

# Marketing

## Your School Nutrition Program



School meals have a new look, and it is time to recreate public perception. Using simple, singular messages that are developed for specific audiences is the most effective way to market your program. Listed below are some suggestions to help you begin marketing school nutrition in your community.

### Connect With Your Audience



**Visit other districts to observe their marketing plan.**



**Share the cost of a billboard with neighboring districts.**



**Form a student advisory group to create a brand and logo for your school nutrition program.**



**Create a display with sample meals, nutrient analysis, recipes, and cost comparisons. Use this display at parent-teacher conferences, school registration day, community wellness events, county fairs, and other large gatherings.**



**Keep Spreading the Word to  
Ensure You Will Be Heard!**

© 2017, Institute of Child Nutrition, The University of Mississippi, School of Applied Sciences

The University of Mississippi is an EEO/AA/TitleVI/Title IX/Section 504/ADA/ADEA Employer.

This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture, Food and Nutrition Service through an agreement with the Institute of Child Nutrition at the University of Mississippi. The contents of this publication do not necessarily reflect the views or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. government.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

