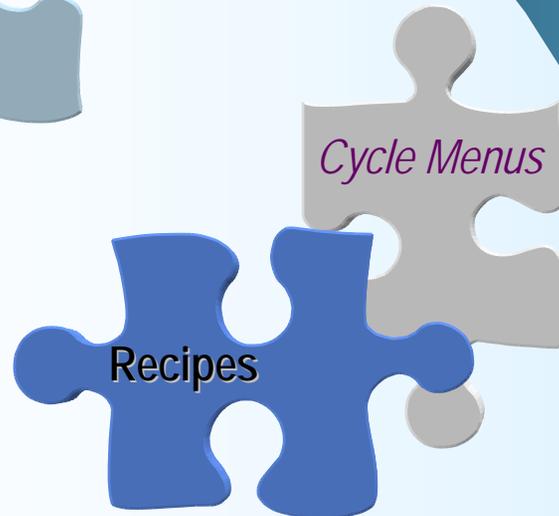
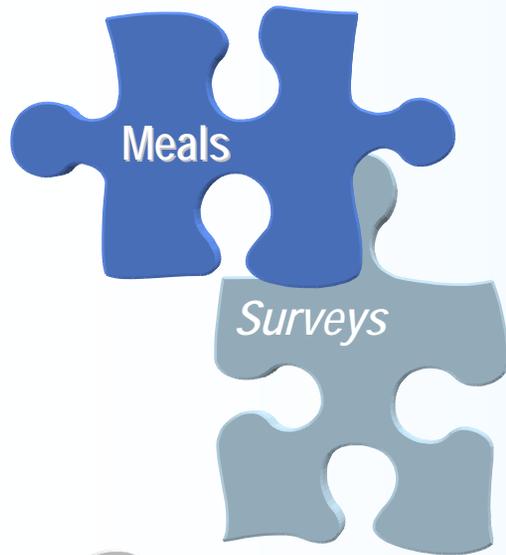


Managing for Success

Course 410

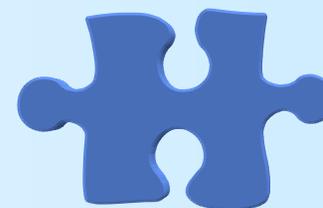


Introduction



- Introduction of Instructor and Participants
- Review of:
 - SNA
 - SNAM
 - Certification
 - Statewide Training Program

