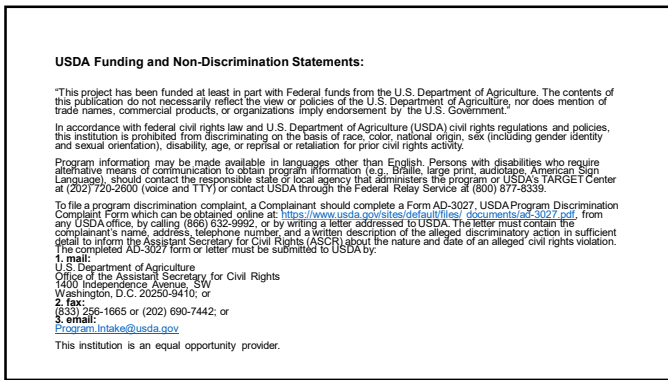


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Objectives

- Understand the appropriate taste-testing method for your objective
- Describe the processes for testing a recipe with staff and students
- Understand how to determine whether a recipe is acceptable at each stage and how to calculate an approval rating
- Explain how promotional activities are essential to the success of school nutrition programs
- Describe how promotional activities contribute to a healthy school nutrition environment
- Identify opportunities to launch or expand promotional activities
- Identify resources for promotional activities



4

Professional Standard Learning Codes

- Communications and Marketing – 4000
- Nutrition – 1000
 - Nutrition Education (1200)



5


What is Taste-Tasting?



6

Poll

Have you ever conducted any type of taste-testing with your students?



7

Decide on Your Taste-Testing Objective


- I want students to try new menu items or foods.
- I want students to become more aware and educated about new menu items and foods.
- I want students to try a recipe and gather their feedback to revise the recipe.




8

Choose the Appropriate Method


- **Promotional Taste-Testing**
 - Use [USDA online resources](#)
 - Generally, less structured in the process, and who participates
- **Formal Taste-Testing**
 - Structured process
 - Planning is essential
 - Requires a certain number of students
 - Data is collected and analyzed
 - Recipe revisions are common



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Taste-Testing & Grant-Funded Recipe Development Projects


1. Understand the parameters for taste testing
2. Set an approval rating aligned with project requirements
3. Ensure the stated number of students participate in the process



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Taste Testing Phases


1. Nutrition Staff Taste-Testing
2. Student Taste-Testing
3. Recipe Acceptance



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Taste-Testing: Nutrition Staff



- When: Before testing with the students
- Who: Recipe development team
- Why: To pre-test the recipe and make adjustments
- What: Small batch ~25 servings
- How: Staff evaluation checklist



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Nutrition Staff Recipe Evaluation Checklist


- Is the recipe visually appealing? What makes it appealing or unappealing?
- Does the recipe taste good? What flavors do you notice?
- Is the texture appealing? What makes it appealing or unappealing?
- Is the smell appealing? How would you describe the smell?
- Will the students like the recipe?*

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Informal Taste-Testing: Students and/or Staff


- When: After staff taste-testing and approval
- Who: Students and/or staff
- Why: To check and adjust the recipe
- What: Less than 50 servings
- How: No formal ballots required



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Formal Taste-Testing: Students

- When: After informal taste testing and approval
- Who: Up to three tests of 50+ students
- Why: To achieve the 70% approval rating
- What: Recipe as typically served
- How: Formal ballots



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Consistency is the Key!

- For the best taste testing results, be consistent in your procedure!

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Student Taste-Testing Components

1. Informing & educating
2. Taste Testing
3. Evaluation

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Informal and Educating Ideas

- Tell them why a new recipe was developed
- Identify the different ingredients that make up the recipe
- Describe how it was prepared
- Tell the students what nutrients the ingredients provide and how they help the body
- Show where the local ingredients are grown on a state or county map

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Formal Taste Testing Guidelines

- Test the recipe at the time of day it will be served
- Serve the recipe the way it would typically be served
- Keep the introduction simple
- Avoid biasing the student with any comments
- Give the student ample time to taste the sample




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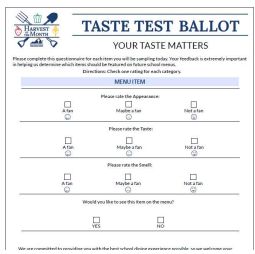
Evaluation Guidelines

- Provide the students with a taste testing ballot. The VDOE-SCNP has developed taste testing ballots for elementary school and secondary students.
- Read off the instructions and options for younger students or students who look hesitant or confused.
- If there is time, ask the student for open-ended feedback at the bottom of each form.
- Minimize student interaction, if possible, as peer influence is a factor.



