The Changing Needs of School Districts as Consumers

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Montgomery County Public Schools

- 16th largest school system in USA
- 202 Schools
- Student enrollment: 154,350
- Students eligible for FARMS: 35%
Services provided:

- Breakfast: >35,000 daily
- Lunch: >65,000 daily
- After school snacks: ~4,000 daily
- After school suppers: ~5,000 daily
- Weekend meals: ~2,000 day
- Summer food service program ~10,000 daily
Take it down a notch:

- 75/202 schools receive breakfast in classroom
- Many after school snacks/suppers distributed by program staff (accountability issues)
Elementary School Meals
Secondary School Meals
Struggles and Challenges
Packaging

- Products needs to fit into preplate container
- Individual packaging needed for universal breakfast, after school snacks and summer meals
Whole Grains

- Student acceptability
  - color
  - taste
  - texture
Fruits and Vegetables

- Serving sizes
- Individual packages
- Cost per unit
- Variety
Reduced Sodium

- Student acceptability
- Meets smart snacks regulations
Move to Scratch Cooking/ Clean label

- Searching for less colors, artificial flavors, preservatives
- Interest in serving more items that appear home cooked
Farm to School

- Purchasing processes
- Cost
Technical Assistance

- Recipe development
- Product demonstration/application