



Magic with Menus

Meg Chesley

President

A Higher Level



A
HIGHER
LEVEL



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**"It's kind of fun to do
the impossible!"**

Walt Disney





Our Challenge

Plan a meal that...

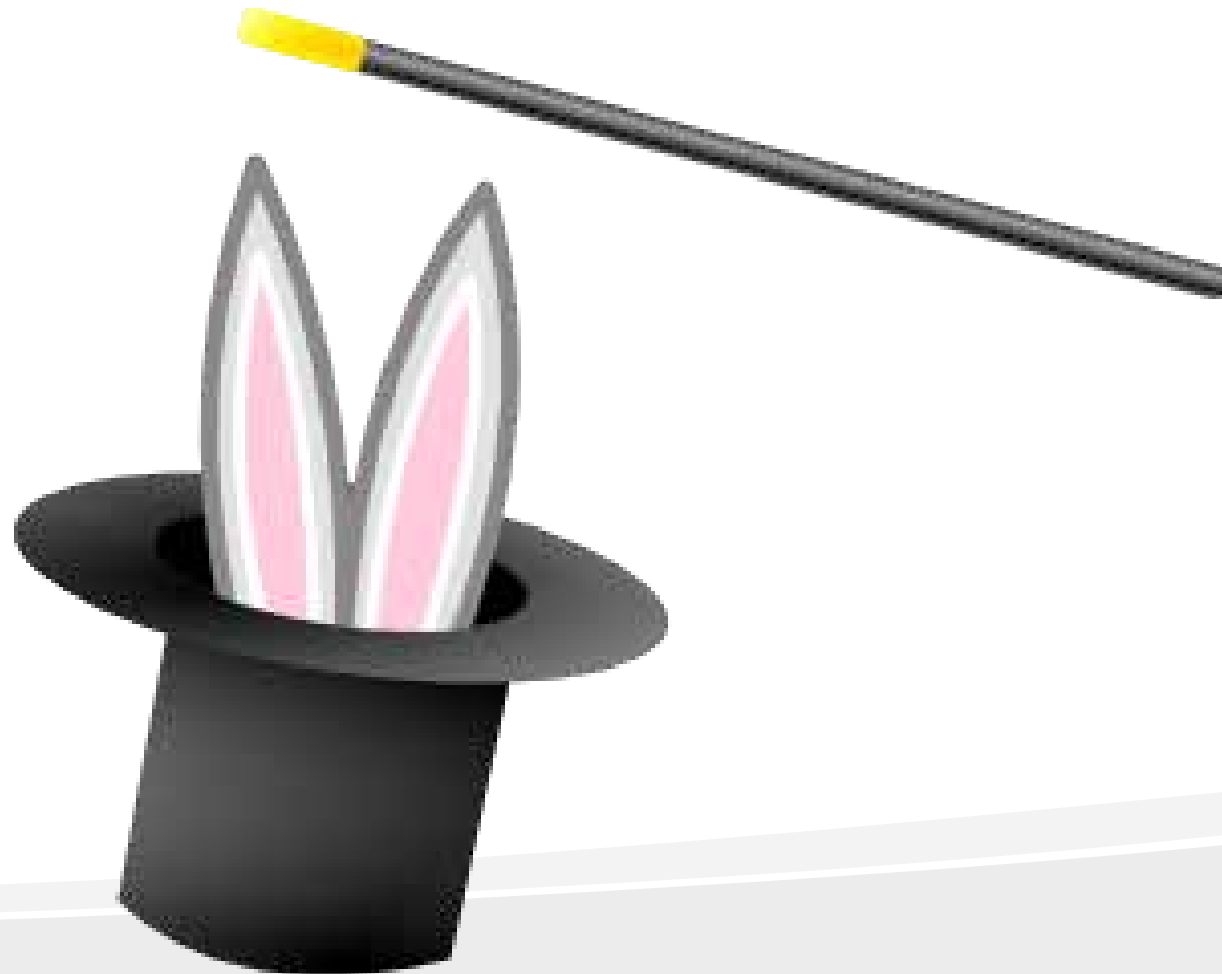
- Meets all current requirements
- Meets the sodium limitations
- Is acceptable to students
- Cost effective to produce





Assessing the Challenge: S.W.O.T.

- Strengths
- Weaknesses
- Opportunities
- Threats





Strengths

- 18 months of menu planning with new regs under our belt
- Manufacturers have stepped up on reformulating products
- Software products available to help in the menu planning process



Weaknesses

- Taste preferences are not adjusted to lower sodium items
- Already scaled back variety and choices to meet the current regs
- In many cases, meal participation has fallen
- Limited labor
- Damaged image with students/public
- Increased planning time and recordkeeping



Opportunities

- Prove that all foods fit into a healthy diet (and even into these regulations!)
- Provide meals that are healthy, good tasting and desirable
- Improve image with students and public
- Healthier students today
- Potential impact on future generations



Threats

- Reduced student participation if foods are not palatable.
- Increased cost of products that meet our needs.
- Some favorite food items or products may not be usable.
- Further damage image with students and public.
- Potential fiscal sanctions for noncompliance.