Course Description



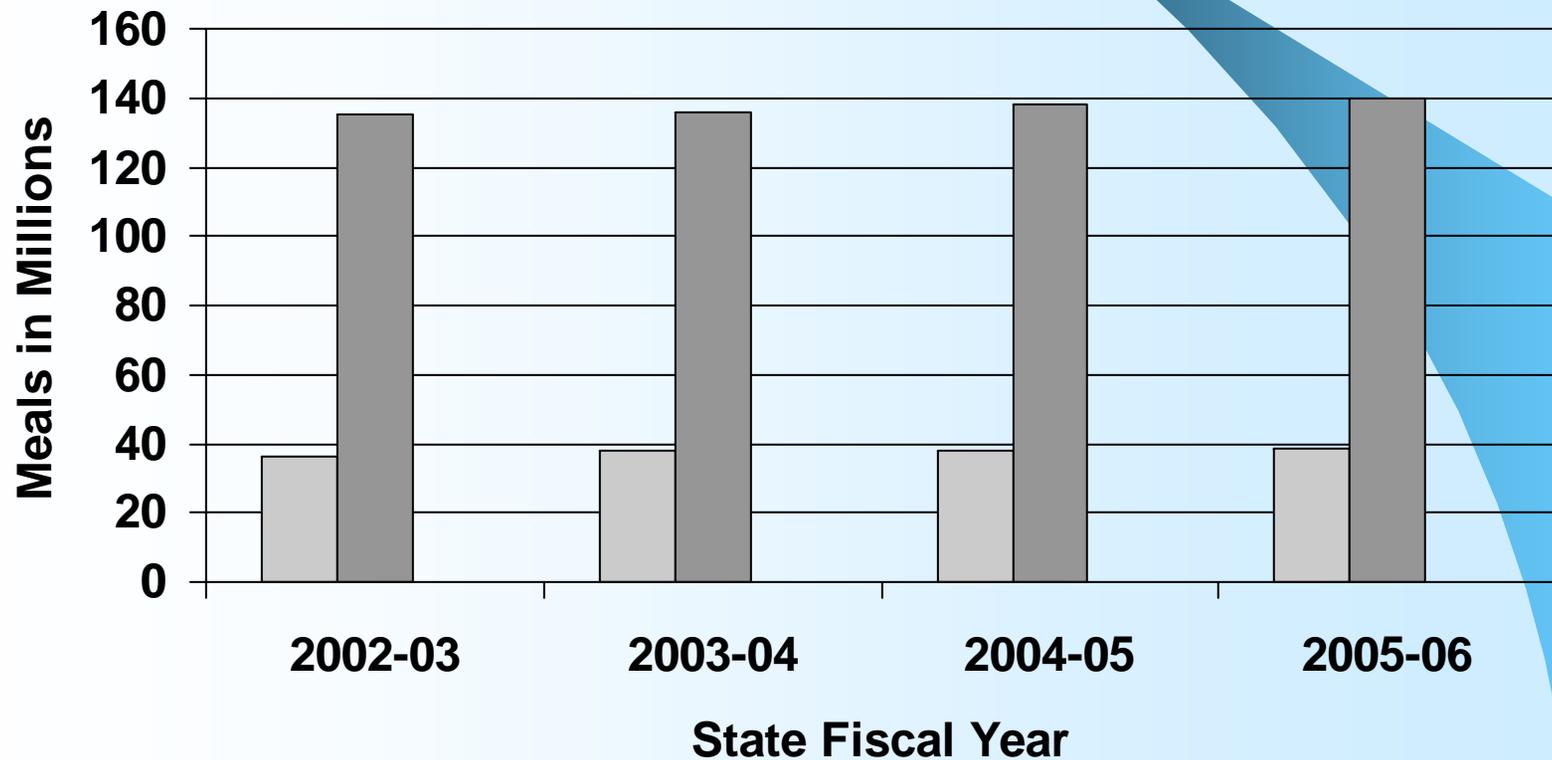
- Goal: To help schools encourage students to make healthy food choices by increasing their participation in the reimbursable school meals programs; and to reduce the schools' dependence on a`la carte sales to maintain fiscal responsibility.
- Outcome: To be able to locate and utilize a variety of tools, resources and professional development opportunities designed to assist in operating a successful school meals program.

Course Elements



- Customer Surveys
- Cycle Menus
- Standardized Recipes
- Food Purchases
- Food Production Records
- Bundling
- Meal and a`la carte Price Structures
- Marketing

Number of Breakfasts and Lunches Served per year in Michigan (in Millions)



