

**PRODUCE FOR®  
BETTER HEALTH**  
FOUNDATION

## **HAVE A PLANT® AT SCHOOL:** Secrets, Strategies & Success Stories

**November 16 at 2pm EST**



**Pacific Northwest  
Canned Pears**

Always ripe. Always ready.



# TODAY'S HOST/MODERATOR

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Amy Myrdal Miller, MS, RDN, FAND  
**Farmer's Daughter Consulting**

PBH Culinary & Foodservice Specialist



# ABOUT PBH



# OUR PURPOSE

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PRODUCE FOR®  
BETTER HEALTH  
FOUNDATION

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization 100% dedicated to helping people live happier, healthier lives by eating and enjoying more fruits and vegetables, in every form, each and every day.

PBH, along with its strategic partners, will elevate new fruit and vegetable consumption behaviors as a national priority – *accelerating growth and serving the public good.*





# THE AWARD-WINNING HAVE A PLANT® MOVEMENT REACHES MILLIONS

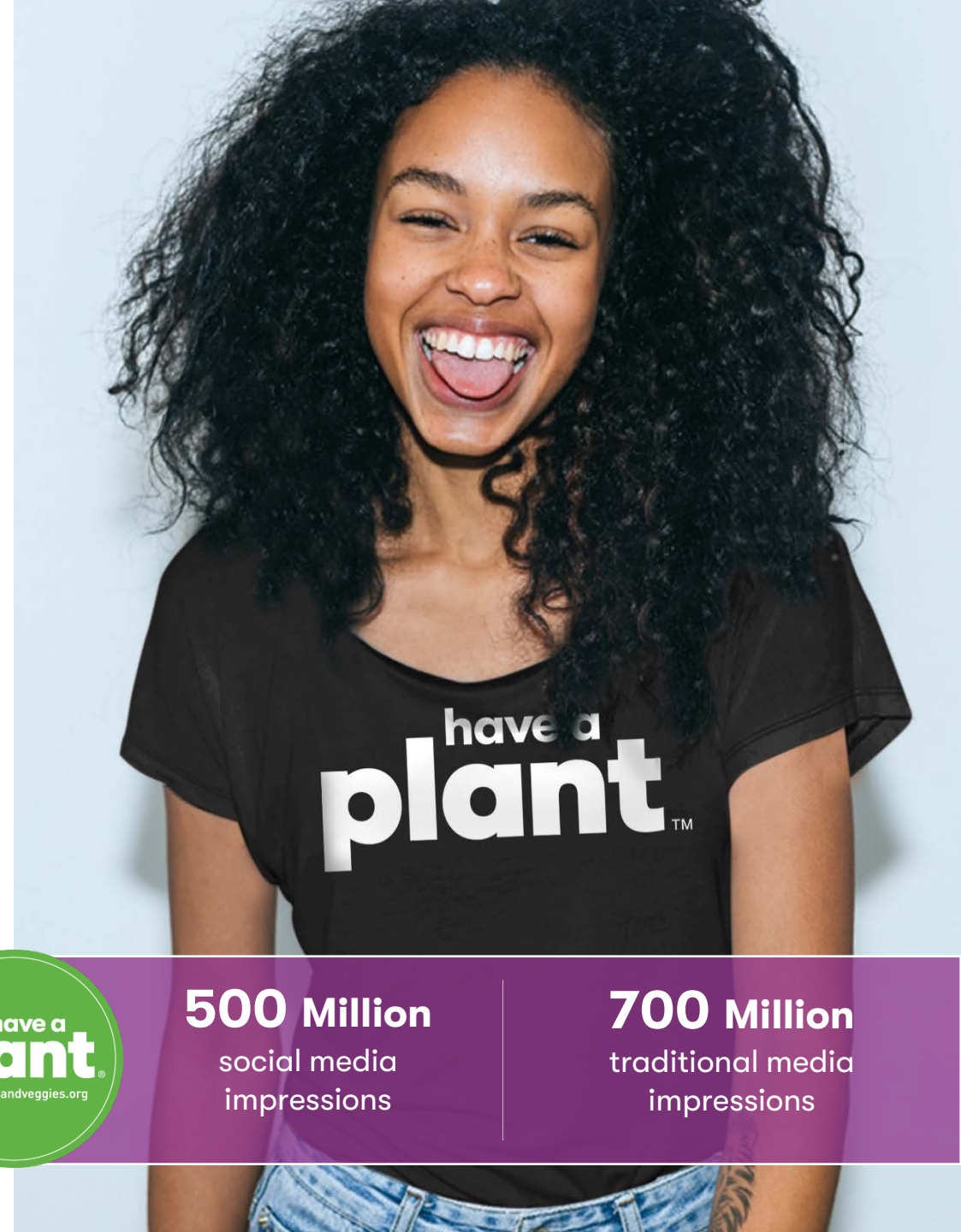
The award-winning **Have A Plant® Movement** is a way to inspire lasting behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience.

