

**Whole Grain on Every Plate**  
**Friday, October 19**

# WHOLE GRAIN-RICH FOR SCHOOLS

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# LINCOLN COUNTY SCHOOLS DEMOGRAPHICS

Located in  
Piedmont  
region of  
North  
Carolina  
25 miles  
northwest  
of Charlotte

- ◎ Student enrollment 12,006
- ◎ **Free and reduced enrollment 47.8%**
- ◎ 14 elementary schools
- ◎ 4 middle schools
- ◎ 4 high schools



## HAVE A PLAN

Training  
staff  
members  
to  
answer  
questions  
from  
parents  
and  
faculty

Great marketing is  
the quickest way to  
kill a bad business.



# MARKETING = KNOWLEDGE

In 2013 with new breakfast regulations removing the protein requirement, it is important to educate the community on the benefits of carbs and the role of whole grains in the new meal patterns and the benefits they provide our students.

- ① Awareness to parents of the new program regulations
- ① Importance of providing nutritional information
- ① Local media will help spread the news about your program (benefits of WHOLE GRAINS)
- ① Support from key stake holders (BOE)
- ① Faculty support



# MAKING THE SWITCH

Testing products before implementation is key, you only have one shot to make that first impression

- ◎ **Creative Menu Planning**
- ◎ **Introduce New Items**
- ◎ **Innovation of Products**
- ◎ **Availability**
  - In-Stock dependability at broad line distributors is vitally important



# CHALLENGES OF NEW REGULATIONS FOR CN DIRECTORS

Everyone agrees that the new healthier menu options are going to be beneficial for future generations, the time frame and limited budgets are concerning.

- ⊙ Minimal time between passage and implementation
- ⊙ Different minimum / maximums (would like to see elementary maximum increased to 10 week, would be easier to plan menu)
- ⊙ CN Labels offer clarity on equivalents
- ⊙ Limited products available
- ⊙ Bid season was underway



# INDUSTRY OPPORTUNITIES

Although there will be many challenges faces CN departments across the country, at the end of the day we will be shaping a healthier generation!

- ◎ With the protein requirement removed from breakfast in 2013-14 more whole grains will be used for the NSBP
- ◎ Whole grains will become the normal choice of the next generation
- ◎ Marketing opportunities jointly with the School Nutrition Association on the benefits of whole grains and the role they play ion the new meal pattern

# QUESTIONS?

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