



# Delivering on Student Well-Being



Volume 3 - February 2013



## Today's K-12 Students are they Gen Z or Gen S?

Sodexo Schools and [Ideaworks Food Marketing](#) have created a new publication "[A Look @ Today's K-12 Students](#)" offering a

unique perspective on the make-up of today's K-12 students for partners, administrators, teachers and parents so that we are always aligning with student trends. Key themes highlighted in the research include technology, social media, purchasing power, entertainment, bullying and even obesity. The focus of this piece is around Generation Z (born roughly 1995 to 2012), now also being referred to as Gen S or Generation Screen.

Their nickname is fitting as Gen S will never know a world without screens, without being connected, without touch and swipe, or without



cameras to capture, interact, share and connect with others, instantly. Clearly, this Generation is feeling the impacts of technology accelerating faster than ever. Here are a couple other fun facts about Gen S:

- Every generation has cultural icons and for today's kids, it's Angry Birds, Mario, and Lego®. They feel a strong connection to these characters/objects as gaming is a huge part of their world.
- Kids today seek interactive entertainment, which is why live tours that bring their favorite characters to cities near them are popular.
- For the first time in human history, it truly is hip to be square. According to recent research conducted by MTV, more of today's teens want to be nerds than want to be jocks.
- 9 out of 10 children and adolescents in the United States fail to consume the recommended amount of vegetables each day.

So, how do we begin to digest this infor-

mation? Quite frankly, it means to capture the attention of Gen S we will need to adopt their technology and cater to these future consumers who want everything at their fingertips. Additionally, current brands will have to demonstrate value and purpose, and be more transparent, more authentic, and more open to negotiation. One thing is for certain – there will always be a market for the "old folks" to learn more about technology to keep up with the "screeners."

View the full [A Look @ Today's K-12 Students](#) publication with the complete list of sources.



Above: Generation Screen is connecting even with the youngest kids today.

## Healthy, Hunger-Free Kids Act Update

Recently the USDA announced a revision to the interim rule entitled *Certification of Compliance with Meal Pattern Requirements for the National School Lunch Program under the [Healthy, Hunger-Free Kids Act](#).*

According to their [memo](#), State agencies are now given flexibility in compliance for the weekly maximum ranges for grains and meat/meat alternatives. The USDA has provided updated guidance to address menu planning concerns from State Agency directors and School Food Authorities.



At this time, Sodexo is reviewing the guidance and assessing all menu planning options to identify opportunities that will ensure our menus remain compliant with USDA regulatory guidelines while also meeting the needs of our customers. We are committed to providing a high quality school meals program, and look forward to working with your district as more information becomes available. Please direct questions to your food service director.

## New Sports Nutrition Videos

Want to learn more about athletics and the importance of good nutrition and hydration?

Roxanne Moore, the national director for wellness for Sodexo Education—Schools recently produced a series of sports nutrition videos. These videos are great for coaches and health teachers to utilize. View the videos at <http://www.youtube.com/playlist?list=PLHjvMn8GTsWzdRdAaCm4A982hfM24kC4c>



## Fresh Fruit and Vegetable Program

The FFVP continues to provide students at Fruitdale, Madrona, Evergreen and Lorna Byrne an extensive variety of fruits and vegetables that most families don't purchase on a regular basis. This month students were served Hawaiian Papaya, Blood Oranges, Clementines and Fennel. Each week, schools receive promotional handouts that feature nutritional information and facts about the products offer in the program. Teachers and Kitchen Staff are provided with this information as well so that the material can be integrated into the classroom when possible. Students have been very excited about what we have served and what might be coming up next.



## Kitchen of the Month



Each month at our monthly Manager meetings we recognize one of our kitchen teams for going above and beyond their job expectations. Our recognition for January was:

Lincoln Savage Middle School — After we completed our program assessment last month, we saw a very clean and organized facility. Program standards were in place and the staff demonstrated a passion for provide outstanding meals and service to Lincoln Savage students. In addition, the staff is always willing to assist in catering when the need arises. Congratulations to both Janet

## Sodexo Sponsors 2013 Magna Awards



Did you know that Sodexo has been a proud sponsor of the Magna Awards since 1995? The American School Board Journal Magna Awards highlight best practices of school district leadership. Every year nominations are accepted in the fall and winners are recognized at the National School Boards Association Annual Conference.

"Sodexo is proud to create learning-friendly environments that allow our partner districts to focus on doing what they do best -- educating our children," said Steve Dunmore, President of Sodexo Education-Schools. "We are honored to sponsor the Magna Awards and want to celebrate all school boards and communities that share in the commitment to further student well-being and achievement."

To read more about past Magna winners and nomination criteria, please visit <http://www.asbj.com/magna>.

# January Program Results

January was a great month for participation in the Food Service program. We were above budget for breakfasts, lunches, snacks and suppers. Suppers have been trending upwards due to local advertising for the Boys and Girls program. Enrollment is steadily increasing providing additional meal

participation opportunities. In addition, we are looking into possibilities to provide meals for Woodland Charter School, New Hope Christian School and an Adult Supper feeding program that provides over 1000 meals per day to the elderly population of Josephine and Jackson Counties.



## Safety

As a continued focus on Safety, Food Service Staff reviews 5 minutes safety topics each month.

Below are our topics for February:

### **The MSDS (your guide to chemical safety)** -

Information for use, storage and emergency procedures for all chemicals in the kitchen.

**Receiving and Storing** - Guidelines for insuring the safety of food products upon delivery.

**Clean up Safety** – Basic rule of “clean as you go” work practices.

**Sanitizing Food Contact Surfaces** - Proper cleaning techniques for cleaning the kitchen work areas.

Food and Nutrition Services continues to provide a safe working environment in all our schools as well as incorporating safe work place practices district wide by keeping SAFETY top of mind!



## Food Service Equipment

Our program is currently awaiting bids for several new pieces of equipment that is being purchased by Sodexo for Three Rivers School District. We will be ordering these new items as soon as we receive the quotes on cost and availability.

New items include an under counter dishwasher for Williams, hot holding cabinets for Manzanita, Hidden Valley, North Valley and Applegate, food merchandisers for Applegate and Lorna Byrne, Trunion kettles for North Valley and Hidden Valley and utility carts for each of our Fresh Fruit and Vegetable Program schools. These equipment purchases will provide improved and service for the students at each of these schools.