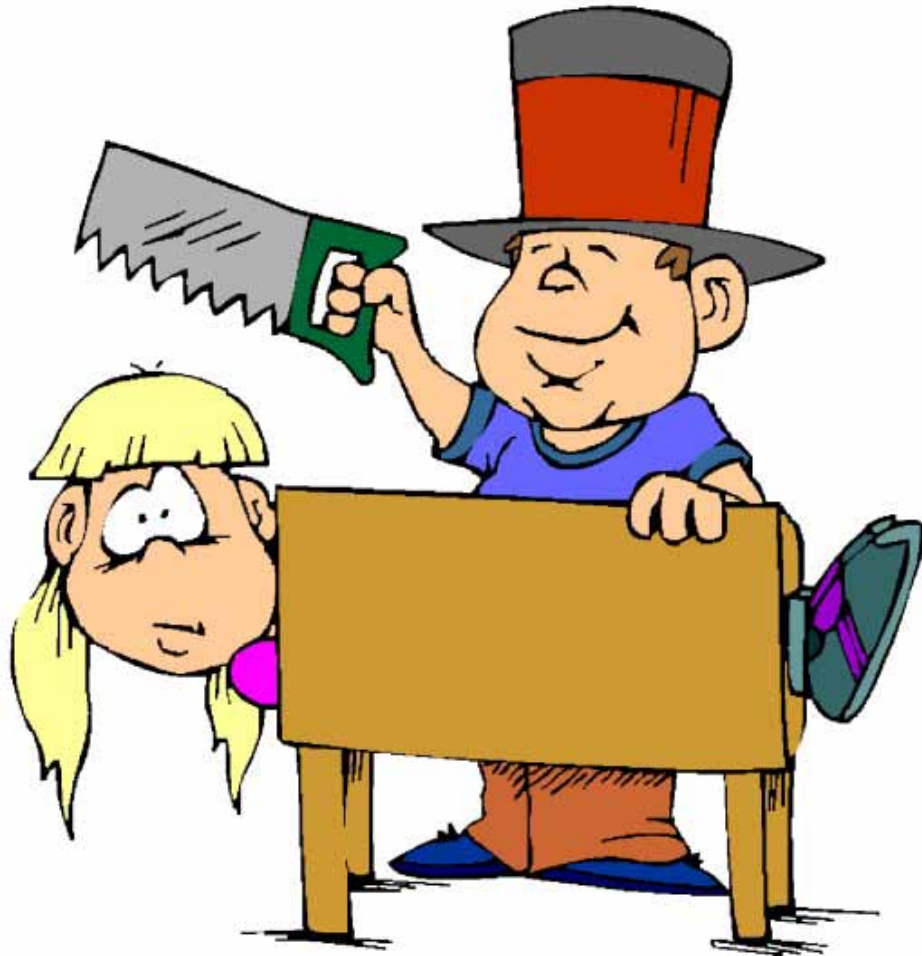


Every great man, every successful man, no matter what the field of endeavor, has known the magic that lies in these words: every adversity has the seed of an equivalent or greater benefit.

W. Clement Stone



What can we see?



What's the sodium level of your...

- Elementary Breakfast?
- Elementary Lunch?
- Middle School Breakfast?
- Middle School Lunch?
- High School Breakfast?
- High School Lunch?

