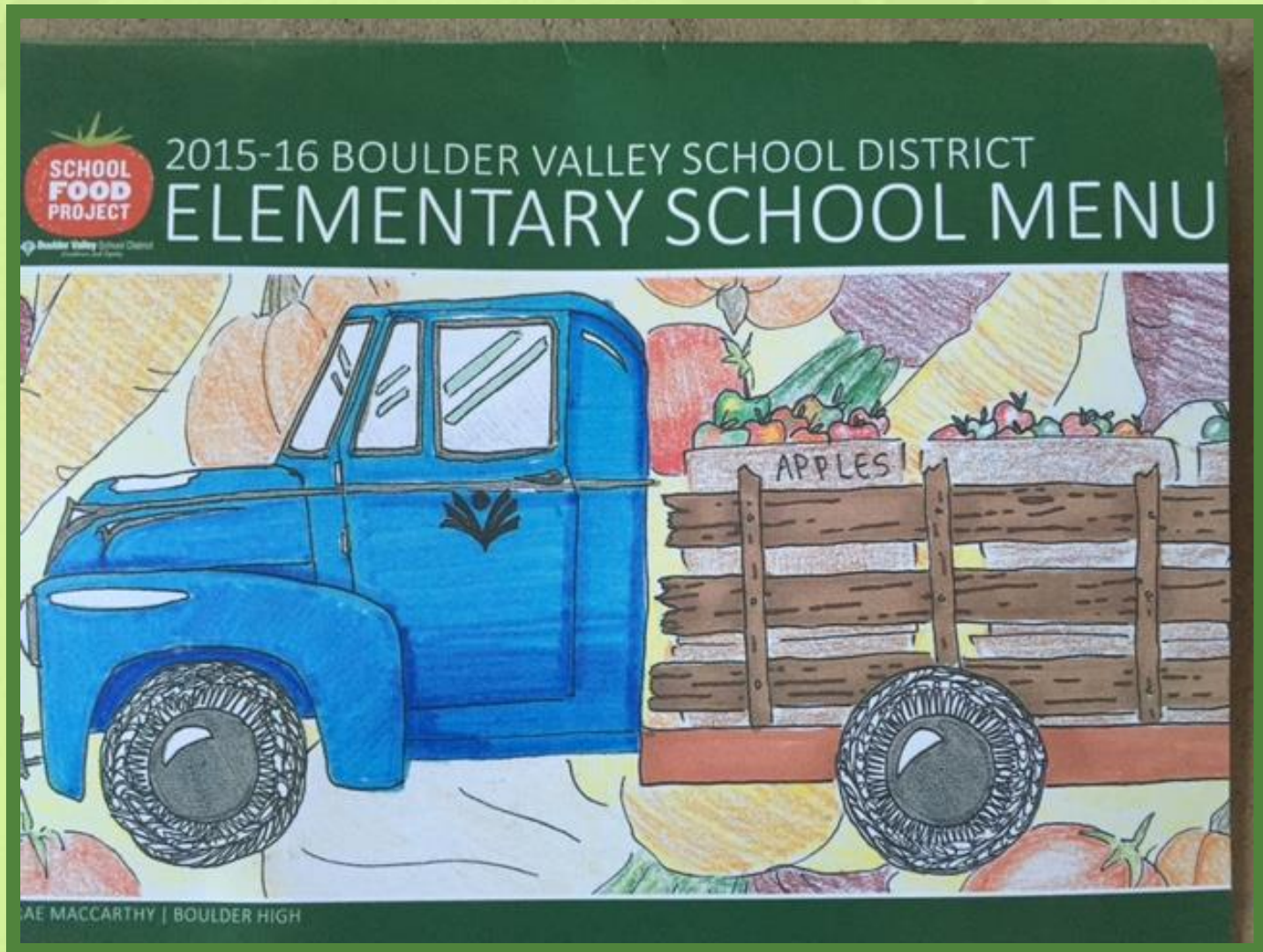
BVSD MEAL ACCOUNT

WHAT'S FOR LUNCH TODAY?

