



Menu Innovations with Fruit

November 10, 2019

815-915 AM

Wild Blueberry Commission of Maine
Ron Adams, SNS
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LESSONS TO LEARN

1

Analyze fruit choices on a cost per serving basis and balance fruit choices for their budget, operational and marketing demands.

2

Compare and contrast Wild and Cultivated Blueberries offered under the USDA Commodity Foods Program.

3

Evaluate recipes for inclusion in their program and rank them in order of appeal to students, kitchen staff and parents.

THE “PLUS ONE” MENU STRATEGY



LET'S MAKE FRUIT A LITTLE MORE *EXCITING AND WILD*





FOOD BUDGET PUZZLE

How do you look at USDA Commodities?



They cost me
\$5 a case
for shipping
and handling!

OR



They cost me
\$25 of PAL and
\$5 for shipping
and handling!



FOOD BUDGET PUZZLE

How do you look at cost per serving?



\$0.224/each
1 Cup Serving

Apples \$28@125 ct.

vs.



\$0.188/each
1/2 Cup Serving

Apples \$30@160 ct.



FOOD BUDGET PUZZLE

There are two kinds of commodity blueberries!!

Wild has **25% MORE** servings
per 30 pound case*



225 (1/2 cups)



180 (1/2 cups)

*Source : 2016 USDA Food Buying Guide Additional Yield Information for School Meals

FOOD BUDGET PUZZLE



25%

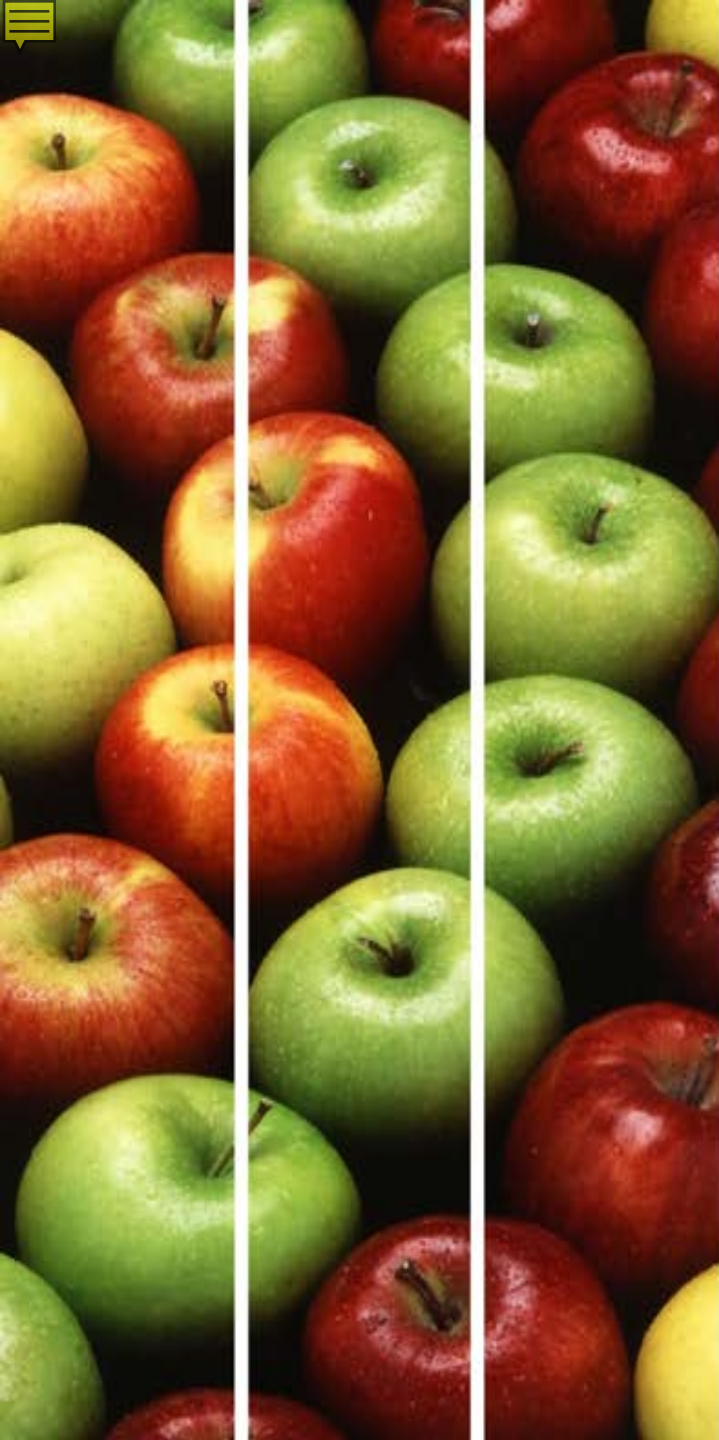
of that is fruit
and vegetables,
\$0.36;

