

Food For Thought..... And Hungry Bellies



Blessings in a Backpack National Food Solution



6.25.2018

BIB National Food Solution Overview

- Why a National Food Solution?
- Current Picture at Blessings In a Backpack
- What Do We Need Next?
- Food Logistics Request for Proposal
- Solution including Highlights and Benefits
- Nutrition Standards
- Retail vs. Distribution
- Prepackaged Meals
- Volunteer Engagement
- Looking Forward and Next Steps



Presenters



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Blessings in a Backpack

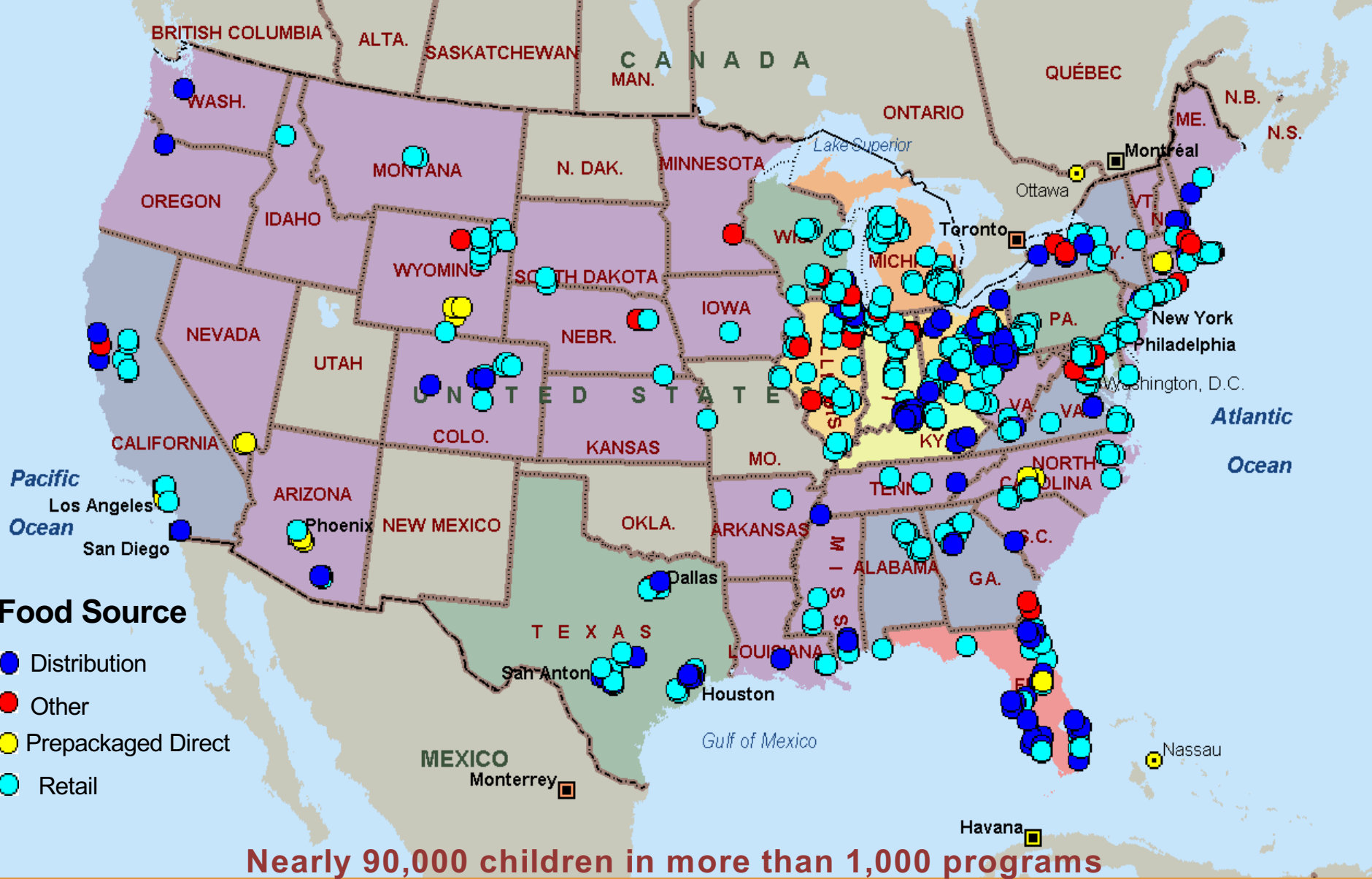


Why a National Food Solution?



