

Scaling Up Climate - Friendly School Food:

STRATEGIES FOR SUCCESS



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Scaling Up Healthy, Climate-Friendly School Food

STRATEGIES FOR SUCCESS



 Friends of
the Earth

<https://foe.org/resources/scaling-healthy-climate-friendly-school-food/>

Key Strategies

- Boosting student participation & image of school food
- Investment in kitchen facilities, staff, recipes and cost-effective procurement
- Dedicated leadership from multiple stakeholders
- Policy actions at district, state and federal levels



Boosting Student Participation And Image Of School Food



**“When the food respects the kid,
the kids respects the food.”**

—Bertrand Weber, Minneapolis Public Schools

Hospitality Model & Shifting Mindset from “Fast Food” to “True Food”

- Friendly Dining Environment
(food trucks, food courts, build a bowl stations, grab and go carts, pop up restaurants)
- Fresh & Local Ingredients
- Increasing scratch and speed scratch cooking

Boosting Student Participation And Image Of School Food



"Positive framing is really important. By calling it vegetarian, it makes it sound like it is just for the vegetarians, but it's really just for everyone."

—Tara McNamara, marketing coordinator for San Diego Unified.

Shift cultural preferences toward plant-forward food

- Taste Tests (try it days, recipe contests, student focus groups)
- Positive Messaging (Promote Flavor over Health)
- Educators as Ambassadors
- Nutrition Education
(parents and kids)

Effective Operations



- **Staff training and engagement**
(grants and NGO resources)
- **Facility & equipment upgrades**
(nice but not necessary)
- **Culturally appropriate recipes**
- **Cost - Effective Procurement**
(menu level budgeting, creative revenue generation, joint bids)

GOOD cooks + *GOOD* equipment +
GOOD recipes + *GOOD* ingredients
= **DELICIOUS FOOD**

Leadership



“We’ve found that change happens when there’s strong leadership and commitment. It’s an element you can’t overlook”

—Jenn Gerard, Center for Ecoliteracy

- **Foodservice Directors**
- **Student Changemakers**
- **Schoolboards and Superintendents**
- **Parent Advocates**
- **Industry Leaders**
- **NGOs**

Policy Actions

DISTRICT LEVEL

- Require plant-based options, integrate into wellness policy
- Adopt Meatless Monday and/or Good Food Purchasing Policy
- Request Offer versus Serve; reduce/eliminate processed meat

STATE LEVEL

- Legislation for daily vegetarian/vegan options
- Farm to school purchasing incentives
- State procurement bids

NATIONAL LEVEL

- Rename M/MA Category “Protein Category”; add new plant-based proteins that credit; update nutritional requirements for protein equivalence; and allow plant-based foods to credit regardless of how it is presented.
- Offer versus Serve a default
- Spend a larger portion of USDA Foods on plant based foods & meat alternatives
- Amend the National School Lunch Act to allow higher reimbursements, increase grant funding for kitchen improvements and farm to school.



For more information, contact climatefriendlyfood@foe.org

Now, let's hear from the experts!