Course Outline

I-Introduction

 II-Menu Planning

III-Standardized Recipes

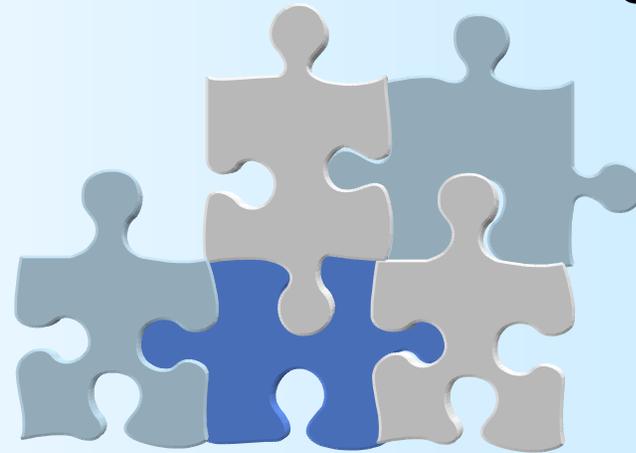
IV-Food Descriptions and Purchasing

V-Reimbursable meals and A`la Carte Offerings

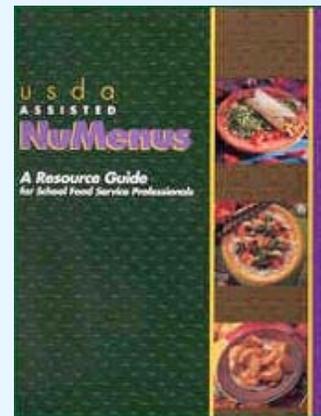
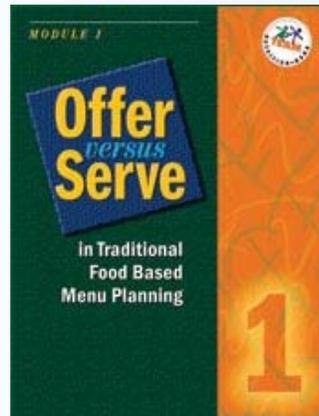
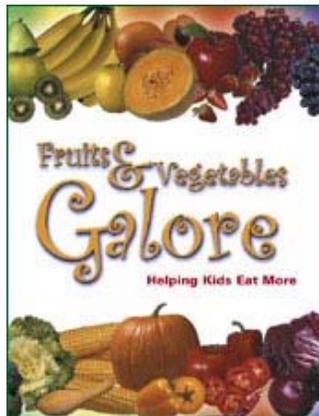
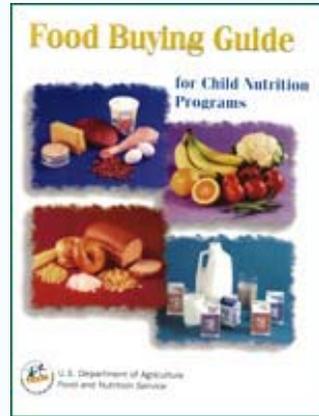
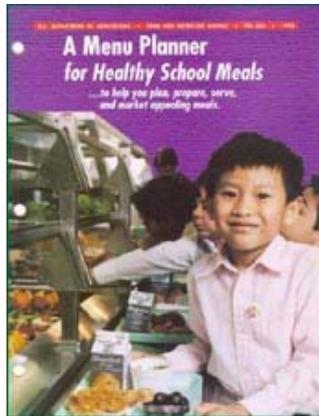
VI-Pricing

VII- Marketing

VIII-Conclusion



For more information...



Menu Planning Factors



- Surveys
- Funds Available
- Cost of High Volume Items

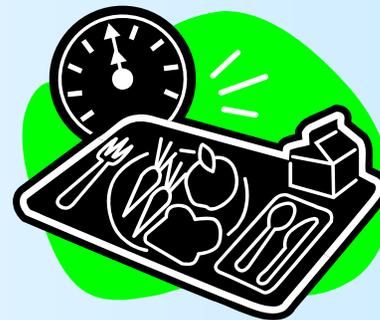


Gather Resources

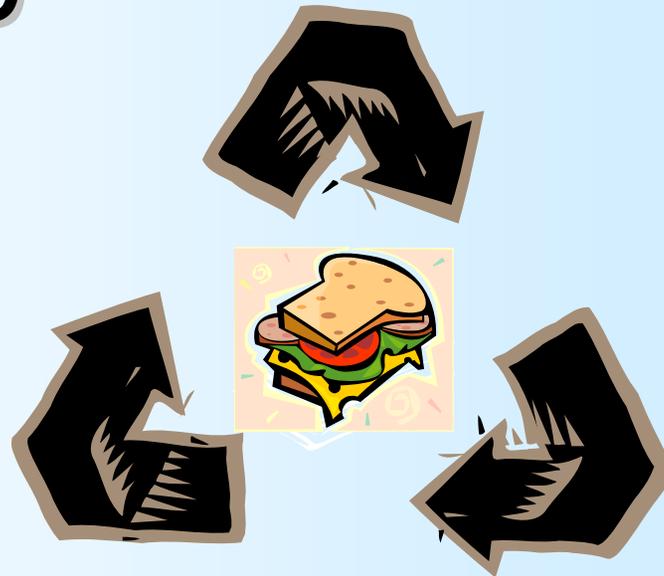
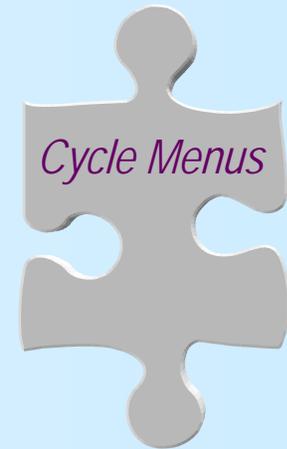


- USDA Required Nutrients
- Nutrition Facts Labels
- CN Labels or Product Analysis
- USDA Meal Patterns

Plan menus
to encourage
students to
select
reimbursable
meals!!!