- Blessings food expenses are \$7 million for the 2017-2018 school year.
- Food expenses are nearly 70% of total expenses.
- Purchases are locally driven, often at retail pricing.
- Food suppliers see Blessings as local customers, not a national organization.
- Food logistics and pricing are the single largest hurdle to running a program per a recent poll of volunteer Program Coordinators (PCs).
- Food logistics accounts for 60% of PC weekly time commitment.





Why a National Food Solution?

- Donors expect a national enterprise to have a national food logistics program.
- Chain of custody has emerged as a primary area of interest.
- Reputation risk — all of us — if:
 - Food contents are spoiled
 - Nutrition is inconsistent, inappropriate, or questioned
- Child nutrition is a primary focus of every school feeding program.
- Consolidating food purchases allows us to leverage food dollars.



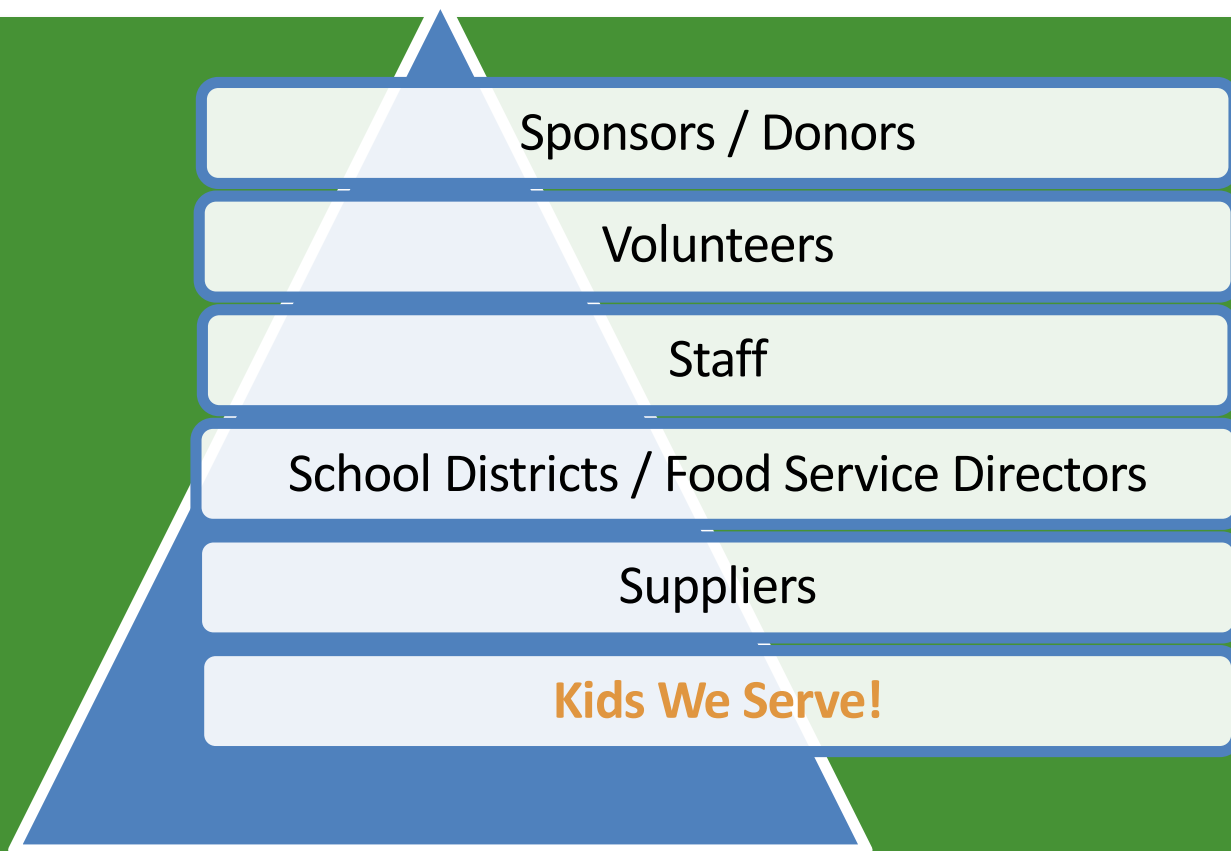
Where Are We Now?