**PBH is an undeniable resource for health & wellness professionals**, given its trusted third-party credibility, breadth of nutrition and behavioral research, and strong consumer, influencer and industry reach.



**500 Million**  
social media  
impressions

**700 Million**  
traditional media  
impressions



# The 2020 PBH State Of The Plate Research Toolkit Provides Health & Wellness Professionals With Helpful Resources.

## PUBLIC TOOLKIT

PBH State Of The Plate Research Toolkit with executive summary, key messages, consumer marketing and social media assets as well as activation ideas

[fruitsandveggies.org/  
stateoftheplatetoolkit](https://fruitsandveggies.org/stateoftheplatetoolkit)

Fruits & Veggies

Stories

Recipes

Expert Advice

State Of The Plate

PBH FOUNDATION

STATE OF THE PLATE

### 2020 PBH State Of The Plate Toolkit

The results are in. As a society, we are chronic underachievers at eating our fruits and veggies and, subsequently, we are short-changing the health and well-being of generations of Americans. In 2020 PBH commissioned an update to our trended fruit and vegetable consumption research. Sadly, the news is not as encouraging as we would hope. America's fruit and vegetable consumption continues to erode over time. We must act NOW to reverse this trend.

We owe it to Americans to help them easily eat, enjoy and maybe even love more fruits and vegetable for improved health and happiness. Please use the resources and insights at the links below to join us in making a new era of conscious consumption a reality! #haveaplant

**2020 PBH State Of The Plate Executive Summary**  
Additional access to the PBH 2020 State of the Plate research is exclusive to PBH members and **Lead The Change** supporters. Send us an **email** to request access.

**Key Messages & Supporting Data Points**  
[\[pdf\]](#) [\[docx\]](#)

**Frequently Asked Questions**

**Sample Social Media Posts**  
[\[pdf\]](#) [\[docx\]](#)

**Digital & Social Media Graphics**

**View Official 2020 PBH State of the Plate Press Release**

**Sample Media Pitch**  
[\[pdf\]](#) [\[docx\]](#)

**Activation Ideas**  
[\[pdf\]](#) [\[docx\]](#)

Solutions To Help Americans Easily Enjoy More Fruits & Vegetables

**Start With Fruits & Veggies**  
Make a habit of eating a fruit or veggie first during at least 1 meal each day.

**Have A Plan, Have A Plant®**  
Map your meals and snacks, making fruits and veggies the stars.

**Count All Forms**  
Mix up fresh, frozen, dried, canned and 100% juice.

**Make The Doing Easy**  
Keep it simple and pair 1 more fruit or vegetable with a fave food each day.

**Hit Repeat**  
Consistent repetition will turn consciously eating more

IF YOU LIKED IT THEN YOU SHOULD PUT A RING ON IT

For more information on the PBH State of the Plate research visit [www.fruitsandveggies.org/stateoftheplate](https://www.fruitsandveggies.org/stateoftheplate)  
Follow PBH on social media for plant-packed inspiration. #haveaplant



# Housekeeping



**1 CPEU available through the Commission on Dietetic Registration (CDR)**

**You will receive a link to the certificate of attendance, the webinar recording, and PDF of the presentation within 48-72 hours.**

**Type your questions and/or comments into the Q&A section located at the bottom of your screen at any time during the webinar.**

# Passionate Have A Plant® at School Professionals



**HOST:**  
**Amy Myrdal Miller**  
Farmer's Daughter  
Consulting  
and  
Produce for Better  
Health Foundation



**SPEAKER:**  
**Catharine Powers**  
The Culinary Institute of America  
Healthy Kids Collaborative  
and  
HealthySchoolRecipes.com



**SPEAKER:**  
**Cyndie Story**  
Culinary Solutions Center, LLC



**SPEAKER:**  
**Lisa Feldman**  
Sodexo



**SPEAKER:**  
**Garrett Berdan**  
Institute of Child Nutrition /  
Culinary Institute of Child Nutrition





# heroes

(HEAR-*ohs*)

The men and women who work tirelessly  
every school day to feed students in our nation's schools.