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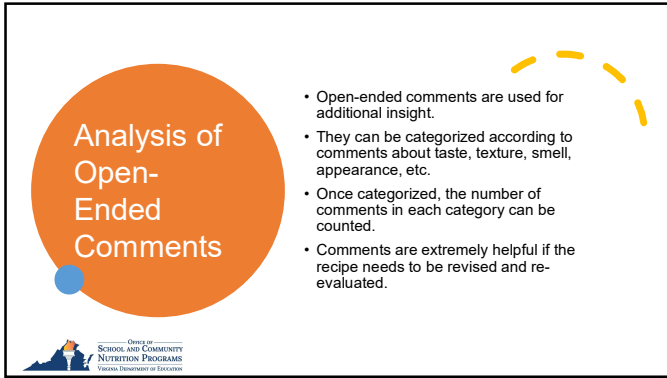
Evaluation Form



We are committed to providing you with the best school district experience possible. We can only improve over

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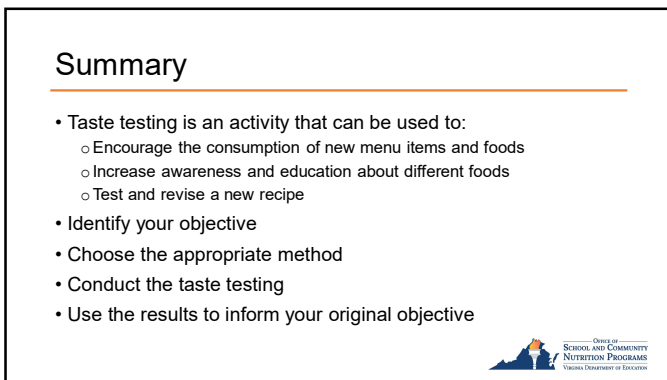


Analysis of Open-Ended Comments

- Open-ended comments are used for additional insight.
- They can be categorized according to comments about taste, texture, smell, appearance, etc.
- Once categorized, the number of comments in each category can be counted.
- Comments are extremely helpful if the recipe needs to be revised and re-evaluated.

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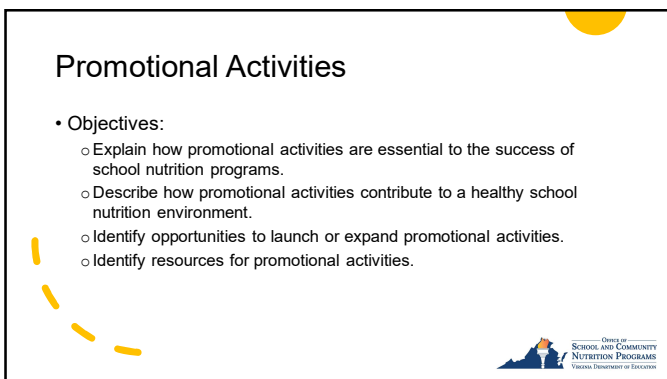


Summary

- Taste testing is an activity that can be used to:
 - Encourage the consumption of new menu items and foods
 - Increase awareness and education about different foods
 - Test and revise a new recipe
- Identify your objective
- Choose the appropriate method
- Conduct the taste testing
- Use the results to inform your original objective

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Promotional Activities

- Objectives:
 - Explain how promotional activities are essential to the success of school nutrition programs.
 - Describe how promotional activities contribute to a healthy school nutrition environment.
 - Identify opportunities to launch or expand promotional activities.
 - Identify resources for promotional activities.

