

Miami Dade County Public Schools Department of Food and Nutrition

Marketing Plan

Children today, are savvier about foods and making nutritious choices. They are aware of and exposed to more ethnic influences, varieties of choices that are available in the marketplace. As customers, they can choose to eat at school, brown bag from home or purchase from outside vendors. The Department of Food and Nutrition recognizes the challenges posed to successfully “feed the future” of Miami Dade County Public Schools.

Nutrition is essential for effective learning every day, all year long. Miami-Dade County Public Schools’ Department of Food and Nutrition provides the USDA’s Child Nutrition Programs – School Breakfast, National School Lunch, After School Snacks, and the Summer Feeding Program – to help children get the nutrition they need to learn, grow, and develop.

Our Vision...

The vision of the Miami-Dade County Public School’s Department of Food and Nutrition is to promote excellence in food and nutrition services as an integral part of education, by having nutritious school meals and nutrition education programs available for all children regardless of economic status, cultural diversity or special needs.

Our Mission...

To safeguard the nutritional integrity and well-being of children in Miami-Dade County Public Schools, through the management of school food service and nutrition education programs consistent with their nutritional needs, by serving nutritionally adequate meals.

To promote nutrition and health education for the formation of good eating habits and good health, recognizing the demonstrated relationship between good nutrition with the capacity of children to learn and develop, and the prevention of chronic disease.

To encourage and promote a unified effort between school personnel and the Miami-Dade County community to assure an opportunity for adequate nutrition and educational programs for every student.

To establish a positive perception of school food service and nutrition education programs, by serving as the primary source of state-of-the-art information, for the school food service marketplace.

Objectives...

- ❖ To provide appealing, nutritionally adequate meals that meets the US Dietary Guidelines and the district's Healthy Food and Beverage guidelines, with menus that are procured, stored, prepared and served with the highest food safety and sanitation standards
- ❖ To promote nutrition and health education in partnership with educators at the school sites through the Competency Based Curriculum (CBC) and Sunshine State Standards by providing resources, references and advisement in collaboration with the district's Wellness Committee and School Operations
- ❖ To provide an appealing food service environment for customers by providing a diversity of serving options including brand – name food items and quick service meals “to go” – bagged proportioned items that meet the reimbursable meal requirement; and improved ambiance in which to dine

Strategies...

- ❖ Plan menus that contain food items tested and approved by students and food service managers that are familiar in the marketplace. Include students in the menu planning process by conducting focus groups and taste testing and evaluation sessions at school sties where managers are members of the district's menu committee
- ❖ Work with manufacturers to process USDA Commodities to provide “branded identity” items that are familiar to and requested by students which will incorporate the brand names such as Jennie O turkey products; Tyson; McCain; Land o Lakes
- ❖ Provide training to teachers and resource material for lesson plans; train food service personnel on nutrition principles and promotion of the cafeteria as the learning laboratory
- ❖ Train food service management staff and employees on customer service policies and service recovery when they receive complaints
- ❖ Conduct periodic market surveys with students, parents, school staff and vendors for quality service and continuous improvement
- ❖ Provide quantity food preparation training classes for personnel that prepare foods to teach the basic standards of quality required for preparation and service of menu items daily using standardized recipes
- ❖ Conduct promotions that support national and state professional association initiatives; alliances and manufacturers that will result in increasing participation by at least one (1) percent district –wide and promotion of the school food and nutrition service program_such as:

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| · Breakfast promotions | National School Lunch Week |
| · National School Breakfast Week | Florida School Breakfast Week |
| · National Nutrition Month | Walk Our Children To School |

- ❖ Increase our efforts to reach the Spanish/Haitian Creole communities through the news and radio media, Connect Ed calls, the Parent Portal, PTA, and the Department of Food and Nutrition website.

The Department of Food and Nutrition's Logo



The logo designed for the Department of Food and Nutrition is composed of three elements. First, in the foreground are three children holding hands. These silhouettes represent our customers, the purpose of our program. Providing for the physical including nutritional, mental, social and emotional growth of the children of Miami-Dade County is the main concern of our school system and the focus of the Department of Food and Nutrition.

Behind the children in the logo is an outline of the world. This represents the vast multi-ethnic groups that make up our student population and the cosmopolitan nature of our community. Because of the advances in the communications field, the children we nourish today will be the citizens of the world tomorrow as no previous generation has known.

The slogan, "We Feed the Future" surrounds the globe. These words summarize the pictorial image of the children and the world that surrounds them. The health and education of our students through nutritionally sound meals with a variety of choices in food selections, efficient and courteous service and high quality food products that focus the priority of the department.