# The Status & Impact of School Nutrition Programs Today

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**Catharine Powers, MS, RDN, LD**

*Chair, CIA Healthy Kids Collaborative*

*Executive Director, HealthySchoolRecipes.com*





# 5 Reasons to be Optimistic About School Meals



1. School meals are healthy.
2. School meals are flexible.
3. Universal meals are possible.
4. Department of Defense Fresh F&V Program impact is growing.
5. Shifts in purchasing are keeping F&V in our nation's school.



# School Meals Are Healthy



Liu J, Micha R, Li Y, Mozaffarian D. Trends in Food Sources and Diet Quality Among US Children and Adults,



# School Meals Are Flexible





# Support for Universal Meals is Growing





# Department of Defense Fresh Fruit and Vegetable Saw Program Increases







**Produce is surviving supply chain disruptions.**

**Many schools are shifting to local purchases.**



# processing

(PROS-*es-ing*)

Food science & technology as well as culinary techniques that can reduce the need for labor and increase food safety.

# Food Safety & Worker Safety in School Nutrition Programs

**Chef Cyndie Story, PhD, RDN, SNS**  
*Owner, Culinary Solutions Centers, LLC*





# School Nutrition Food Safety PLAN(T)

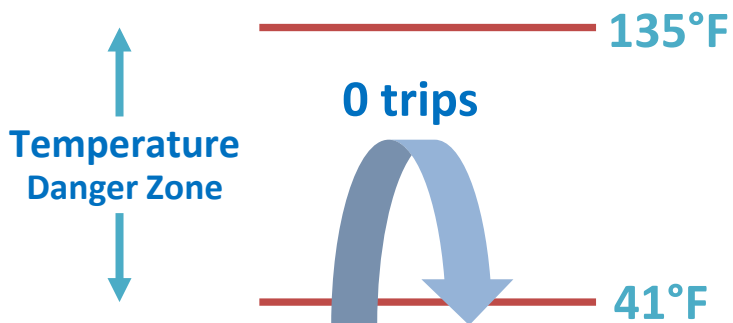
*Required* by federal law:

- Develop cycle menus
- Group menu items
- Write SOPs (Standard Operating Procedures)
  - Who, what, when, where & how
- Implement corrective actions
- Provide training & more training!
- Conduct verification



# School Nutrition Food Safety PLAN(T)

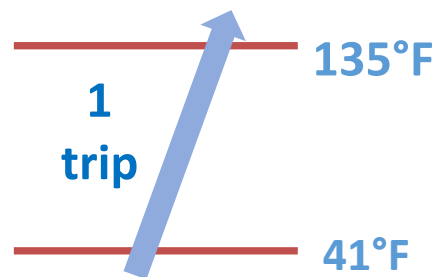
## Process 1: No Cook



### CONTROL STEPS

Receiving, Storing, Preparing, Holding, Serving

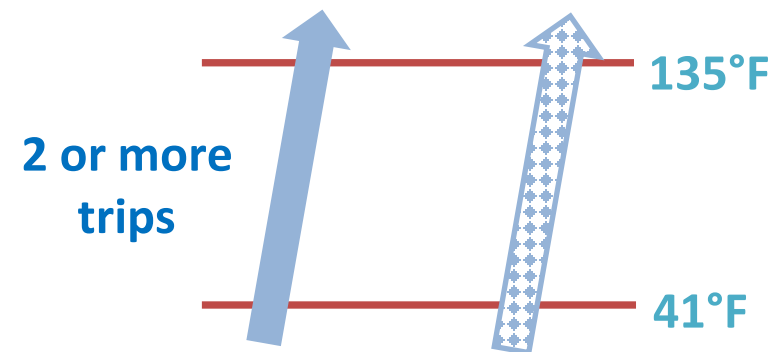
## Process 2: Same Day Service



### CONTROL STEPS

Receiving, Storing, Preparing, Cooking for Hot Holding, Serving

## Process 3: Complex



### CONTROL STEPS

Receiving, Storing, Preparing, Cooking, Cooling, Reheating, Hot Holding, Serving



# Food and Worker Safety Benefits: *A Comparison*

## FRESH

Spicy Roasted Sweetpotato



## CANNED

Sweetpotato Spice Bread



## FROZEN

Sweetpotato and Beef Chili





# Buy American Supports Food Safety, Quality & Yield

FSMA (Food Safety Modernization Act)