- Incredible volunteer network
- Food producers want to be our partner
- Proven leadership
- Significant growth opportunity
- Competing every day for every dollar
- Continually adapting to an ever-changing landscape



What Do We Need Next?

Build on a Solid Foundation



We have a solid foundation upon which to build a food logistics platform for the future.That meets the needs of all.



What Do We Need Next?

Find a Solution that....

Maximizes the Value of our National Footprint



Eliminates/ Reduces Staff Time in Supply Management



Ensures Nutritional Consistency and Quality Foods Across all Programs



Provides Food Solutions for Programs Any Size/ Location



Simplifies Food Ordering / Delivery



Optimizes Volunteer Resources



Food Logistics RFP* Results

*Request for Proposal



Single source for Distribution – Sysco



Multiple Food Solution Options – Line Item, Prepackaged, and Combination



Master Distribution Agreement allows all programs to work with Sysco locations regardless of volume / location



Consistent nutritional values across all programs



Meets or exceeds service / support requirements



Suppliers committed to making product available for packing events as they occur



Solution Benefits



Immediate source for new programs – no need to “shop” at retail

Simplified on line ordering process minimizes time spent and increases efficiency

The largest identified hurdle to program delivery—food logistics—is reduced or eliminated

Provides a framework for uniform menus / nutrition across all programs

Significantly reduced purchase requirements make it possible for programs of all sizes to buy prepackaged meals

As programs get larger, eliminates the logistical barrier to feeding more children



“Progress is impossible without change, and those who cannot change their minds cannot change anything.”

~George Bernard Shaw









Consistent Nutrition that Meets National USDA Standards

50 Million Students Nationwide

USDA has mandatory nutrition requirements on the quality of foods and beverages available in schools

- Whole Grain Rich
- More Fruits / Veggies
- Low-fat and Nonfat Milk
- Weekly Calorie, Sodium, and Fat Targets
- Sugar Limitations
- Smart Snack Standards for Snacks Available

SCHOOL LUNCH Then		SCHOOL LUNCH Now
No specifications as to the types of vegetables served.		Weekly requirements for dark green, red/orange, beans/peas, starchy and other vegetables, etc.
Whole grains were "encouraged."		All grain foods must be at least 51% whole grains.
Various fat contents of milk were available.		Milk must be fat-free (unflavored/flavored) or 1% low fat (unflavored).
Requirements for fruits and vegetables were combined.		Fruits and vegetables must be offered as separate meal components.
No target for sodium reductions.		10-year plan in place to reduce sodium by grade and type of meal (breakfast/lunch). Currently in first year of implementation.
http://frac.org/nutrition-standards		

Nearly 100,000 schools/institutions serve school lunches to 30 million students each day, including:

- 20 million free lunches
- 2 million reduced price
- 8 million full price



40% US Students Considered Economically Needy

Retail vs. Food Distribution



Retail:

- Product stocking decisions are made by store manager.
- Only stock items that yield high shelf turns and profitable.
- MSP is subject to market fluctuations.
- Smaller case counts for families/home use making unit costs higher.
- Limited individually wrapped items.
- Do not stock items specifically formulated for USDA Child Nutrition Standards

Retail vs. Food Distribution



Food Distribution:

- Sysco is the largest food distributor in the US.
- Has relationships with all major manufacturers.
- Dedicated sales team that works with manufacturers and school organizations.
- National distribution and product pricing allows for better cost/quality ratio than retail.
- Larger case counts and better product mix.