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Identify the Goal of the Promotion


- SMART goals are:
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Timely





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Increase Milk Selection at Breakfast

- Specific: Increase milk selection at three elementary schools where breakfast milk selection is currently low, at less than 50% of meals served including milk.
- Measurable: Increase milk selection to 70% of all breakfast meals served to include fluid milk.
- Achievable/Attainable: Yes, with the appropriate promotion and monitoring.
- Relevant: Very much so! Milk is an important source of calcium and protein for school-aged children.
- Time-Bound: Establish a date, such as April 15, 2024.





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SMART Goal

- The goal of the promotion is to increase student selection of milk at three elementary schools from the current 50% of meals served, to 70% of meals served, by April 15, 2024.

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Focus!



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Essential to Your Success

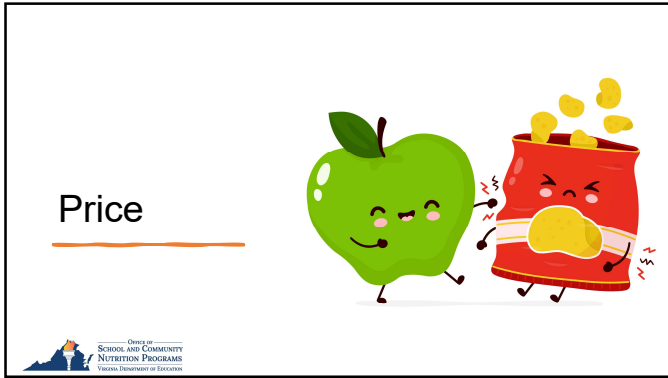
1. You have an opportunity to “sell” the tangible and intangible benefits of your school nutrition program
2. It’s a great way to connect with your customers
3. You may educate or clarify details about your services to an expanded customer base
4. Promotional activities work!



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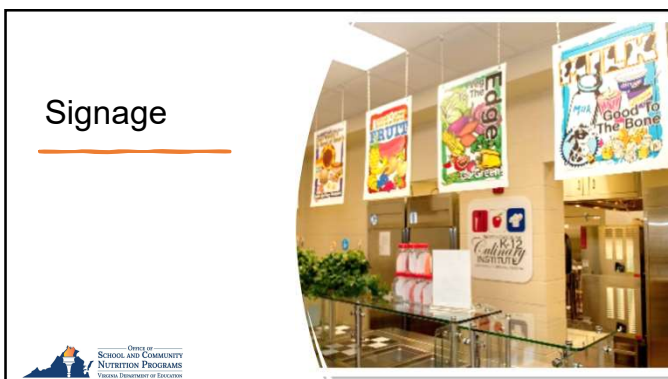
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One Size Does Not Fit All!



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Breakout Activity!



- Share a promotion you have sponsored in the past with your assigned Breakout Room participants.
 - What were your objectives?
 - How did you structure the promotion?
 - What went well?
 - What challenges did you face, and what might you do differently next time?
 - Were there measurable effects of the promotion?



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Breakout Activity Responses

- What were your objectives?
- How did you structure the promotion?
- What went well?
- What challenges did you face, and what might you do differently next time?
- Were there measurable effects of the promotion?



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Healthy School Nutrition Environments




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Value of Promotions



Increased participation



Improved familiarity and understanding of the school meals program

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Comprehensive Approach

- Classroom
- Cafeteria
- Home



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Tried and True


- National School Lunch Week: October 14-18, 2024
- National School Breakfast Week: March 4-8, 2024
- Virginia Farm to School Week: October 7-11, 2024
- Crunch Heard 'Round the Commonwealth: October 7-11, 2024 (one day)



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Let's chat!
New year, new ideas!



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Contributing to a Healthy School Environment



Keep focus on healthy foods



Focus on nutrition as a key area of concern in schools

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Promotions Calendar

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December



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Get the Word Out!

