



Go Wild Marketing Your Commodity Meals

November 10, 2019

800-915 AM

Wild Blueberry Commission of Maine

Ron Adams, SNS

Cheryl Wixson, Food Engineer





LESSONS TO LEARN

1

Identify
advantages of
promoting your
program and
commodity
meals

2

Compare and contrast
marketing tools from
menu signs to Social
Media.

3

Develop a
marketing plan
using a template
for targeted meal
promotions.

***You MUST show and tell your customers
what your program is to change their
assumptions!***



**We aren't competing with other
restaurants for our customer's
business....**

However...

**We are
competing
with MOM**
(or DAD... or
caregivers at home)





Why should I promote my meals?

- Increase consumption of healthy foods
- Make sure new recipes succeed
- Bring excitement to the kitchen and to the cafeteria
- Change the perspective of your program!
- **STUDENT ENGAGEMENT** wins the day!



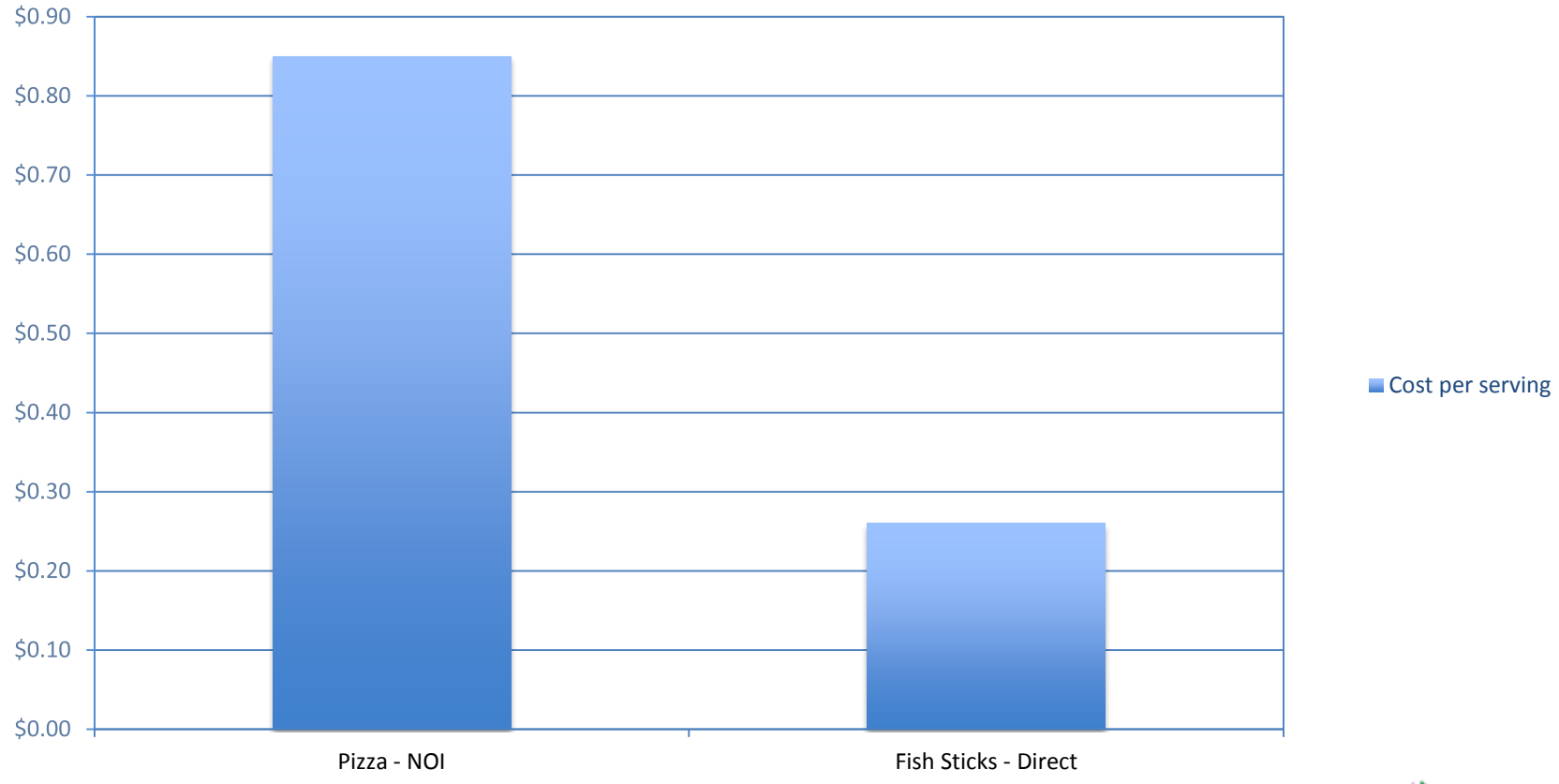
Innovation with USDA Foods- make the most of your marketing with multiple recipes with your featured ingredient!