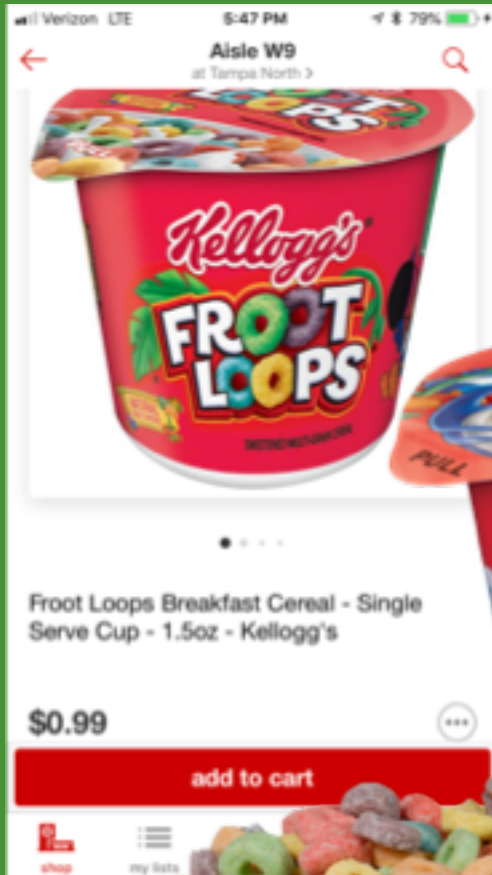


\$0.20 each



\$0.38 each

Retail vs. Food Distribution



Case Cost = \$47.90

Pack Size (Distribution Only) = 60ct

Approx = \$0.88 Unit (markup)

Portion Size does not meet USDA Standard. Only need 1oz portion.

1oz Bowls (WG) not available in Retail.

Units	Unit Cost	Total \$	
50 serv	\$0.99 ea	\$49.50	
50 serv	\$0.88 ea	\$44.00	
		\$5.50	Savings



BLESSINGS IN A
BACKPACK

\$209 Savings
38 Weeks

Retail vs. Food Distribution



Retail Option:

*Enriched Wheat
Sugar = 14g/ 42g (33%)
Serving Size exceeds
USDA standard for kids
Sold individually in stores*



**Kellogg's®
Froot Loops® for Schools**

Nutrition Facts Serv. Size: 1 Container (28g), Amount Per Serving: Calories 110, Fat Cal. 10, Total Fat 1g (2% DV), Sat. Fat 0.5g (3% DV), Trans Fat 0g, Cholest. 0mg (0% DV), Sodium 160mg (7% DV), Total Carb. 24g (8% DV), Fiber 2g (7% DV), Sugars 8g, Protein 2g, Vitamin A (10% DV), Vitamin C (25% DV), Calcium (0% DV), Iron (25% DV), Vitamin D (10% DV), Thiamin (25% DV), Riboflavin (25% DV), Niacin (25% DV), Vitamin B₆ (25% DV), Folic Acid (25% DV), Vitamin B₁₂ (25% DV), Zinc (10% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.	
INGREDIENTS: CORN FLOUR BLEND (WHOLE GRAIN YELLOW CORN FLOUR, DEGERMINATED YELLOW CORN FLOUR), SUGAR, WHEAT FLOUR, WHOLE GRAIN OAT FLOUR, CONTAINS 2% OR LESS OF OAT FIBER, HYDROGENATED VEGETABLE OIL (COCONUT, SOYBEAN AND/OR COTTONSEED), SALT, SOLUBLE CORN FIBER, NATURAL FLAVOR, RED 40, TURMERIC EXTRACT COLOR, BLUE 1, YELLOW 6, ANNATTO EXTRACT COLOR.	
VITAMINS AND MINERALS: VITAMIN C (SODIUM ASCORBATE AND ASCORBIC ACID), NIACINAMIDE, REDUCED IRON, ZINC OXIDE, VITAMIN B ₆ (PYRIDOXINE HYDROCHLORIDE), VITAMIN B ₂ (RIBOFLAVIN), VITAMIN B ₁ (THIAMIN HYDROCHLORIDE), VITAMIN A PALMITATE, FOLIC ACID, VITAMIN B ₁₂ , VITAMIN D ₃ .	
CONTAINS WHEAT INGREDIENTS. CORN USED IN THIS PRODUCT MAY CONTAIN TRACES OF SOYBEANS.	

