

SPRING-FORD AREA
SCHOOL DISTRICT
&
THE IMPACT OF THE
HEALTHY HUNGER FREE KIDS
ACT OF 2010

UPDATE: 11/26/12

A quick review: What is the Healthy, Hunger Free Kids act of 2010?

- ▣ Signed by President Obama on December 13, 2010
 - Public Law 111-296, Healthy, Hunger-Free Kids Act of 2010 (HHFKA)
 - HHFKA required USDA to update school meal nutrition standards. These are the most sweeping changes the program has seen in over 15 years.
 - HHFKA is championed by First Lady Michelle Obama as part of her “Lets Move!” initiative, and it will effect 32 million children nationwide that participate in NSLP.
 - While some of the changes will be phased in over the next five years, the ones that have a direct effect on lunches take effect for the beginning of the 2012-2013 school year.
 - All Food Services Directors attended trainings in these changes in either late June 2012 or July 2012.

What does the Act hope to accomplish?

Childhood and Adult Obesity are National Problem and a growing epidemic.

The Healthy, Hunger-Free Kids Act makes significant progress toward ending child hunger and obesity by expanding access to federal child nutrition programs and improving the nutritional value they provide. In addition to reauthorizing federal child nutrition programs, the act will help address childhood obesity by reducing the fat and calorie content of school meals. Reversing the childhood obesity epidemic in a single generation – as First Lady Michelle Obama has called upon our nation to do – won’t be easy. It will require a long-term, sustained commitment to attacking this issue across multiple fronts. The Healthy, Hunger-Free Kids Act makes great strides toward eliminating this threat to our children's health.”

- O. Marion Burton, MD, FAAP, President, American Academy of Pediatrics

Key Components of the Act:

▣ Updated nutrition standards for school lunches

Increase:

- Fruits (amount)
- Vegetables (amount and required variety)
- Whole grains
- Legumes
- Low-fat/Fat Free Dairy (flavored milk choices must be fat free, unflavored choices may be fat free or 1% low fat only).

Decrease

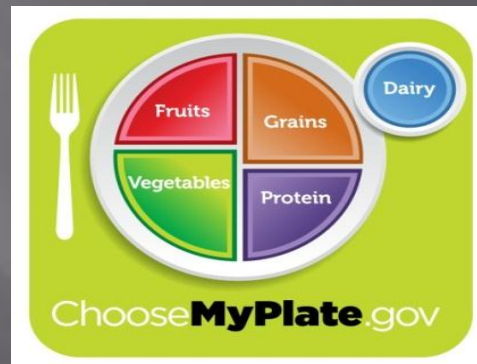
- Sodium, Fat

New Levels

- Calorie minimum and maximum levels
- Protein minimum and maximum levels

Changes to Offer vs. Serve:

- In the past, fruits and vegetables were an options (with Offer vs. Serve). With the new standards, either a fruit or a vegetable must be on a child's plate to be considered a reimbursable meal.



THE INITIAL CHALLENGES

The first 2 full months (September & October 2012):

*Started the district under the new guidelines from "Day 1".

*Educated the foodservice staff on the changes, even though changes are (and are still) ongoing.

*Tried to update the students and parents on very short notice via emails, website, & postings in cafeteria.

*Trying to best deal with the "One size does NOT fit all" approach that the USDA has presented us with.

*Elementary students are not eating all of the fruit and/or vegetable (lots of waste).

*Older students are saying, too much fruit & veg., not enough proteins and grains.

*Menus are constantly discussed & revised weekly & monthly

*Lunch counts & revenue are down at all levels:

Lunch Counts (35% drop)