Why should I promote meals that use USDA Foods?

Cost per serving






Oven-Roasted Chicken with WILD BLUEBERRY Dipping Sauce



How Do You Market Your Program?



Monday	Tuesday	Wednesday	Thursday	Friday	Nutrients
	CHILI CON CARNE & BEANS Tortilla Chips Shredded Cheese Milk FF Chocolate Milk, 1% Lowfat Saled / Fruit Station	Pizza Green Salad FRUIT COCKTAIL Milk, 1% Lowfat Milk FF Chocolate Ranch Dressing	Pork Roast w/ Washed Po ROLLS, WHEAT Saled / Fruit Station Milk FF Chocolate Milk, 1% Lowfat	HAMBURGER ON A BUN POTATO PUFFS Fresh Fruit Ketchup Milk, 1% Lowfat Milk FF Chocolate Baby Carrots	Cal 664 T.Fat 19.01 G S.Fat 7.0 G Chol 53.6 Mg Sodm 909.03 Mg
Corn Dogs Fresh Veges PEACHES Gold Fish Crackers Milk FF Chocolate Milk, 1% Lowfat Ketchup	Hum Fresh Burrito Saled / Fruit Station Milk FF Chocolate Milk, 1% Lowfat Ranch Dressing	Pizza Green Salad Baby Carrots Fresh Fruit Ranch Dressing Garbanzo Beans Milk FF Chocolate	SPAGHETTI AND MEAT SAUCE ROLLS, WHEAT Green Salad Baby Carrots Ranch Dressing PEACHES	Hot Dogs Fresh Fruit POTATO PUFFS Ketchup Milk, 1% Lowfat Milk FF Chocolate Baby Carrots	Cal 641 T.Fat 16.44 G S.Fat 5.7 G Chol 47.7 Mg Sodm 1060.58 Mg
Sandwiches Fresh Veges Fresh Fruit Ranch Dressing Kids Snack Mix Milk, 1% Lowfat Milk FF Chocolate	Taco Saled PEACHES Graham Crackers Milk FF Chocolate Milk, 1% Lowfat SALSA	Pizza Green Salad Baby Carrots Fresh Fruit Ranch Dressing Garbanzo Beans Milk FF Chocolate Milk, 1% Lowfat	Chicken/Rice Fresh Veges PINEAPPLE CHUNKS Chocolate Chip Oatmeal Ranch Dressing Milk, 1% Lowfat Milk FF Chocolate	HAMBURGER ON A BUN POTATO PUFFS Fresh Fruit Ketchup Milk, 1% Lowfat Milk FF Chocolate Baby Carrots	Cal 646 T.Fat 17.69 G S.Fat 5.5 G Chol 50.5 Mg Sodm 1099.94 Mg
Corn Dogs Fresh Veges PEACHES Gold Fish Crackers Milk FF Chocolate Milk, 1% Lowfat Ketchup	Hum Fresh Burrito Saled / Fruit Station Ranch Dressing Milk FF Chocolate Milk, 1% Lowfat	Pizza Green Salad Baby Carrots Fresh Fruit Ranch Dressing Garbanzo Beans Milk FF Chocolate	MACARONI AND CHEESE (NEW) PINEAPPLE CHUNKS Green Salad Pretzels Ranch Dressing Milk, 1% Lowfat	Hot Dogs Fresh Fruit POTATO PUFFS Ketchup Milk, 1% Lowfat Milk FF Chocolate Baby Carrots	Cal 649 T.Fat 17.68 G S.Fat 6.4 G Chol 43.7 Mg Sodm 1195.47 Mg
Sandwiches Fresh Veges Fresh Fruit Ranch Dressing Kids Snack Mix Milk, 1% Lowfat Milk FF Chocolate	SPAGHETTI AND MEAT SAUCE ROLLS, WHEAT Green Salad Baby Carrots Ranch Dressing Garbanzo Beans Milk FF Chocolate	Pizza Green Salad Baby Carrots Fresh Fruit Ranch Dressing Garbanzo Beans Milk FF Chocolate	In the operation of child feeding programs, no child will be discriminated against because of race, color, national origin, age or disability. If you believe you have been discriminated against write immediately to Dept. of Agriculture.		Cal 633 T.Fat 17.69 G S.Fat 5.8 G Chol 52.8 Mg Sodm 1103.79 Mg