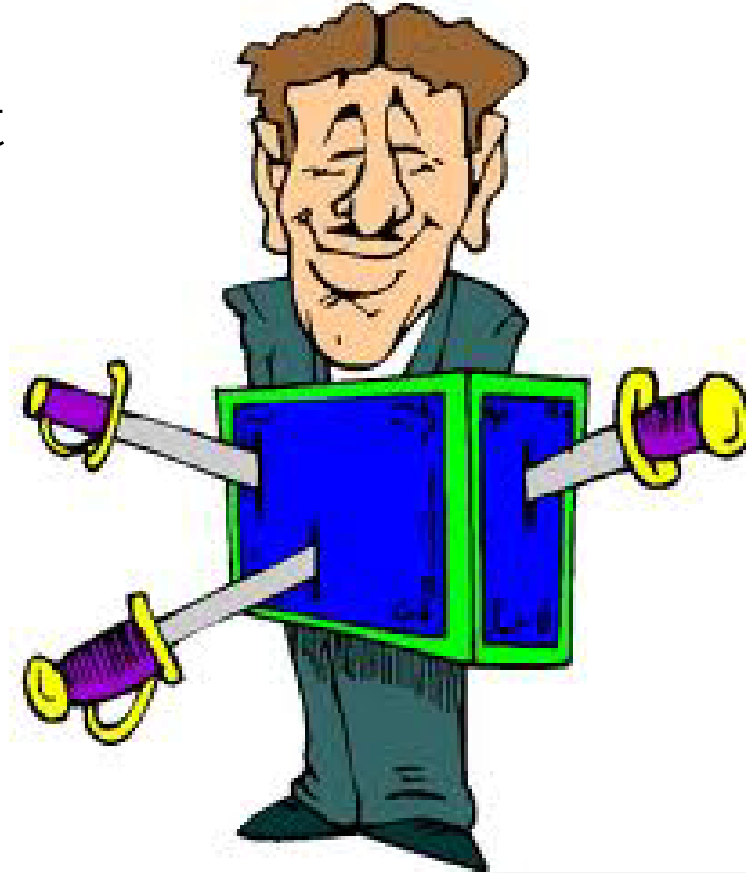
What's the trick?