Sept. & Oct. 2011
3,722 meals per day

vs.
Sept. & Oct. 2012
2,410 meals per day

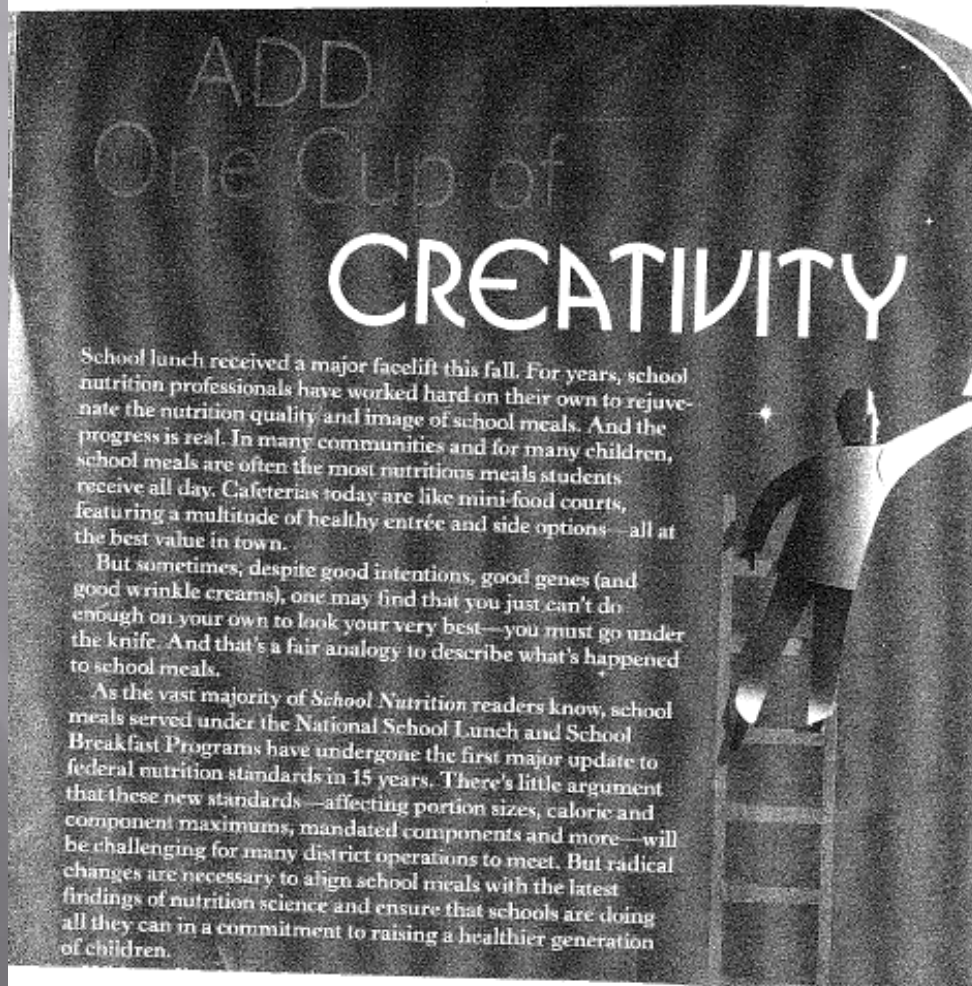
Profit & Loss

August & Sept. 2012
(1 month & 4 days)

Total Operating Loss
of (\$56,270)

HOW THE SCHOOL FOOD SERVICE INDUSTRY REACTED

EXCERPT FROM THE NOVEMBER 2012 ISSUE OF
"SCHOOL NUTRITION" MAGAZINE



School lunch received a major facelift this fall. For years, school nutrition professionals have worked hard on their own to rejuvenate the nutrition quality and image of school meals. And the progress is real. In many communities and for many children, school meals are often the most nutritious meals students receive all day. Cafeterias today are like mini-food courts, featuring a multitude of healthy entrée and side options—all at the best value in town.

But sometimes, despite good intentions, good genes (and good wrinkle creams), one may find that you just can't do enough on your own to look your very best—you must go under the knife. And that's a fair analogy to describe what's happened to school meals.

As the vast majority of *School Nutrition* readers know, school meals served under the National School Lunch and School Breakfast Programs have undergone the first major update to federal nutrition standards in 15 years. There's little argument that these new standards—affecting portion sizes, calorie and component maximums, mandated components and more—will be challenging for many district operations to meet. But radical changes are necessary to align school meals with the latest findings of nutrition science and ensure that schools are doing all they can in a commitment to raising a healthier generation of children.

The first months— Some of what we tried:

Winners (Still on the menu 2 ½ months later):

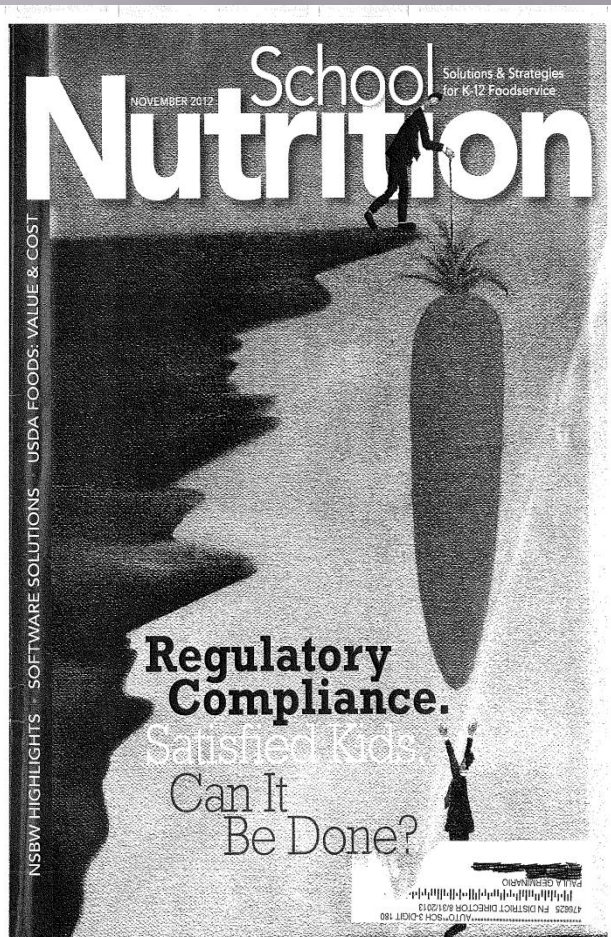
Unbreaded Chicken items
Whole Grain Pasta
Raw Veggies with Dip
Fruit & Yogurt Parfaits

