



# BALTIMORE CITY PUBLIC SCHOOLS

MENU MARKETING & PROMOTION



## MENU MARKETING & PROMOTION

- ▶ **EXPLANATION OF IDEA**
  - ▶ Enact innovative strategies to promote school meals, meal participation and consumption of fresh fruit and vegetables
  - ▶ Reduce food waste and the impact of food service operations on the environment through sustainable practices



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## TACTICS / IMPLEMENTATION

- ▶ BCPS Food & Nutrition Leadership Academy 2019
  - ▶ 2 day class training, workshop & visit to BCPS Great Kids Farm
  - ▶ Incorporated techniques from MSDE Project SELECT
- ▶ Videos & Flyers
  - ▶ Video Collaboration with BCPS Communications Dept
  - ▶ (Promotional) Flyers with Pictures
- ▶ Promoting Fruit and Vegetables & Increasing Consumption
  - ▶ Language added to Produce Bid stating BCPS is committed to increasing local and adding new items
  - ▶ Newsletters and email highlights

## IMPACT / SUCCESSES

- ▶ Cafeteria Managers received specialized culinary training on department's strategies for increasing meal participation; waste reduction;
- ▶ BCPS FNS has been able to create the positive narrative for meal service through media. Flyers are used to ensure that all schools are aware of new items and promote meal/item at each school site
- ▶ BCPS performed above average in 4 out of 5 value categories for GFPP Baseline Assessment; largest USDA DoD allocation in the State of Maryland Sy18-19



# MENU MARKETING & PROMOTION

## Leadership Academy Training Materials



## Rethinking School Lunch Video

<https://vimeo.com/350772941>

## New Item Promo Flyer



## Promoting Fruits & Vegetables Summer Local Produce Newsletter