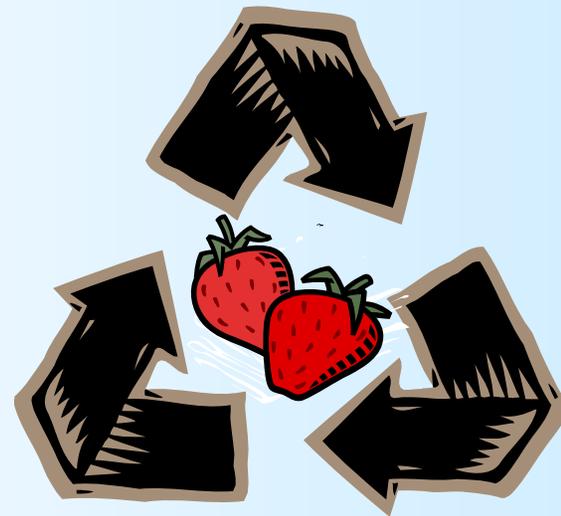


Use Cycle Menus to Advantage



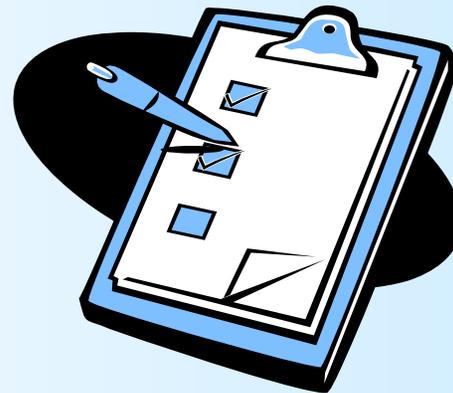
Steps to Preparing Cycle Menus

Rate Entrees
Length of Cycle
Number of Choices
Fruit and Vegetable
Choices
Daily Choices
Aesthetic Appeal
Surveys



Overview for use in Menu Planning

- Federal requirements
- Nutrients
- Fiscally sound
- Student and community needs
- Employee skills and knowledge
- Facilities and equipment
- Documentation



Course Outline

I-Introduction

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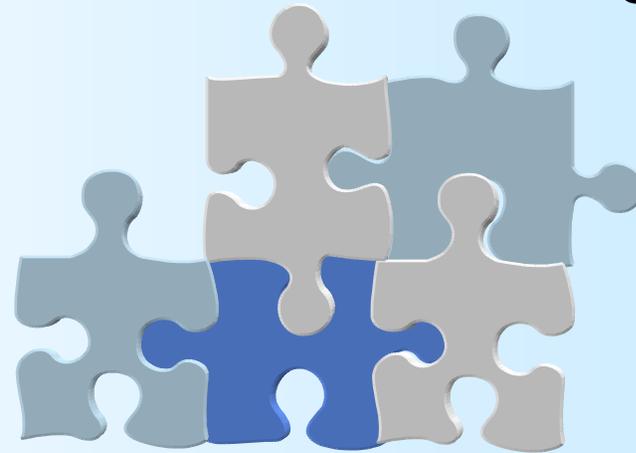
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For more information...

Standardized Recipe Definition

A recipe that has been tried, adapted, and retried several times for use by a given food service operation and has been found to produce the same good results and yield every time when the exact procedures are used with the same type of equipment and the same quantity and quality of ingredients.



Quantity vs. Standardized Recipe

Any recipe that produces 25 servings or more is a quantity recipe.



Quantity recipes are not standardized until they have been adapted to an individual school foodservice operation.

Benefits of Standardized Recipes

- Predictable Yield
- Customer Satisfaction
- Consistent Nutrient Content
- Food Cost Control
- Efficient Purchasing Procedures
- Inventory Control



Benefits (cont.)

- Consistent Food Quality
- Labor Cost Control
- Increased Employee Confidence
- Reduced Record Keeping
- Successful Completion of State/Federal Reviews