Losers (tried more than once!):

Hummus & Pita Chips
Bean Dip
Southwestern (vegetarian) Fajitas
Pinto Beans
Chicken or Tuna Salad
Turkey Burger
Veggie Burger

HOW THE SCHOOL FOOD SERVICE INDUSTRY REACTED

Local & industry feedback



Local Reaction:

1. Students are unhappy with the additional amounts of Fruits and/or Vegetables- that they do not want- saying it is "too much to eat in one sitting". Food waste occurring.
2. The new "One size fits all" approach does not fit all. Does not take into account that some students (especially those at the H.S. level & athletes) may need the extra protein and/or calories.
3. "Not enough protein/food in a lunch". Students are having to purchase more than one lunch, or a la carte items, and that is proving costly to both students and parents.

Students Aren't Buying Healthy School Lunches

Publish Date: 11-05-2012 by Karen Hopkins, 13News, WVEC.com

YORK COUNTY, VIRGINIA-School lunch sales are dropping because the food is too healthy. This is the first year for the Healthy Hunger-Free Kids Act, which requires cafeteria food have less salt and fewer calories in an effort to fight childhood obesity. York County Schools says many students are now bringing their lunches and often have junk food. "We're not seeing this as unique to York County at all. Other school divisions are seeing the same thing. It's not necessarily about the quality or taste. It seems to be the calorie limit. We're hearing the kid's say that it's not enough food," Schools spokeswoman Katherine Goff said. The USDA mandates a school lunch in grades K-5 must provide between 550 and 650 calories; for grades 6-8 between 600 and 700 calories; for grades 9-12 between 750 and 850 calories. Some students also say they need to buy two lunches to curb their hunger, which could put a strain on family budgets. York Co. education officials say the decrease in sales means less revenue for schools to cover the cost of the food service programs. For now, staff members are monitoring sales and working with the food service contractor (Aramark) to improve the lunch program and still meet federal mandate. Information about school lunch sales will be presented to the York Co. school Board at its November 6 work session.

THE CURRENT CHALLENGES

**Where we are now, & moving forward
(November 2012 & beyond):**

***Started our Elementary Schools under the “Build A Tray” program, which we are using to help the younger students understand the new guidelines in the cafeteria.**

***We are working with a School Food Services Consultant to help us maximize our menu choices while ensuring we are still meeting or exceeding all requirements.
(This is at no cost to the district)**

***We have submitted all of our menus & data to PDE so we can prove that we qualified to earn the .06 per meal .
(retroactive to October 1, 2012)**

***Starting in November 2012, we will be introducing “Meal Deals” at the 10-12 building , at a set price of \$4.85 per meal, for those students who are needing further options that are more cost effective.**

***Our suppliers are coming out with reformulated items that meet the new requirements. There will be more “old favorites” appearing back on our menus (starting November 2012)**

***Lunch counts are slowly rising. We expect to see a larger impact in November & Decembers lunch counts**

Reimbursement Rates 2012– 2013

NSLP Rate Information Period: 7/01/2012 - 06/30/2013

Federal Reimbursement Rates

Paid 0.2700 per meal

Free \$2.8600 per meal

Reduced \$2.4600 per meal

State Reimbursement Rates

Per Lunch 0.1000

An additional .06 is possible if found to be in compliance

Spring-Ford Area School District SY 2011-2012

School Lunch- Total State & Federal Funds received were \$545,705.37

Despite all of the above challenges, food services is a
totally self-sufficient operation

Final thoughts

This continues to be a work in progress:

- Our Kitchen Managers and I are taking the input we are receiving from students, parents, administrators, our consultant, fellow districts, and the industry in general and are applying it & making changes to our benefit.
- We are monitoring *everything* very closely- lunch counts, food cost, labor, and student satisfaction.
- As information and products continue to emerge, the focus in the industry AND at the district level is on tweaking: seeing what works, what does not, what new products we can introduce, and acting on feedback from items we have introduced.