

## HANDS-ON APPROACH TO NUTRITION

School district foodservice directors find that **hands-on programs** keep young consumers interested in school nutrition programs



CHICAGO – A recent **Y-Pulse** study suggests that interactive and hands-on school programs, such as taste testing and cooking classes, successfully help **keep students engaged with foodservice operations**.

School district foodservice directors overwhelmingly report that hands-on programs keep young consumers interested in nutrition programs, with **taste testing being the most important**. Additionally, 97% of operators say that allowing students to taste test new food items helps keep students engaged, compared with 40% for kitchen tours and 35% for nutrition education classes.

**Y-Pulse Senior Consultant Susan Regal Wagner** said in a press release that K-12 foodservice directors “continue to create programs that foster **positive communication and loyalty for their programs**. These professionals are actively innovating new ways to keep students, parents and school staff engaged, while providing meals to students that are nutritious and on-trend.”

Additional programs used in K-12 foodservice programs include student recipe contests, iron chef competitions with students and local chefs, and fast-casual-style serving lines involving various themes.

**Y-Pulse** is a research and consulting division of Olson Communications, a marketing communications agency serving the food industry.