\$1.45

Schools on average
spend \$1.45 per meal
for the food on
the lunch tray;

\$0.18

Your fruit needs
to average \$0.18
per day



THE COST IS RIGHT!

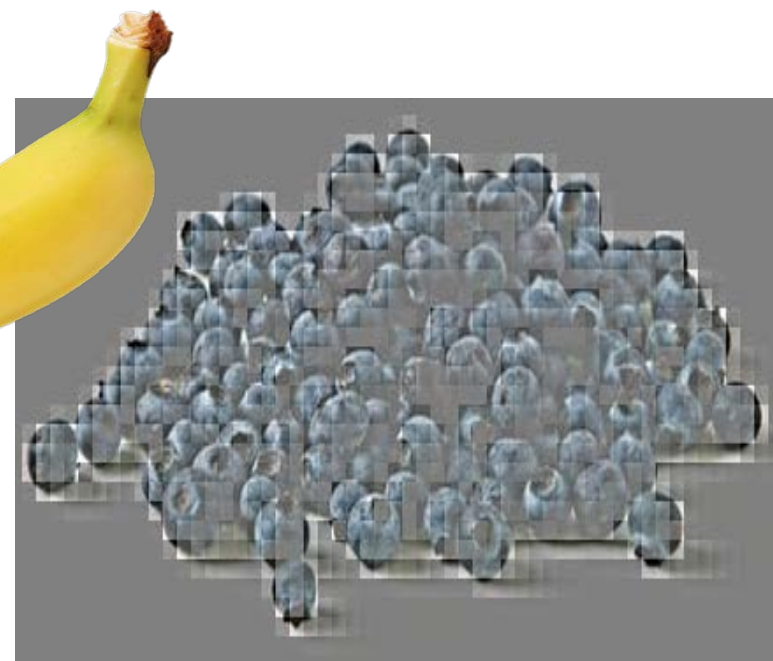
Solve the puzzle!

Pick **5 fruits**- must average **\$0.18** per day over the course of the school week



-High-
\$0.24/serving

-Average-
\$0.18/serving



-Low-
\$0.12/serving

BUDGET VERSUS PARTICIPATION



Wild Blueberries

GREAT FOR
SCHOOL NUTRITION...
PERFECT FOR KIDS



WHAT *IS* THE MAINE WILD BLUEBERRY?

- Plant indigenous to Maine and Northeastern Canada.
- Wild because not planted – managed in naturally occurring stands.
- Genetic diversity - ~4.5 million Wild Blueberry clones in Maine, giving it a complex flavor profile
- 99% of the crop is frozen fresh at peak freshness.



ARE ALL BLUEBERRIES *WILD*?

- A Wild Blueberry is NOT planted!
- Wild attributes:
 - Intense flavor*
 - 2x the Antioxidants*
 - More fiber*
 - Less water*
 - More servings per bag*
 - Frozen convenience year round*





GROWING WILD BLUEBERRIES



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Savory and Sweet Base Sauce - make the most of your marketing with multiple recipes with your featured ingredient!





SAVORY WILD BLUEBERRY DIPPING SAUCE





WILD BLUEBERRY *DRESSING*





WILD BLUEBERRY & CORN SALSA





WILD BLUEBERRY *PIZZA*



BASE SAUCES



Savory

Accent to your recipes,
compliment your
entree,
add a story to the
meal



Sweet

Compliment the meal
with fruit choice, fantastic
finish with a premium
fruit
at a commodity price.



INNOVATIONS WITH FRUIT



MORE **value**, MORE **flavor**,
MORE **nutrition**,
MORE **participation**