- Friends!
- Division-wide and community advocates
- Participation in wellness fairs
- Community events



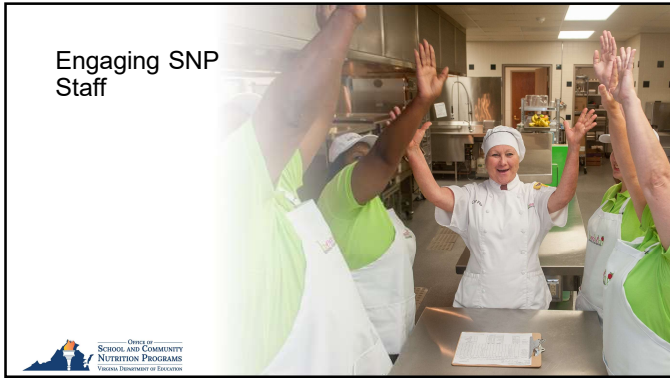
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Launching or Expanding Promotions

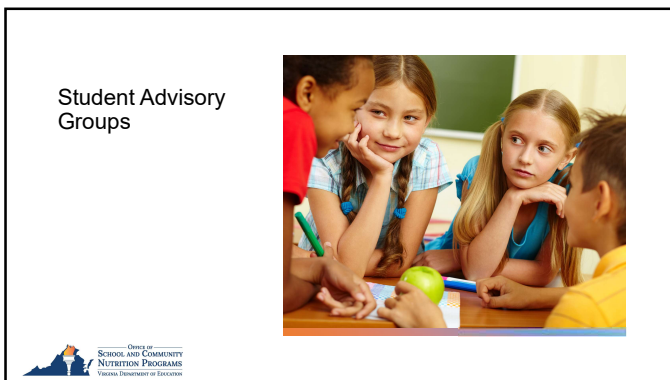
- Fuel up to Play 60
- Commodity Groups
 - The Pear Board
 - The Watermelon Board
 - The Peanut Board



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Promotions Calendar: January - March

- January
 - Happy New Year!
 - MLK Jr Day
 - 100th Day of School
 - Super Bowl Celebration
- February
 - Black History Month
 - Valentine's Day
 - President's Day
- March
 - National Nutrition Month
 - National School Breakfast Week
 - St. Patrick's Day
 - Spring Break!
 - Welcome to Spring

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Promotions: April - June

- April
 - Earth Day
 - Spring Picnic
 - Strawberry Extravaganza
- May
 - School Lunch Hero Day
 - May 13th – Virginia Settlement Day in 1607
 - Memorial Day
 - Blueberries for All
- June
 - School's Out
 - Last Week of School BBQ
 - Welcome to Summer
 - Cherries Jubilee
 - National Go Fishing Day





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Promotions: July - September

- July
 - 4th of July
 - International Joke Day
 - Red Tomato Day
 - A Summers Dream
 - Watermelon Festival
- August
 - It's Just Peachy Day
 - Friendship Day
 - National Book Lovers Day
- September
 - Back to School Celebration
 - Labor Day
 - Hispanic Heritage Month
 - ABC Produce Month







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**Promotions:
October -
December**


- October
 - American Cheese Month
 - World Farm Animals Day
 - Child Health Day
 - Halloween
- November
 - Native American Heritage Day
 - Veterans Day
 - Thanksgiving Dinner
- December
 - International Mountain Day
 - National Sock Day
 - Winter Wonderland
 - Christmas (or Holiday) Dinner

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Allowable Costs and Potential Funding Sources

- Prizes and rewards cannot be purchased with school nutrition funds.
- National Dairy Council or other similar entities
- Commodity groups, such as pears, potatoes, etc.
- Manufacturers currently doing business with the SNP
- Outside organizations may donate items
- A PTO of school fund may assist with promotional items or rewards, especially when the promotion is geared toward school-based initiatives, such as decreasing chronic absenteeism, or increasing breakfast participation



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Promotional Activities Resources

- Action for Healthy Kids. Food and Beverage Marketing.
 - <https://www.actionforhealthykids.org/food-and-beverage-marketing>
- Action for Healthy Kids. Nutrition Education and Promotion.
 - <https://www.actionforhealthykids.org/nutrition-education-and-promotion>
- Alliance for a Healthier Generation. Promote Your Program.
 - <https://www.healthiergeneration.org/take-action/schools/promote-your-program>



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