



COOKING



for

KIDS

Smarter Lunchrooms



The Smarter Lunchroom Movement



- It's all about **Behavioral Economics**
 - The study of the effects of psychological, social, cognitive, and emotional factors on the **economic decisions** of individuals and institutions.
 - **OR** Why we buy what we buy when we buy it.

The Smarter Lunchroom Movement

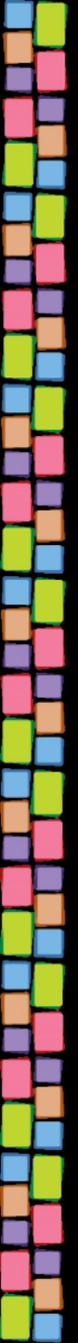


- Researchers at Cornell University's Center for Behavioral Economics for Child Nutrition Programs: Let's apply this work to school meal programs!
- Created The Smarter Lunchroom Movement.

The Smarter Lunchroom Movement

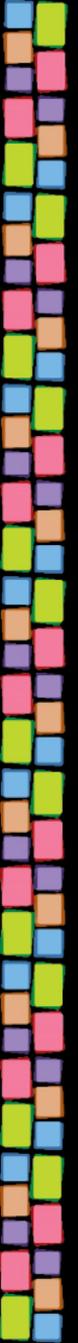
- Use of **evidence-based**, simple low and no-cost changes to lunchrooms which can **improve participation** and profits while **decreasing plate waste**.





What We Know

- Research says:
 - Placing nutritious foods at the beginning of the line increased sales by 10-15%.
 - Students are more likely to EAT their vegetables if given a choice of two vegetables as opposed to being required to take a single choice.
 - When students use trays, vegetable consumption increases. When students do not have trays, they eat 21% less salad, but no less ice cream.



What We Know

- Research says:
 - Using attractive bowls for fruit on serving lines instead of stainless steel pans doubled fruit sales.
 - Asking students “Do you want a salad?” increased salad sales by one-third.
 - Putting a salad bar in front of the checkout area tripled salad bar sales.
 - Allowing only cash payments for treats increased fruit sales by 71% and decreased dessert sales by 55%.

Putting Research into Practice

Think about:

- WHERE you offer fruit and vegetable choices.
- WHAT you offer as fruit and vegetable choices.
- HOW you offer fruit and vegetable choices.



WHAT You Offer

- 
- Fruits and veggies look fresh-not brown, wilted, bruised, damaged.
 - Individual salads or salad bars are available to all students.
 - Students are offered a CHOICE.

Food must LOOK good and TASTE good and students must feel like there is a choice!

HOW You Offer



- 1. Frequency**
- 2. Variety**
- 3. Visibility**
- 4. Verbal Cues**

HOW You Offer

Frequency

- Offer fruits/veggies at all points of sale
- Place fruits/veggies in at least 2 places on the line, preferably at the front of the line
- Place a fruit option at the register
- Fruits/veggies are offered with all grab & go options



HOW You Offer

Variety

- Mix the variety of whole fruits together in serving containers.
- Make the line look visually interesting.



HOW You Offer

Visibility

- Display whole fruits in attractive bowls or baskets
- Make the line attractive
- Make sure students can see the fruits/veggies
- Salad bars are highly visible and located in high traffic area



HOW You Offer

Verbal Cues

- Ask students, “Would you like the carrots or the green beans today?” NOT “Which vegetable do you want?”
- Ask students, “Would you like to try a salad today?”



WHERE You Offer

- Place fruit and veg offerings at the front of the line.
- Place fruit and veg offerings near the register.
- Consider pre-plating some vegetable offerings.
- Include fruit/veg offerings with combo meals and options off of the main “hot” line.



What We Know

***Giving healthy foods
descriptive names increased
their sales by 27%.***



Putting Research Into Practice



- ALL food items on the line should be labeled.
- Food items should be given descriptive names.

What's in a Name?

- Creative Names
 - X-Ray Carrots or Silly Dilly Green Beans
- Highlight Ingredients
 - Heirloom Tomatoes, Kobe Beef
- Sense of place
 - Farm Fresh Carrots, Baja Fish Tacos
- Home
 - Uncle Sal's Saturday Marinara, Auntie Anne's Pretzels, Better Than Mom's Meatloaf



It's Your Turn: Part 1



***Let's tackle the
"Smarter Lunchrooms: Catchy Name"
activity in groups of 3-4 people.***

It's Your Turn: Part 2



***Let's tackle the
"Lunch Line Redesign"
activity in groups of
3-4 people.***

Share Your Goals



From your SWOT analysis, share one short-term and one long-term goal that you have for your school's meal programs.