Components of a Standardized Recipe

Title

Category

Ingredients



Weight/Volume of each Ingredient

Preparation Instructions with **HACCP**

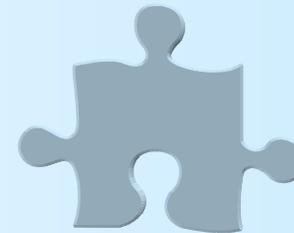
Cooking Temperatures and Time

Serving Size

Yield



Equipment and Utensils



Sample Recipe Format

Chicken Tomato Bake

Meat • Vegetable • Grains/Breads

Main Dishes D-41

Ingredients	50 Servings		100 Servings		For _____ Servings	Directions
	Weight	Measure	Weight	Measure		
Elbow macaroni, uncooked ...	3 lb	2 qt 3 ¹ / ₄ cups	6 lb	5 qts 2 ¹ / ₂ cups	1. Cook elbow macaroni in a stock pot or steam-jacketed kettle, until firm-tender, about 8 minutes.
Chicken, cooked, diced	3 lb 2 oz	3 qt.....	6 lb 4 oz	1 gal 2 qt.....	2. Combine the pasta, chicken, tomato paste, tomato sauce, cheddar cheese, marjoram, and salt in a large bowl. Mix well. 3. Place 13 lb 6 oz of this mixture into each 12" x 20" x 2 ¹ / ₂ " steam table pan.
Tomato paste	12 oz	1 ¹ / ₂ cup.....	1 lb 8 oz	2 ¹ / ₄ cups	
Tomato sauce.....	4 lb	1 qt 3 ¹ / ₄ cups	8 lb	3 qt 2 ¹ / ₂ cups	
Water	2 cups.....	1 qt	
Lowfat cheddar cheese, shredded	6 oz	2 cups.....	12 oz	1 qt	
Dried marjoram.....	2 tsp	1 Tbsp 1 tsp	4. Top each pan with 1/2 cup of breadcrumbs. Cover with foil or lid. 5. To Bake: Conventional Oven 350°F, 30 minutes Convection Oven 325°F, 30 minutes 6. Score each pan 5x10 with a spatula.
Salt.....	2 tsp	1 Tbsp 1 tsp	
Dry bread crumbs	2 oz	1/2 cup	4 oz	1 cup	

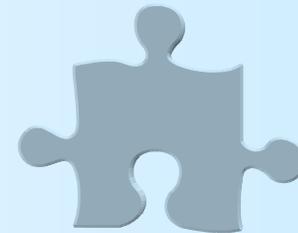
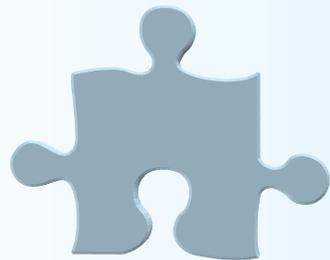
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Phases of Recipe Standardization

 Recipe Verification

Product Evaluation 

Quantity Adjustment



Course Outline

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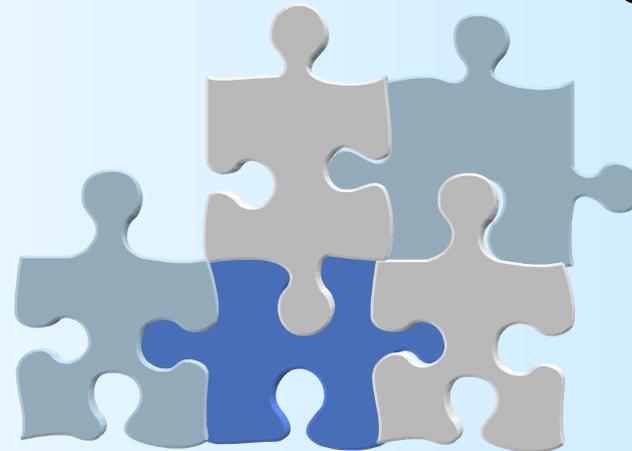
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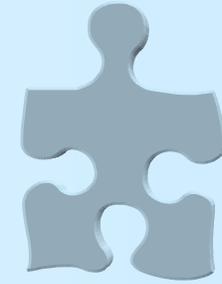


For more information...