SY 2014-15 Breakfast

K-5 ≤ 540 mg

6-8 ≤ 600 mg

9-12 ≤ 640 mg



SY 2014-15 Lunch

K-5 ≤ 1230 mg

6-8 ≤ 1360 mg

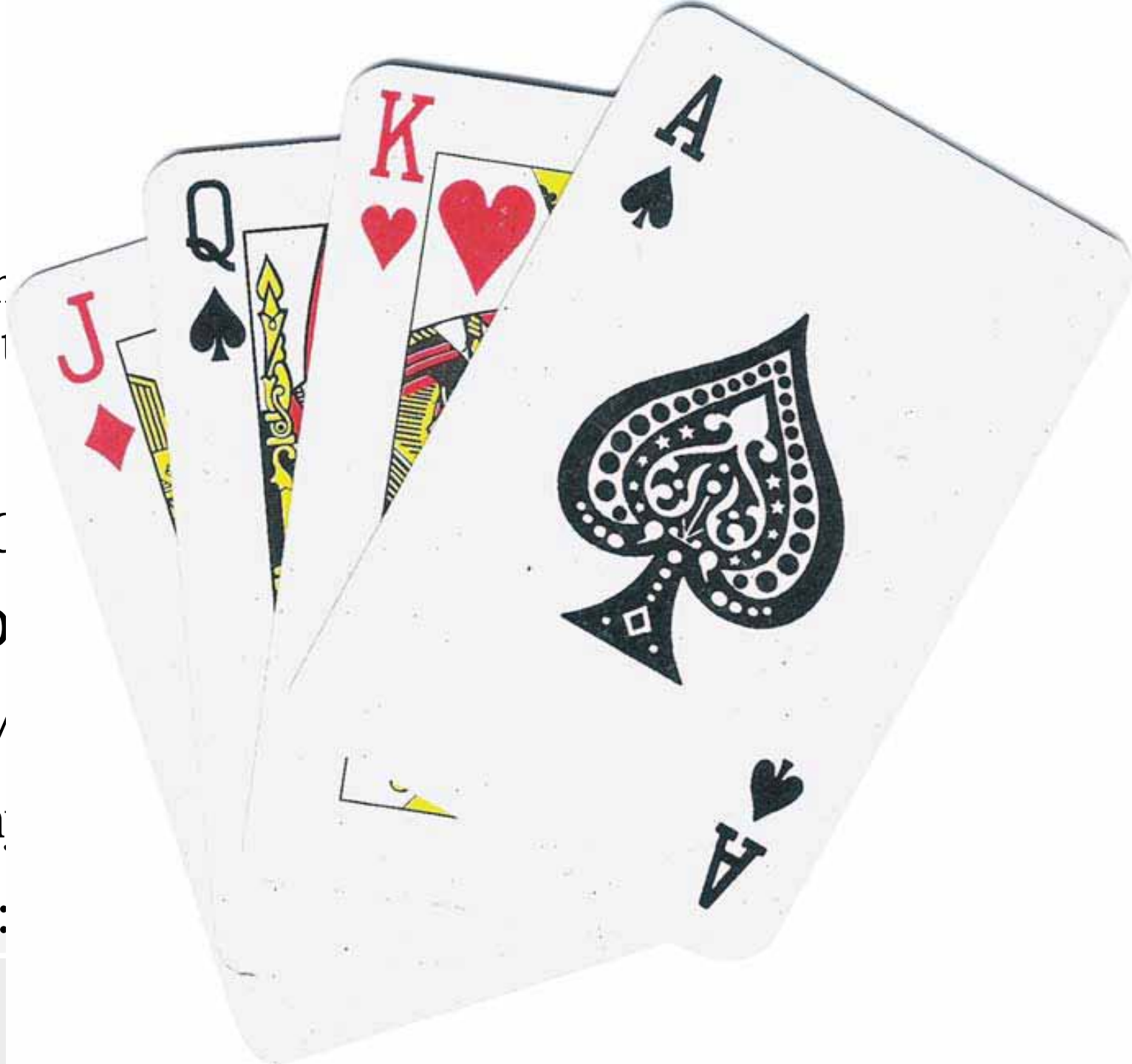
9-12 ≤ 1420 mg



Our

Sodium
menu in

- Milk:
- Dark C
- Red/O
- Beans/
- Starch
- Other:

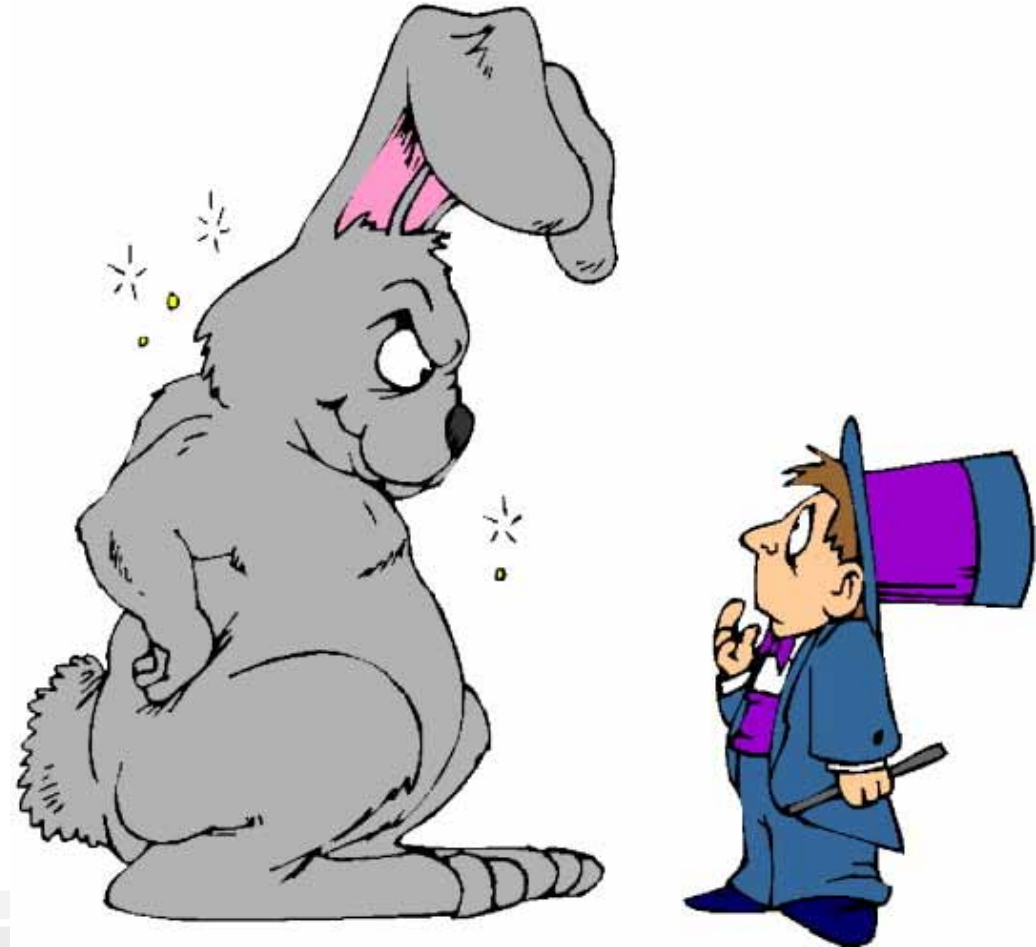


mg

as high

Illusions

- Frozen vs. canned
- Fresh vs. canned
- Processed vs. scratch





Add a little pixie dust!



- Weighting
- Pairing



Imagination is the true magic carpet.

Norman Vincent Peale





Stage Magic

It takes these very simple-minded instructions - 'Go fetch a number, add it to this number, put the result there, perceive if it's greater than this other number' - but executes them at a rate of, let's say, 1,000,000 per second. At 1,000,000 per second, the results appear to be magic.

Steve Jobs



**Any sufficiently advanced technology is
indistinguishable from magic.**

Arthur C. Clark

Magic Revealed



- Start with the foods kids like
- Balance the nutrient levels by offering variety
- Use higher sodium items in moderation
- Look for alternative preparation options



"Even miracles take a little time."

~ Fairy Godmother to Cinderella



DWW