- GAPs (Good Agricultural Practices)
- GHPs (Good Handling Practices)
- GMPs (Good Manufacturing Practices)



SPEC IT AND CHECK IT!



# schoolify

(SKUL-*ah-fy*)

A process trained culinary professionals use to turn a recipe for a home kitchen into one that can be produced in a school kitchen in large quantities with limited labor.

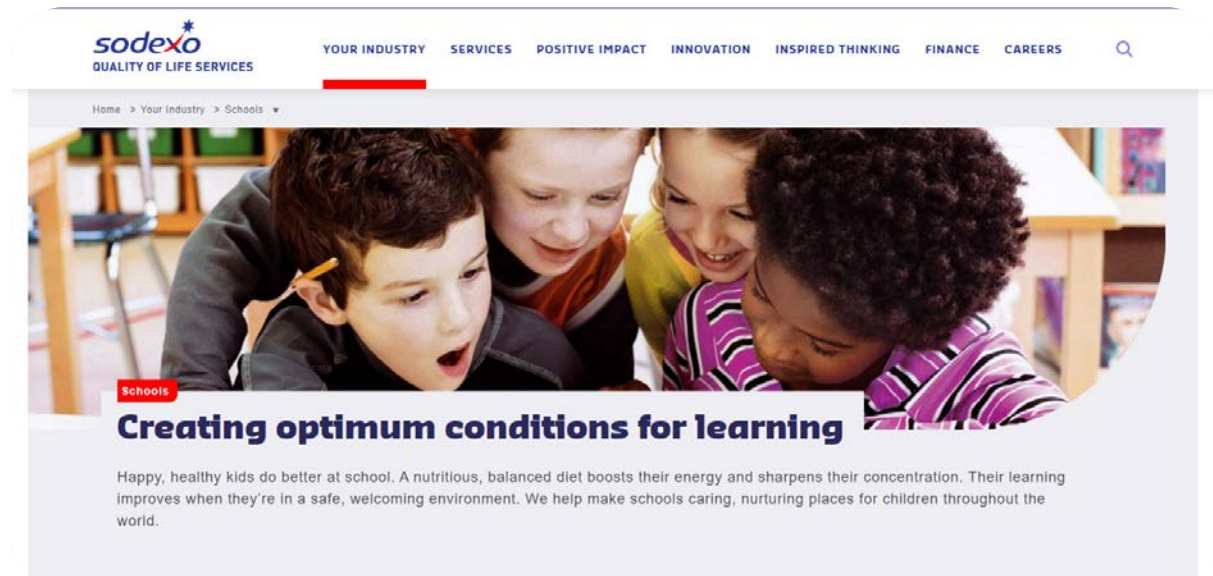


# Culinary Trends and Fruit & Vegetable Marketing Strategies in School Nutrition



**Lisa Feldman, CRC**

*Director, Recipe Management, Sodexo  
Co-Chair, CIA Healthy Kids Collaborative*





# Road Map

- School Trends and Insights
- Sodexo Foodie® Program
- CIA Healthy Kids Collaborative
- Culinary Strategies
- Innovation with Produce





# School Trends & Insights

## Gen Alpha

- Most racially diverse demographic group in history
- Need for culturally appropriate recipes and menus
- Food choices are influenced by Millennial parents
- Students want a restaurant-style approach
- Bowls, stir fries, dishes (tacos, enchiladas, burritos), parfaits
  - Produce as the center of the plate



# Sodexo Foodie® Program

- Requires three components
  - USDA meal credit requires ½ cup produce
- Driven by corporate responsibility
  - Reduced waste when incorporated into the dish
  - Plant-forward concept
  - Health and wellness component
- Placing produce first!
  - BYO set-up