Distribution Option:

*Whole Grain Rich
Reduced Sugar Options
Sugar = 8g/ 28g (28%)
Serving Size meets USDA
Standard for kids/schools
Case pack = 96ct / case*

*Average Unit Cost =
\$0.25 to \$0.30 each
60% Savings vs Retail*

NLI#13580

Retail vs. Food Distribution



BOWL PACK CEREALS						
Item Description		Item #	Case	Grain Ounce Equivalency	Made Without Colors from Artificial Sources	Made Without Flavors from Artificial Sources
Kellogg's Raisin Bran®		38000-00896	96ct/1oz.	1.25	✓	✓
Kellogg's® Frosted Mini-Wheats® Bite Size		38000-04996	96ct/1oz.	1	✓	✓
Kellogg's® Apple Jacks® For Schools		38000-78787	96ct/1oz.	1		✓
Kellogg's® Froot Loops® For Schools		38000-78788	96ct/1oz.	1		✓
Kellogg's® Rice Krispies® made with Whole Grain Brown Rice		38000-78789	96ct/1oz.	1	✓	✓
Kellogg's® Frosted Mini-Wheats Little Bites™ Chocolate		38000-45861	96ct/1oz.	1	✓	
Kellogg's® Frosted Flakes® Multigrain For Schools		38000-54998	96ct/1oz.	1	✓	✓
Kellogg's® Cinnamon Flakes Multigrain For Schools		38000-78786	96ct/1oz.	1	✓	✓
Kellogg's Choco Zucaritas® Frosted Flakes® Multi-Grain		38000-10992	96ct/1oz.	1		

Kellogg's®

Contact your Kellogg's representative or go to our website www.KelloggsSpecialtyChannels.com for more detailed nutrition information and product formulation statements.

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Example of the Variety of Options via Sysco Distribution vs Retailing.
Better Nutrition & Better Cost = Service More Kids and Program Sustainability



Retail vs. Food Distribution

Better Nutrition & Better Cost =
Service More Kids and Program
Sustainability

*All Items Meet USDA Nutrition
Standards, Whole Grain Rich,
Low Sugar, Lower Fat, Lower
Sodium, Bigger Case Sizes/Bulk
Units, More Cost Effective,
Available via Sysco*

*Same Items Used in the
Prepackaged Meal Kits*



SNACK CRACKERS & GRAHAMS



CEREAL BARS, SNACK BARS & TOASTER PASTRIES

Prepackaged Solution

Some Programs Have Already Made the Change

- For the past two school years, the Sysco-Champion Foodservice prepackaged solution was used in Florida with great success.
- Optimum prepackaged solution was used selectively across the country when volunteers were not readily available. Though at a higher price point than current pricing.



Features of Prepackaged Meals

- Prepackaged meals include 30 meals/case.
- Easy storage for schools and programs.
- Sealed, tamper-proof, and shelf stable for up to six months.
- No cooking, microwave, or can opener needed.
- All foods meet USDA Nutrition Standards.
- Alternating menus for variety each week.



Benefits of Prepackaged Meals

- Direct delivery options possible - eliminates need to shop.
- Frees up time for fundraising - feed more children.
- Build confidence and trust with foundations, grant sources, and donors:
 - Love the quality of the prepackaged meals
 - Love the nutritional value of the food
 - Love the meal quality and food safety



Volunteer Engagement

Maximize Volunteer Efforts Where Most Needed

- No need to make food purchases at the store.
- No need to package the different components into a meal kit.
- With a consistent price, no additional worries trying to budget the foods needed for each backpack.
- Volunteers can be more active in other areas –fundraising; community outreach; reading, tutoring, and working hands on with the students.



Diminishing Volunteers



Unemployment Rates and Volunteerism

Falling unemployment is good news for everyone, except perhaps for nonprofits that rely on volunteers. The unemployment rate has dropped more than two full percentage points since the height of the Great Recession in 2010, and in 2013 sat at 7.4 percent. In December 2017, the unemployment rate was down to 4.1 percent. That's below the 4.5 - 5.0 percent of the natural unemployment rate. If unemployment is less than the natural rate, businesses can't find enough workers to keep operating at full capacity, and non-profit organizations that rely on volunteers struggle.

<https://www.thebalance.com/current-u-s-unemployment-rate-statistics-and-news-3305733>



Don't be afraid to
CHANGE.

You may lose
something good
but you may gain
something better.



Looking Forward / Next Steps

Rollout of the National Food Solution August 2018

Suppliers are Ready! • Supporters are Ready! • Our Children are Ready!

Are You Ready?

**Please fill out an
information form or talk
to your Program
Manager.**





For all you do to feed the kids on the weekends