Lincoln Elementary

June 2018

28 Memorial Day No School!!	29 BBQ Pulled Pork Sandwich Hamburger or Cheeseburger Turkey Chef Salad w/ Roll Sun Butter & Jelly Sandwich Mixed Vegetables Fresh Fruit and Veggie Bar	30 French Toast w/ Cheese Omelet Breaded Chicken Drumsticks Beef Noodle Salad w/ Tortilla Chips Ham & Cheese Sandwich Sweet Potato Fries Fresh Fruit and Veggie Bar	31 Beef Tacos Chicken Nuggets Pogram Chicken Salad Tuna Salad Sandwich BBQ Black Beans Fresh Fruit and Veggie Bar Steamed Broccoli Fresh Fruit and Veggie Bar	1 Taco Dippers Cheese Pizza Tuna Salad w/ Roll Ham & Cheese Wrap Steamed Broccoli Fresh Fruit and Veggie Bar
4 Chicken Quesadilla Chicken Patty Sandwich Baja Salad w/ Pretzel Ham & Cheese Sandwich Green Beans Fresh Fruit and Veggie Bar	5 Chicken Pot Pie Hamburger or Cheeseburger Chicken Caesar Salad Three Cheese Sandwich Washed Potatoes Fresh Fruit and Veggie Bar	6 Chicken Club Sandwich Mini Waffles w/ Egg Omelet Chef Salad w/ Roll Egg Salad Sandwich Orange Glazed Carrots Fresh Fruit and Veggie Bar	7 Hot Dog Crispy Chicken Nuggets Egg Chef Salad w/ Roll Chicken Salad Sandwich Baked Beans Fresh Fruit and Veggie Bar	8 Bacon & Cheese Melt Pepperoni Pizza Taco Salad Sun Butter & Jelly Sandwich Seasoned Corn Fresh Fruit and Veggie Bar
11 Meatball Sub Chicken Patty Sandwich Baja Salad w/ Pretzel Pearl Bagel Fun Lunch French Fries Fresh Fruit and Veggie Bar	12 Popcorn Chicken Bowl Hamburger or Cheeseburger Tuna Salad w/ Roll Bagel Fun Lunch Cauliflower Fresh Fruit and Veggie Bar	13 French Toast w/ Cheese Omelet Breaded Chicken Drumsticks All American Cobb Salad Buffalo Chicken Wrap Buttered Corn Fresh Fruit and Veggie Bar	14 Crispy Fish Melt Crispy Chicken Tenders Chicken Ranch Salad w/ Pretzel Bagel Fun Lunch Pinto Beans Fresh Fruit and Veggie Bar	15 Cheese Pizza Baked Mac & Cheese Greek Salad w/ Roll Bagel Fun Lunch Broccoli Fresh Fruit and Veggie Bar
18 Philly Cheesteak Chicken Patty Sandwich Chicken Chef Salad Sun Butter & Jelly Sandwich Seasoned Corn Fruit and Veggie Bar	19 Early Dismissal No Lunch	20 Enjoy your Summer!!!	21	22
25	26	27	28	29

Balance* Payments* Comments or Questions?