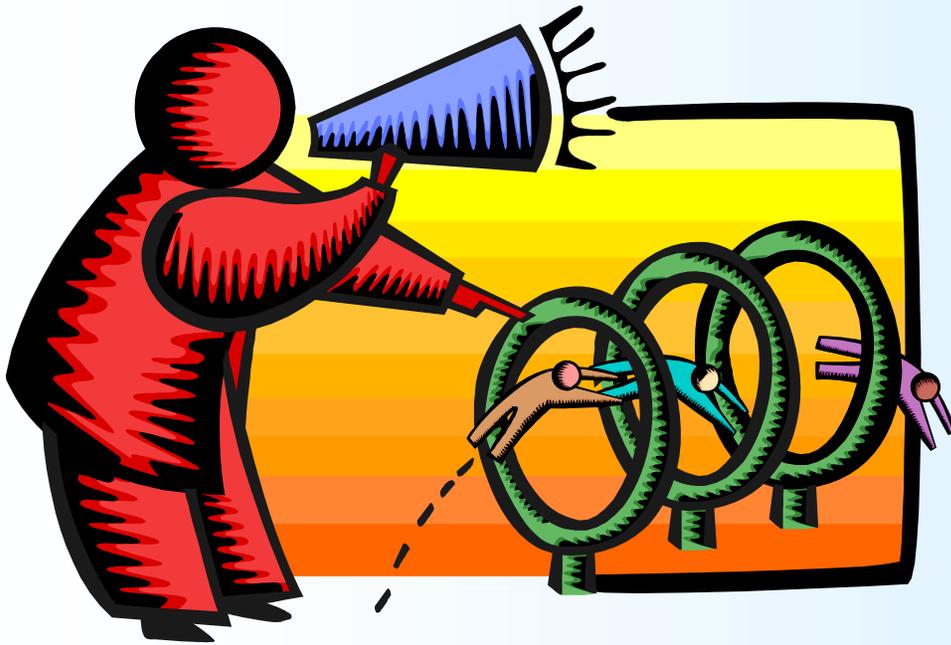
Food Descriptions and Purchasing

Serving healthy,
high-quality foods
requires purchasing
healthy, high-
quality food and
ingredients!





**Develop Detailed Food
Descriptions and Conduct
Bid Process Using Method
in Handout #19**



**ENCOURAGE
COMPETITION TO GET
THE BEST PRICES**

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
1. 65 servings of beans			

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
1. 65 servings of beans	24.8 3/8-c servings per No. 10 can of beans		

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
1. 65 servings of beans	24.8 3/8-c servings per No. 10 can of beans	$65 \div 24.8 =$ 2.62 No. 10 cans of beans needed	

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
1. 65 servings of beans	24.8 3/8-c servings per No. 10 can of beans	$65 \div 24.8 =$ 2.62 No. 10 cans of beans needed	2.62 rounded up to 2.75 or 3 No. 10 cans

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
158-1 oz servings of American Cheese			

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

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A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
158-1 oz servings of American Cheese	16 1-oz servings per lb of cheese		

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
158-1 oz servings of American Cheese	16 1-oz servings per lb of cheese	$158 \div 16 =$ 9.875 lb of cheese needed	

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
158-1 oz servings of American Cheese	16 1-oz servings per lb of cheese	$158 \div 16 =$ 9.875 lb of cheese needed	9.875 rounded up to 10 lb of cheese to purchase

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
382-1/4 c servings of asparagus			

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
382-1/4 c servings of asparagus	8.10 1/4-c servings per lb of asparagus		

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
382-1/4 c servings of asparagus	8.10 1/4-c servings per lb of asparagus	$382 \div 8.10 =$ 47.16 lb of asparagus needed	

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
382-1/4 c servings of asparagus	8.10 1/4-c servings per lb of asparagus	$382 \div 8.10 =$ 47.16 lb of asparagus needed	47.16 rounded up to 47.25 lb or 47 lb 4 oz of asparagus to purchase

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
790 1 G/B servings of bread sticks			

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
790 1 G/B servings of bread sticks	22.6 1 G/B servings of bread sticks per lb		

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
790 1 G/B servings of bread sticks	22.6 1 G/B servings of bread sticks per lb	$790 \div 22.6 =$ 34.96 lb of bread sticks needed	

LA I-17: Method 1, Using FBG Column 3, Servings per Purchase Unit

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Divide	Round Up
A Number of Servings Needed	B Servings per Purchase Unit, FBG Yield Data Table, Column 3	C Purchase Units Needed Calculation: $A \div B = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
790 1 G/B servings of bread sticks	22.6 1 G/B servings of bread sticks per lb	$790 \div 22.6 =$ 34.96 lb of bread sticks needed	34.96 rounded up to 35 lb of bread sticks to purchase

LA I-18: Method 2, Using FBG Column 5, Purchase Units for 100 Servings

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Multiply/Divide	Round Up
A Number of Servings Needed	B Purchase Units for 100 Servings, FBG Yield Data Table, Column 5	C Purchase Units Needed Calculation: $A \times B \div 100 = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
1. 65 servings of beans			

LA I-18: Method 2, Using FBG Column 5, Purchase Units for 100 Servings

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Multiply/Divide	Round Up
A Number of Servings Needed	B Purchase Units for 100 Servings, FBG Yield Data Table, Column 5	C Purchase Units Needed Calculation: $A \times B \div 100 = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
1. 65 servings of beans	4.1 No. 10 cans per 100 3/8-c servings of beans		

LA I-18: Method 2, Using FBG Column 5, Purchase Units for 100 Servings

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Multiply/Divide	Round Up
A Number of Servings Needed	B Purchase Units for 100 Servings, FBG Yield Data Table, Column 5	C Purchase Units Needed Calculation: $A \times B \div 100 = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
1. 65 servings of beans	4.1 No. 10 cans per 100 3/8-c servings of beans	$65 \times 4.1 \div 100 =$ 2.66 No. 10 cans of beans needed	

