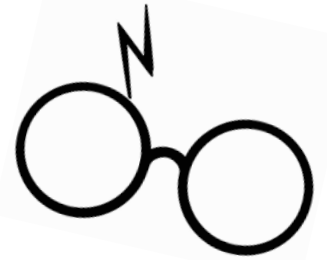


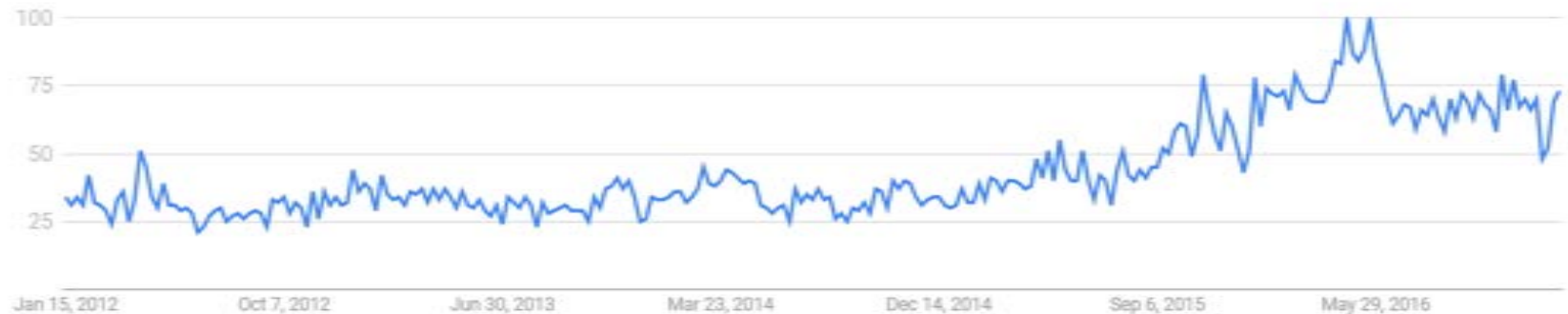


Nutrition Trends



Trends analysis

Interest over time

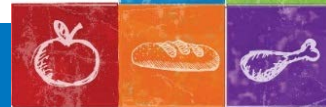


Trends analysis is the practice of collecting information and attempting to **spot a pattern in the information.**

The science of studying **changes in social patterns,** including fashion, technology and **human behavior.**

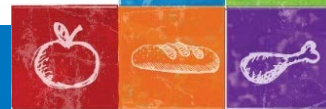


Trends System



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.*



NEW! Foster Farms No Antibiotics Ever Cooked Chicken

- No Antibiotics Ever
- American Humane Certified
- 100% Vegetarian Fed Chicken
- CN labeled



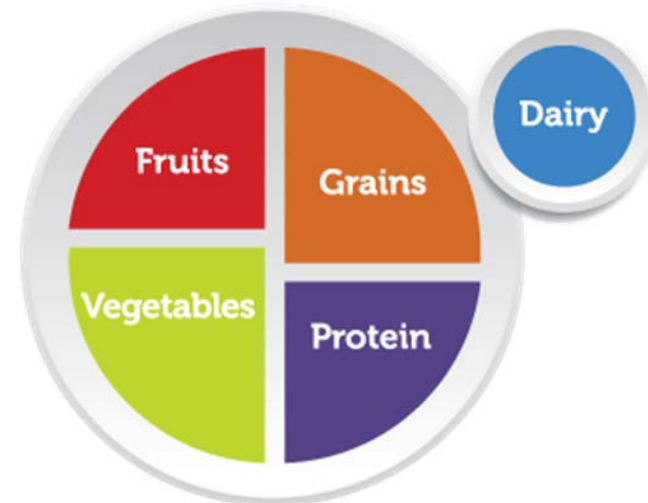
Unintended health consequences?