Fruit, Veggie, & Low Fat Milk available with all meals daily. Milk only \$0.50.

Local ingredients are always used when in season. Ovo-Lacto Vegetarian, may contain Egg & Milk.

www.MySchoolBucks.com
Eren Shoemaker, Food Service Director
shoemaker.eren@arank.com

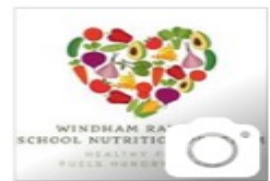
Breakfast Prices: Paid \$1.25 Reduced \$3.30
Lunch Prices: Paid \$2.50 Reduced \$3.00

Nutritional Messages may vary by school.
This institution is an equal opportunity provider.





Menus are a great tool.... But what about more on trend marketing strategies?



Windham Raymond
School Nutrition
Program



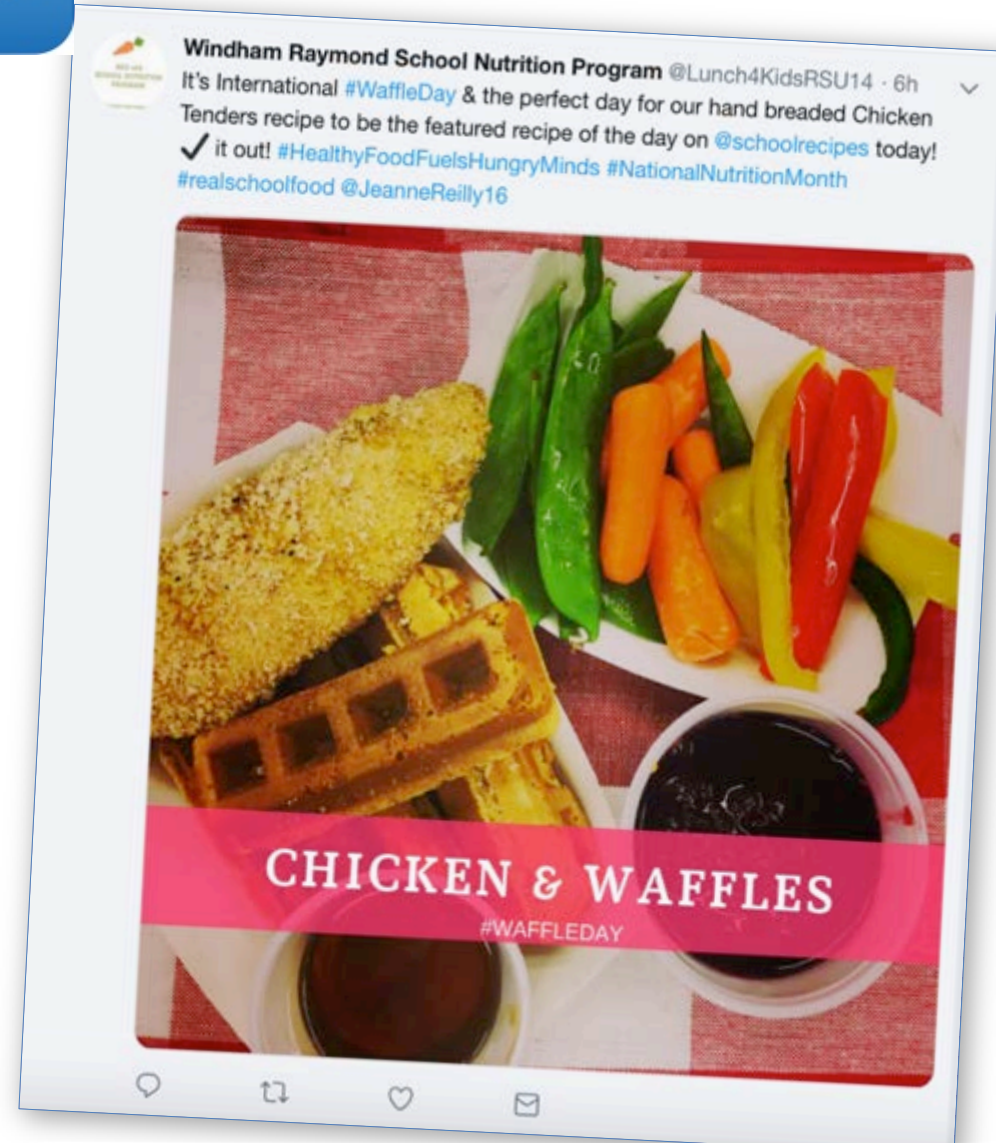


Facebook





Twitter





@SchoolMealsRock

account @daviemountschoolnutrition, beautiful #salad cups + understanding
#learningconnection @ncpublicschools @ncschoolmeals @Fruits_Veggies



Twitter



494 posts 624 followers 445 following

Promotions Edit Profile

RSU14 School Nutrition Program
School
228 Windham Center Rd, Windham, Maine

New Highlights Highlights

Call Email



WE'VE GOT THE BLUES!!!

EASE YOUR MORNING ROUTINE!
LET US TAKE CARE OF BREAKFAST & LUNCH!

CHICKEN & WAFFLES

Q is for Quinoa

P



Windham Raymond School Nutrition Program

WE'VE GOT THE BLUES!!!

delicious smoothies with Wild Maine Blueberries





Time For A Marketing Plan

- Engage your customers/students
 - Marketing Messages
- Announcements
 - Multiple Platforms
- Taste Testing & Feedback
- Acknowledgment & Gratitude
- Metrics

Engage Your Customers!

- Who is your customer?
- What platform are they on?
- How can you build their curiosity to get their attention?





Marketing Messages

BIG reasons to promote TINY berries



=**Big Blue Fun** in a tiny package

=**Big Bold Flavor** for such a little berry

=**Big Impressions** for customers

=**Big Win** for environmentally
concerned students

Announcements!

- School's Morning Announcements
- Talk about today and tomorrow
- Plan for the new item
- ***"You don't want to miss this!"***
- Social Media platforms





Announcements

New this week in the cafeteria - **We are going Wild!**
Come guess what it could be. But don't turn blue with disappointment if it stays a mystery!

Can you guess what new menu item our chefs have been creating? The mixer was humming, the pans were sizzling hot and the food was smelling fabulous as our staff were perfecting today's new recipe.