LA I-18: Method 2, Using FBG Column 5, Purchase Units for 100 Servings

Source: Menu and Food Production Plan or Converted Servings	Source: Food Buying Guide	Multiply/Divide	Round Up
A Number of Servings Needed	B Purchase Units for 100 Servings, FBG Yield Data Table, Column 5	C Purchase Units Needed Calculation: $A \times B \div 100 = C$	D To Ensure Enough Food Is Available, Always Round Up to Nearest Measurable Purchase Unit
1. 65 servings of beans	4.1 No. 10 cans per 100 3/8-c servings of beans	$65 \times 4.1 \div 100 =$ 2.66 No. 10 cans of beans needed	2.66 rounded up to 2.75 or 3 No. 10 cans of beans to be purchased

Course Outline

I-Introduction

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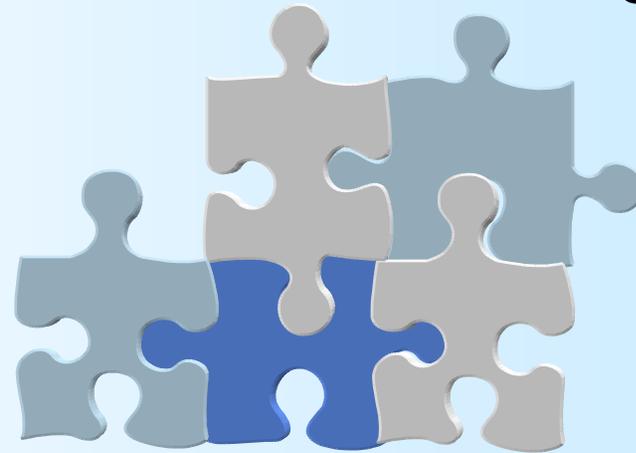
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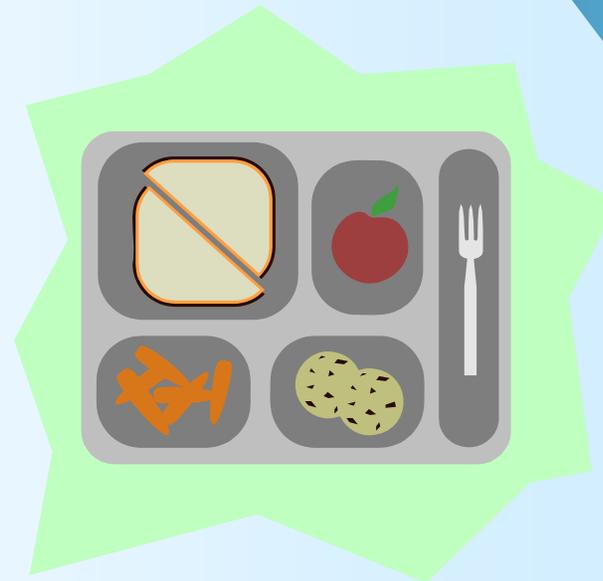
For more information...

Reimbursable Meals and A`la Carte Offerings



Objective:

- To increase participation in school meals
- To increase federal funds and commodities
- To increase the selection of healthy foods by students



Bundling



Activity #3---5 most popular
a`la carte items

- Raw Food Cost
- Average Number Sold/Week
- Use for Reimbursable Meal?
- What Could be Bundled into a Reimbursable Meal?

Healthy Snack Criteria



Activity #4

- Compare Nutrition Facts Label with Healthy Snack Criteria---result?
- Eliminate a`la carte items?
- Add healthier alternatives?

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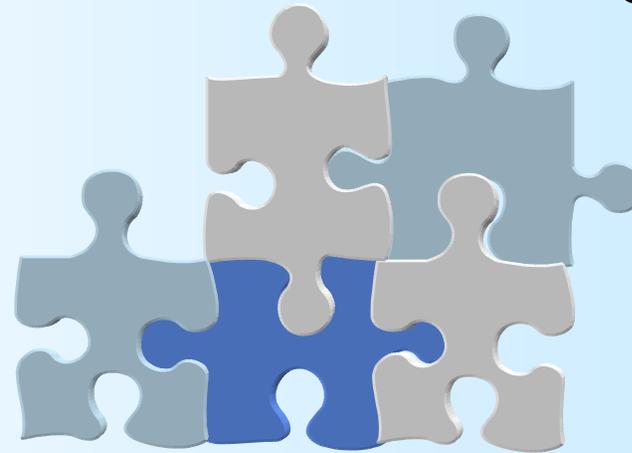
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For more information...