# HEALTHY KIDS COLLABORATIVE

- Best practices in a non-competitive space
- Application of CIA Menus of Change® principles into school meals
  - Innovation
  - Faster speed to market
  - Collective buying power



# Culinary Strategies

- Defining target populations
- Creation of demographic appropriate and culturally relevant dishes
- Consumer marketing
  - Positioning of plant forward menus
  - Using Sodexo Menu Language Toolkit



# Innovation with Produce

- Identification of cooking techniques for school environments
- Exploration of global seasonings
- Creation of flavor stations
- Recipe innovation using produce
  - Pea pesto, vinaigrettes, sauces, salsas, and hummus

# rock stars

## (*RAWK-stars*)

Chefs who give their time, talent, and expertise to our nation's school nutrition programs to help elevate flavor and put more emphasis on plant-forward menus.





# The Role of Culinary Professionals in School Nutrition Programs

**Chef Garrett Berdan, RDN**

*Education & Training Specialist, Culinary Institute of Child Nutrition*



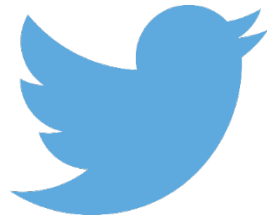


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<https://theicn.org/cicn/>

# Pear & Bacon Flatbread

<https://eatcannedpears.com/recipe/pear-bacon-flatbread/?type=K-12%20Schools>



## Original Recipe

- Whole grain flatbread
- Fresh spinach, arugula, or a combo
- Mozzarella cheese
- Diced canned pears
- Turkey bacon



## Variations

Sweet	Salty/Smoky	Herb/Spice	Acid
Pear	Ham Pulled Pork Roasted Winter Squash	Basil Thyme Oregano Sage Chili Flakes	Balsamic Vinegar



# Have A Plant<sup>®</sup>: The Plant-Forward Eating Guide

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Insights, Ideas & Inspirations For  
Plant-passionate Professionals

PRODUCE FOR<sup>®</sup>  
BETTER HEALTH  
FOUNDATION

**Download your copy today!**

[Have-A-Plant-Plant-Forward-Eating-Guide.pdf \(fruitsandveggies.org\)](https://fruitsandveggies.org/Have-A-Plant-Plant-Forward-Eating-Guide.pdf)



# Q&A





# HELP SUPPORT FRUIT & VEGGIE CONSUMPTION!

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If you enjoyed today's Health & Wellness webinar and would like to support our overall mission of increasing fruit and vegetable consumption, we encourage you to make a **tax-deductible donation** today.

As a 501(c)3 non-profit organization, your donation helps us deliver programing, including our monthly health and wellness webinars, actionable research, future-focused education, a comprehensive digital ecosystem, and inspirational resources that helps millions discover the joy of eating fruit and vegetables each and every day. **TOGETHER – with your support – we are creating happier, healthier lives!**

**To donate, add the Donations app to Zoom:**

**<https://pldg.to/RiLcYw>**

**Or donate with your phone:**

**Text HAVEAPLANT to 707070 (US only)**

# JOIN THE MOVEMENT





have a  
**plant**<sup>®</sup>  
fruitsandveggies.org

Show your support by taking and sharing the Have A Plant<sup>®</sup> pledge at fruitsandveggies.org. While you're there, check out the useful resources to equip you with the tools you need to enhance your nutrition knowledge and empower consumers to enjoy more fruits and vegetables every day.

Follow PBH's social channels to keep up to date on all the insights and inspiration. #haveaplant

 @fruitsandveggies

 @fruits\_veggies

 @fruitsandveggies

 Produce for Better Health Foundation



September is National Fruits & Veggies Month and each year we celebrate Have A Plant<sup>®</sup> during this monumental moment.

**2022 is just around the corner, start planning now!**

**Find inspiration for keeping the celebration going with our 2021 National Fruits & Veggies Month Toolkit!**



<https://fruitsandveggies.org/nfvmtoolkit>



**A catalog of PBH's past webinars is available at [fruitsandveggies.org/expert-professionals/webinars](https://fruitsandveggies.org/expert-professionals/webinars).**

**Continuing professional education units (CPEU) are available for live and pre-recorded webinars.**



# THANK YOU

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We live at the center of produce,  
partnership and passion.

**WE ARE SO HAPPY  
YOU'RE WITH US!**