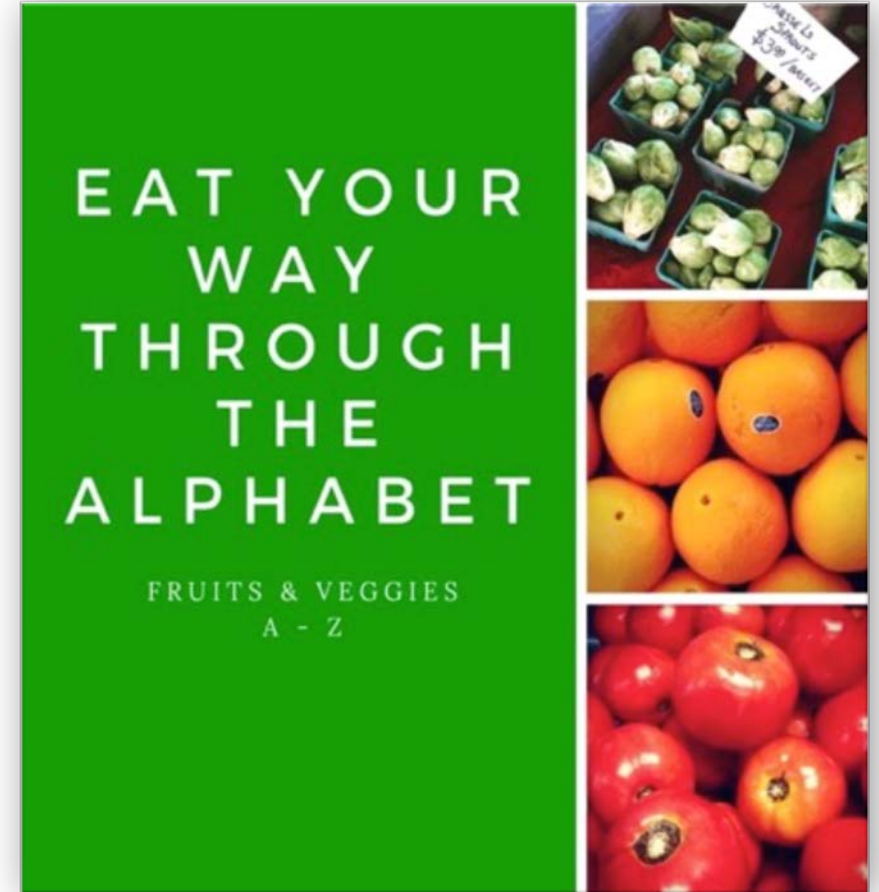
Tweets

New this week in the cafeteria - ***We are going Wild!***
Come guess what it could be. But don't turn blue with
disappointment if it stays a mystery! **155c**

New this week in the cafeteria - **We are going Wild!**
Guess what it could be. But don't turn blue with
disappointment if it stays a mystery! **140c**



Why should I promote my meals?





Cafeteria Signs

TODAY'S Wild Blueberry **SPECIAL**

The **WILD ONES**
are coming!!

Try Our New
Menu Items Soon!

For the Ultimate Wild Superfruit
10,000 years in the making...

**Pick
Wild**
Blueberries



TODAY'S SPECIAL

The **WILD
ONES** are here!!

Taste Test
Today!

For More Intense Blueberry Flavor &
2X the Antioxidants of Regular Blueberries.





Taste Testing & Feedback

In the Café, on the line, at a station or
in the classroom

- Measure (3 emoji trays)
- Feedback – Collect their comments
- Pay attention to what they say and their reactions
- Show your customers you heard what they said!
- ***“We changed this for you!”***

Acknowledgement & Gratitude

- Across all channels
- Announcements
- Signs



Metrics

Key Performance Indicators

- Total Days for promotion
- Number of taste tests made available
- Number of new menu items served
- Change in meal counts on test days
- Vote tallies of customers
- Comments from students, teachers & kitchen staff

Test Time!

- Blank Templates/Group
- Pick your product of the month
- Write a school announcement
- Create a tweet (140 characters)
- Create a Meme
- Bonus – Write an Acknowledgement

That's a berry good boy



AWARDS!!

- First Group Done – All Bonus Answers needed!
- Best Announcement
- Best Tweet
- Best Meme
- Grand prize for our **MARKETING GENIUSES!!!**



Pick a USDA FOOD

Pulled Pork - #110730



Alaska Pollock Sticks #110851



Chicken-#100098



Wild Blue-#100242

Create An Announcement

New this week in the cafeteria - **We are going Wild!**
Come guess what it could be. But don't turn blue with
disappointment if it stays a mystery!

Can you guess what new menu item our chefs have been
creating? The mixer was humming, the pans were
sizzling hot and the food was smelling fabulous as our
staff were perfecting this recipe.



Create a Tweet

New this week in the cafeteria - ***We are going Wild!***
Come guess what it could be. But don't turn blue with
disappointment if it stays a mystery! **155c**

New this week in the cafeteria - **We are going Wild!**
Guess what it could be. But don't turn blue with
disappointment if it stays a mystery! **140c**

Create a Meme



They said I'd like it –
Wild Blueberries are so tasty!



They said I'd never make it to
Alaska – Well, Alaska came to
me on today's menu!

AWARDS!!

- First Group Done – All Bonus Answers needed!
- Best Announcement
- Best Tweet
- Best Meme
- Grand prize for our **MARKETING GENIUS'!!!**



GO WILD Marketing Your USDA FOODS!!



Key Area 4

4110 - Strategic & Marketing Plans

@WildBberries

#WildBB4Schools

FB = @Wild Blueberries

wildblueberries.com/school-food-service

Contact: Ronald Adams- radams@wildblueberries.com

Booth 305