Make the
reimbursable
meal the
bargain!



Pricing Meals

	Average Lunch Costs	Section 4 Reimbursement	USDA Commodity Entitlement	=Base Price	Possible Final Price
Student Lunch	\$2.50	-\$0.24	-\$0.1750	\$2.085	\$2.10
Adult	\$2.50			\$2.50	\$2.50 plus tax

Factors In A`la Carte Pricing

- Demand
- Perception of value
- Prices of neighboring schools
- Relationship of prices and volume
- Cost to prepare
- Promotional activities

Desired Food Cost Percent Mark-up

Pizza costs \$.52

Food cost percent mark-up is 38%

$$$.52 \div 38\% \div 100 = \$1.3684$$

Rounded Selling Price = \$1.40

Perceived Value could be \$1.50

Overhead Contribution + Desired Profit Percentage

Pizza costs \$.52

Non-Food costs = 65% of revenue

Profit percentage = 5%

$$$.52 \div 100 - (65\% + 5\%) = \$1.7333$$

Rounded Selling Price = \$1.75

Perceived Value might be less

Michigan A`la carte Pricing Survey Results

Activity #6

Review comments in
italics and share
experiences and
reactions



More meals, less a`la carte

- Local economy
- Community values
- Size of kitchens and serving lines
- Free and Reduced numbers
- Current participation levels
- Open or closed campus
- Current meal and a`la carte pricing

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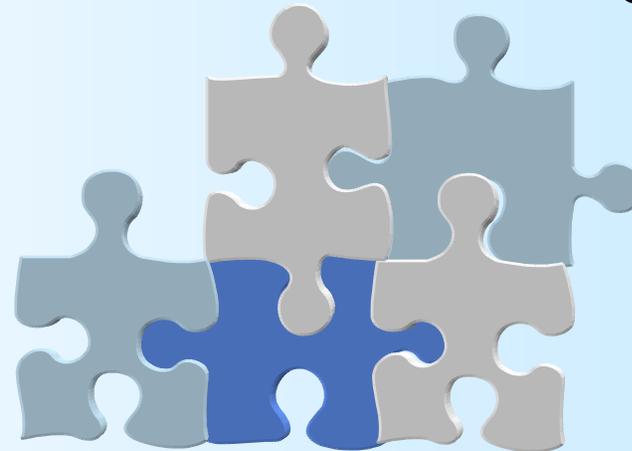
IV-Food Descriptions and Purchasing

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For more information...

Discussion: Barriers to promoting healthy eating behavior

- Money
- Cafeteria Atmosphere
- School Policy
- Food Choices
- Peer Pressure
- Media
- Family/Parental Attitudes
- Nutrition Curriculum
- Time, Physical Environment, Bus schedules
- Menu/Menu Choices
- Competitive Foods
- Outside and Lack of Commitment

The 4 P's of Marketing



- Product
- Place
- Price
- Promotion

Eight Steps to a Successful Marketing Plan

1. Establish measurable goals
2. Identify the target audience
3. Assess strengths and weaknesses
4. Develop a specific message
5. Develop strategies
6. Develop budgets
7. Implement strategies
8. Evaluate results

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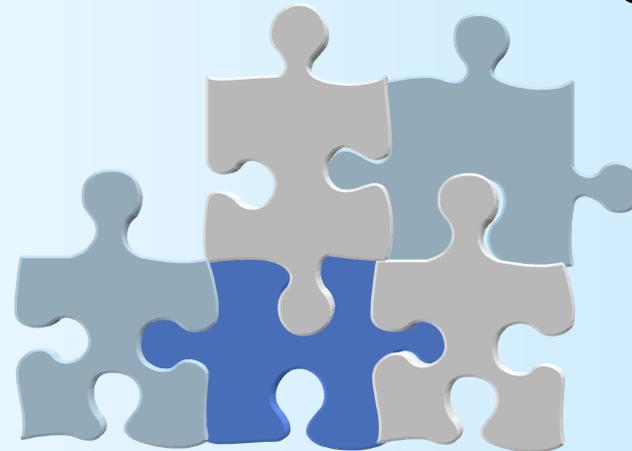
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Where do we go from here?

- Network with Others
- Complete an Assessment
- Set Goals
- Make Plans



Healthier Students, Healthier Communities!