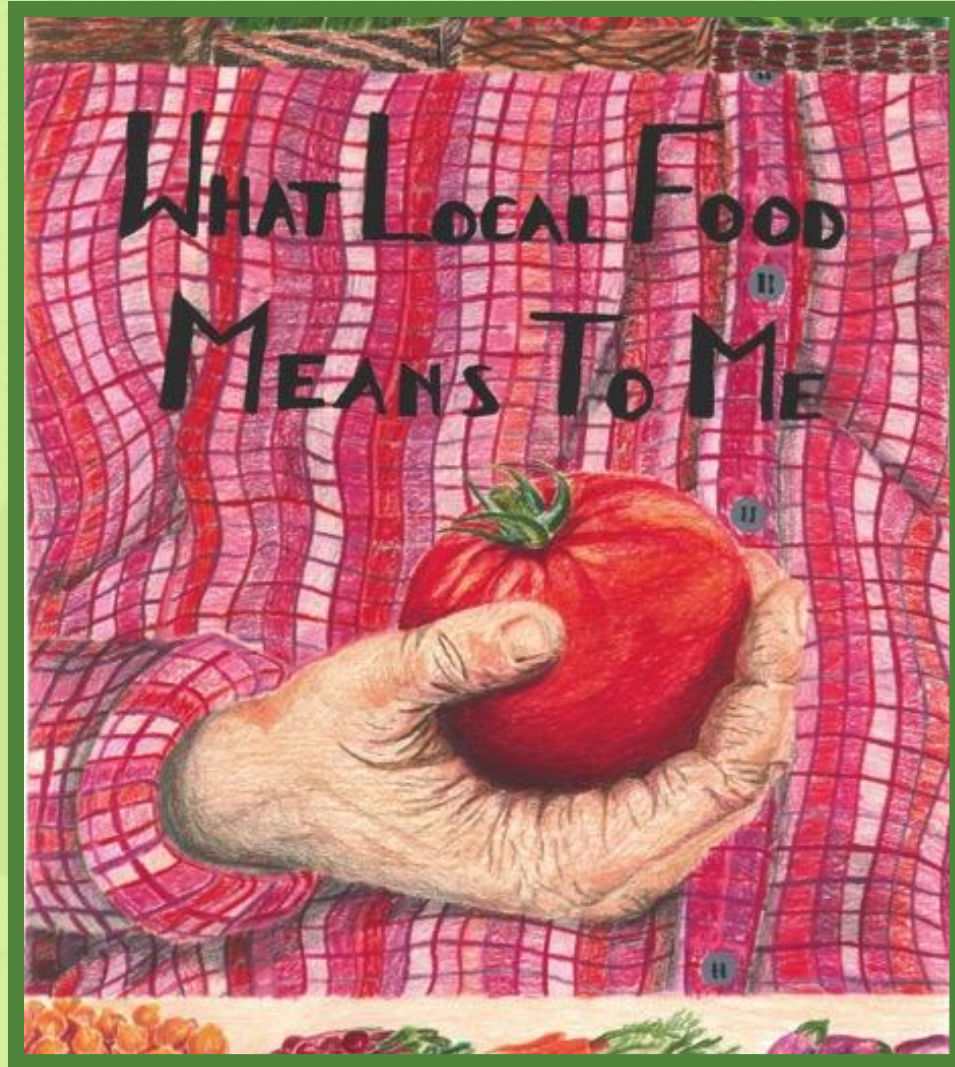
BVSD CATERING

WHAT'S HAPPENING

Marketing: Lunch Calendar



Marketing: Poster Art Contents



Marketing: Salad Bar Signs



Marketing: Salad Bar Topper



Marketing: Salad Bar Topper



Program Implementation

- Grants
- Community Support
- Parent Volunteers





Tools for school food change

thelunchbox.org

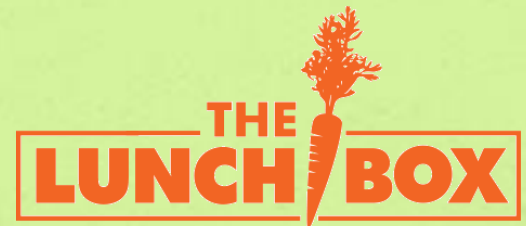
The Lunchbox: Marketing Tour

<http://www.thelunchbox.org/>

Questions



 **Boulder Valley** School District
Excellence and Equity



Please Give Us Your Feedback!

