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The Official Pub

NUTRITION

KIDS

*Marketing Strategies to Engage
Them (and Their Parents)*

Building and
Boosting Your
Brand

Gen Z Is
Growing Up

#ANC23: It's
Within Your
Reach

Washington Round Up



IT'S BEEN A BUSY SPRING IN THE NATION'S CAPITAL for advocates of child nutrition programs. Hard on the heels of USDA's February announcement of a proposed final rule establishing new, phased-in limits on sodium and added sugars (*"What's Cooking," March/April 2023*), a capacity crowd filled the ballroom at the J.W. Marriott for SNA's annual Legislative Action Conference (LAC). The packed agenda included insights on the political landscape from noted pundit Charlie Cook, as well as updates from top USDA officials, who made time to answer questions about the proposed rule. The Association's Public Policy & Legislation (PPL) Committee also prepped attendees on the points of SNA's *2023 Position Paper* ahead of

a Capitol Hill lobbying day. In other recent action:

- USDA announced a proposed rule to **expand the Community Eligibility Provision (CEP)** by lowering the threshold required for schools and school districts to implement CEP from 40% to 25%. This change would dramatically increase access to school meals at no charge. The public comment period ends **May 8, 2023**.

- USDA extended the comment period for the **Revisions to Meal Patterns** proposed rule from April 10 to **May 10, 2023**, to give the public more time to provide feedback on the complex proposal.

- The federal agency also opened applications for up to \$10 billion in FY2023 **Team Nutrition grants** to support and expand nutrition education programming beyond the cafeteria, incorporating it into all parts of the school day and even enrichment activities.

- As part of its Healthy Meals Incentives Initiatives, USDA is awarding \$50 million to the following organizations to manage the **School Food System Transformation**

Challenge Sub-Grants: Boise State University, Chef Ann Foundation, Full Plates Full Potential and Illinois Public Health Initiative. The sub-grants will foster innovation in the school food marketplace to bring a wider variety of healthy, appealing foods to lunch trays.

- In Congress, Rep. James McGovern (D-Mass.) introduced the **Healthy Meals Help Kids Learn Act** (H.R. 1269) to permanently increase the federal reimbursement rate for all school lunches by 45 cents and school breakfasts by 28 cents, with annual adjustments. The bipartisan **Helping Schools Feed Kids Act** (H.R. 1424), introduced by Reps. Abigail Spanberger (D-Va.) and Brian Fitzpatrick (R-Pa.) would extend the currently increased reimbursement rate of 40 cents for lunch and 15 cents for breakfast through SY2023-24. As current reimbursement rates expire in July 2023, SNA strongly urges its members to support these bills and guard against a significant decrease in federal funding, impeding efforts to meet student needs and jeopardizing progress for school nutrition programs.

Fare Share

While it seems that most conversations about the generations emphasize profound differences between them, a new national survey finds some common ground among Baby Boomers and Gen Z when it comes to preferences in a number of dining behaviors. "Food really does bring people together," says Sharon Olson, Executive Director of Y-Pulse (www.ypulse.org), which surveyed more than 2,000 consumers.

A significant majority of Baby Boomers (85%) and Gen Z (86%) respondents said they prefer sharing meals with other people rather than dining alone, and similar percentages enjoy food market-style venues where each member of a group dining together can get very different cuisines. Nostalgic foods

and family traditions also appeal to Boomers and Zoomers alike.

Not only do both demographics appreciate old family recipes (88% and 84%, respectively), they also enjoy creating new food traditions when cooking with friends and family (76% Boomers and 82% Gen Z). More than 70% of both groups also agreed they prefer to order menu items with locally sourced ingredients, even with a premium price point.