Back to Basics

Parent Meetings

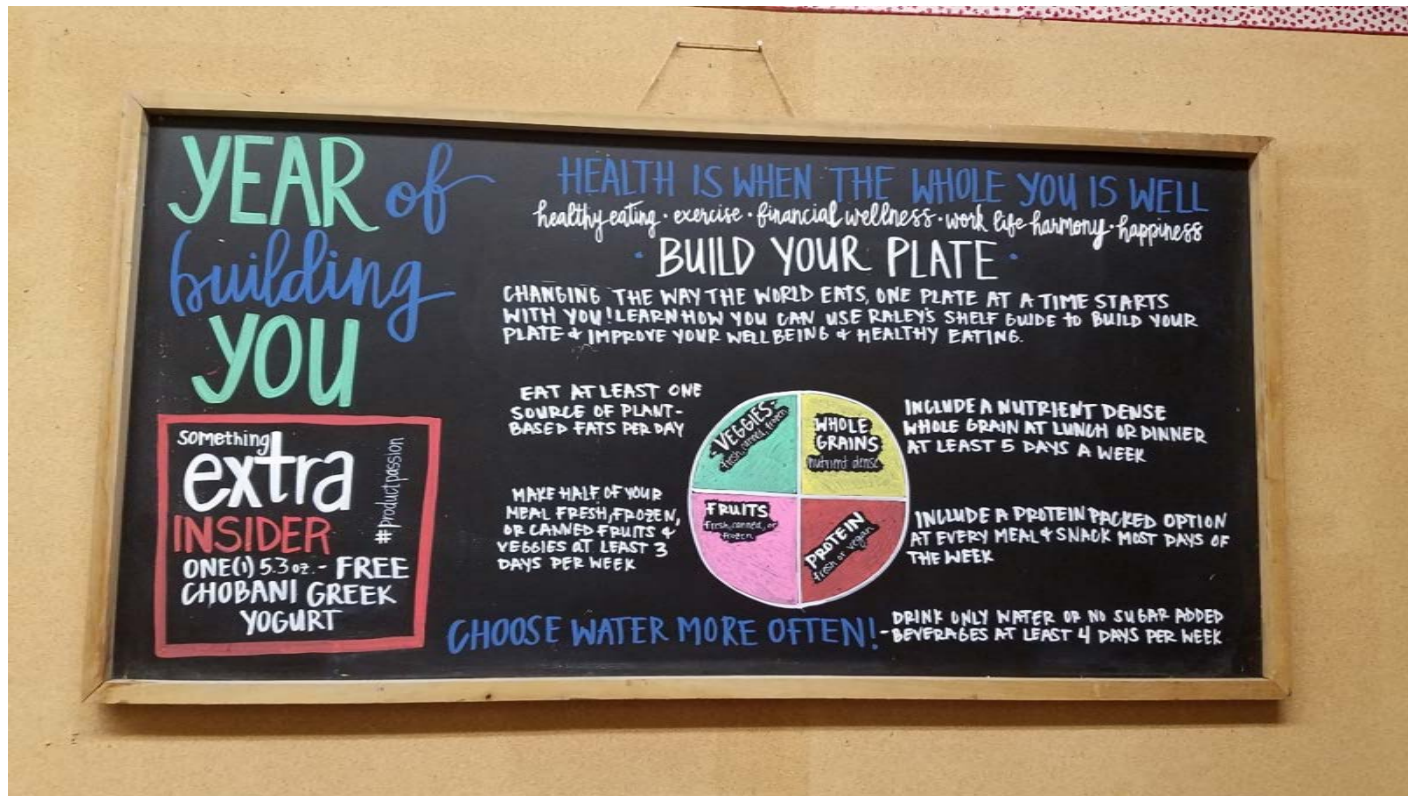
- * Emphasize healthy school meals
- * Menu planning through the five food groups
- * Emphasize balanced meals
- * Showcase sample trays and how food groups are met
- * Menu Sampling



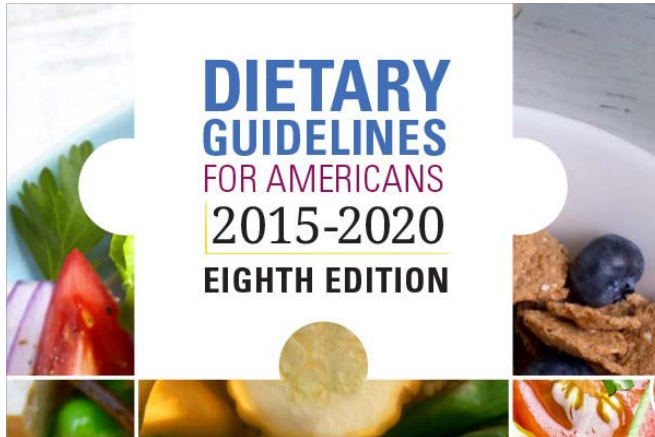


Trend # 2

Plant-based eating patterns which include dairy are supported by newer research as optimal for health, yet dairy is often overlooked in recommendations.



Eating Patterns Grounded in Science



Examples of Plant Based Entrees



Trend # 3

Disruption to agriculture could change the future food supply.

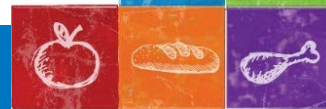


Consumers are becoming less connected with agriculture, even as their interest in where their food comes from continues to grow.



Trend # 4

Rapid changes in technology and social media challenge health educators to remain relevant and engaging, yet also present increased opportunities for effective education.



Communication Channels Continue to

Evolve: **Videos:** use in marketing is increasing. Live streaming can help to create new exciting content. The key differentiator is **high, quality relevant video**.

* **Podcasts:** rising in popularity—4,000 new podcasts added to iTunes each month.

* **Influencers:** the future of influencer marketing will see brands turn to **real experts**.



Reach students and families more times, more ways



Tweets **236** Following **183** Followers **111** Likes **782**

SLM of CA

@slmofca

The Smarter Lunchrooms Movement of CA Collaborative promotes healthy communities, healthy schools and healthy students! RTs/follows do not imply endorsement.

📍 California, USA

🌐 tinyurl.com/ycqplnc

Tweets Tweets & replies Media

SLM of CA @slmofca · Jul 19
Use your CalFresh EBT card at farmers' markets across Southeast LA. Outside of Southeast LA? No problem. Visit FM Finder.
ecologycenter.org/fmfinder/

Participating Markets:

MONDAY
SOUTHGATE
4900 Southern Ave,
Southgate

THURSDAY
CENTRAL AVE
Central Ave Contituent
Service Center

#EATSMART2BESMART Photo Contest

October 1 thru October 31, 2018

Show us your lunch - Win 5,000 Fortnite V-Bucks

Tell us why your school meals rock!

Local Ingredients
International Flavors
Plant based options
or whatever else you love about your school meals!

Best tasting
Best lunch lady/man
Healthiest options

- Upload a photo on Facebook or Instagram during the month of October telling us why your school meals rock
- Use the Hashtag #EATSMART2BESMART
- The photo with the most likes will win a Vulcan Insulated Humidified Cabinet for your lunchroom & a \$50 Gift Card - Choose Visa, Playstation or Xbox

Top 4 runners-up will win a \$25 gift card! Winners announced Nov 1st parents, and school employees in California

-Southern California School Nutrition Association

Worth 5,000 Fortnite V-Bucks



Murrieta School Nutrition
@MurrietaSchoolNutrition





Home



WE THINK FOOD
BECAUSE KIDS CAN'T THINK WITHOUT IT!

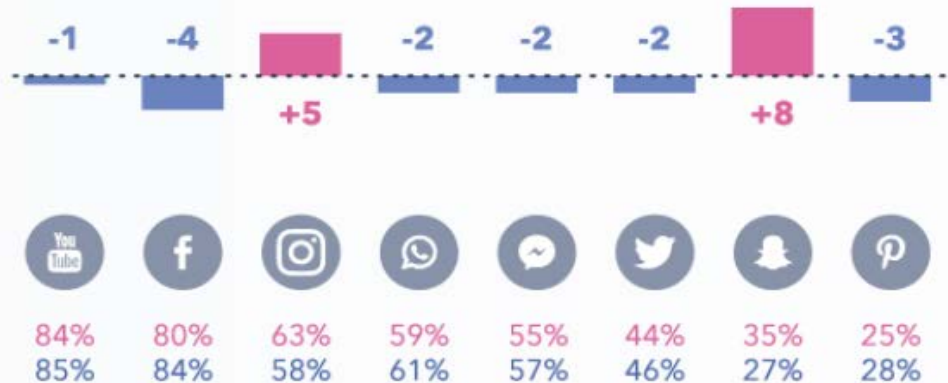


Social Media Use By Generation

Millennials	 	Generation Z	 
Age 21-34 (Parents)		Age 16-20 (High School)	

TOP SOCIAL MEDIA PLATFORMS

Global (exc. China)



Source: 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 Parisa 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 years applications will be good for the first 30 days of school. Fill out a 2018-2019 application at www.MurrietaSchoolNutrition.com



Murrieta School Nutrition

Published by Parisa Mohammad RD [?] · May 2 · 🌐

This months harvest of the month 🍓🍓🍓🍓 served along side our daily salad bar options 🥕🥕🥕🥕🥕🥕🥕🥕🥕🥕 #snsdpgspotlight



Student



- * Promotions
- * What's for lunch today
- * Nutrition Education focused on student concerns
- * Students!

murrietaschoolnutrition Check out our fresh, high protein lunch options available at most high schools. Protein helps you build muscle and keeps you full longer. #proteinpacked #healthylifestyle #schoolmeals4success 🍌



←Both→

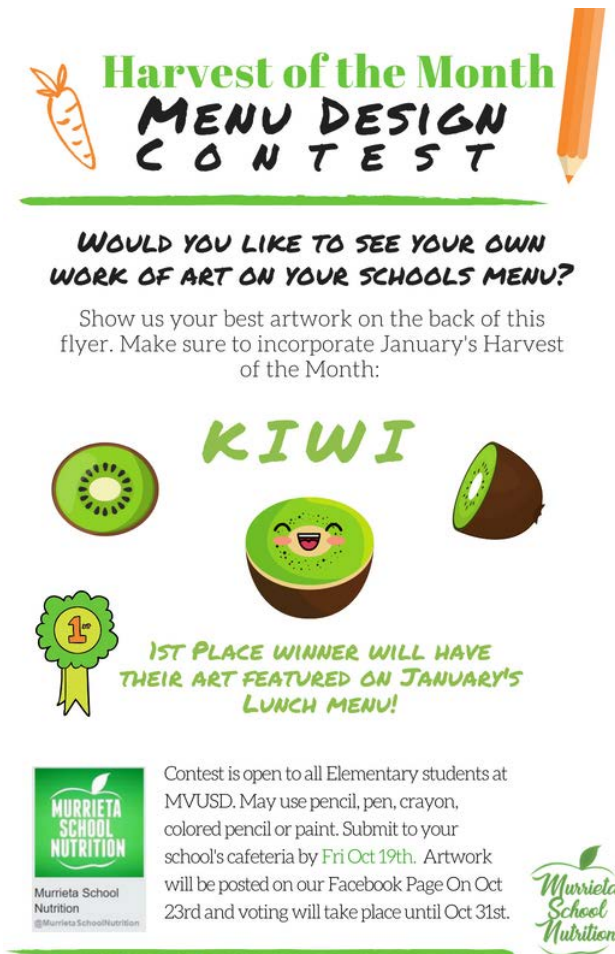
POWER UP WITH **PROTEIN**

SRIRANCHA CHICKEN WRAP
31g 670 calories

CHICKEN CAESAR SALAD
25g 450 calories



Gaining More Followers



Harvest of the Month
MENU DESIGN CONTEST

WOULD YOU LIKE TO SEE YOUR OWN WORK OF ART ON YOUR SCHOOL'S MENU?

Show us your best artwork on the back of this flyer. Make sure to incorporate January's Harvest of the Month:

KIWI

1
1ST PLACE WINNER WILL HAVE THEIR ART FEATURED ON JANUARY'S LUNCH MENU!

Contest is open to all Elementary students at MVUSD. May use pencil, pen, crayon, colored pencil or paint. Submit to your school's cafeteria by **Fri Oct 19th**. Artwork will be posted on our Facebook Page On Oct 23rd and voting will take place until Oct 31st.

Murrieta School Nutrition
Murrieta School Nutrition
@MurrietaSchoolNutrition

Murrieta School Nutrition

Run Contests

- * Menu Design
 - * Requires voting on FB
 - * Increases Traffic
- * Tag us [@MurrietaSchoolNutrition](https://www.instagram.com/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

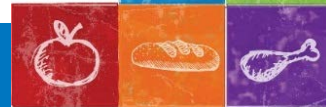
- * Like us for a free cookie or water bottle

District Support



Trend #5

Millennials 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



•Real Ingredients•

Did you know?

Over 70% of our produce is grown in Southern California.



'färm' / freSH / pro•duce



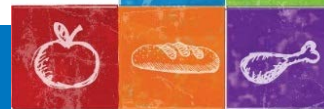
Available on the App Store



"Sit with Us"

App to Find Lunch Buddies

PATHS TO LITERACY



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
- * Functional foods and beverages



Showcasing Student-made recipes

Cooking Up Change Competition

The screenshot shows the homepage of the Healthy Schools Campaign website. The header is green with the text 'HEALTHY SCHOOLS CAMPAIGN' and navigation links for 'ABOUT', 'ISSUES', 'PROGRAMS', 'BLOG', 'EVENTS', 'RESOURCES', and a 'DONATE' button. The main content area features a large image of student chefs jumping in front of a building. A white text box on the left contains the title 'Cooking up Change National' and a description: '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!'. Below the main image is a navigation bar with links for 'ABOUT', 'CONTESTS', 'IMPACT', 'SUPPORTERS', and 'RESOURCES'. The 'ABOUT' link is highlighted. The 'About Cooking up Change National' section contains two paragraphs: '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.' and '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.' To the right, a 'Latest Posts' section features a post titled 'Bringing the Flavor at Cooking up Change Boston' with an image of two student chefs.

HEALTHY SCHOOLS CAMPAIGN

ABOUT ISSUES PROGRAMS BLOG EVENTS RESOURCES [DONATE](#)

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](#) [CONTESTS](#) [IMPACT](#) [SUPPORTERS](#) [RESOURCES](#)

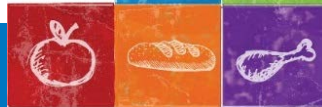
About Cooking up Change National

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.

Latest Posts

Bringing the Flavor at Cooking up Change Boston



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



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



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**





Thank You!

Dairy Council of California
Sacramento | Irvine
877.324.7901
HealthyEating.org

