

# **Food For Thought..... And Hungry Bellies**



**Blessings in a Backpack National Food Solution**



**7/19/2018**

# 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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Expense Reduction Analysts



**Emily Mark**, Region Manager, East Zone, Education Sales  
Kellogg's



**Susan Kane**, Chief Program Officer, Blessings in a Backpack

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Blessings in a Backpack



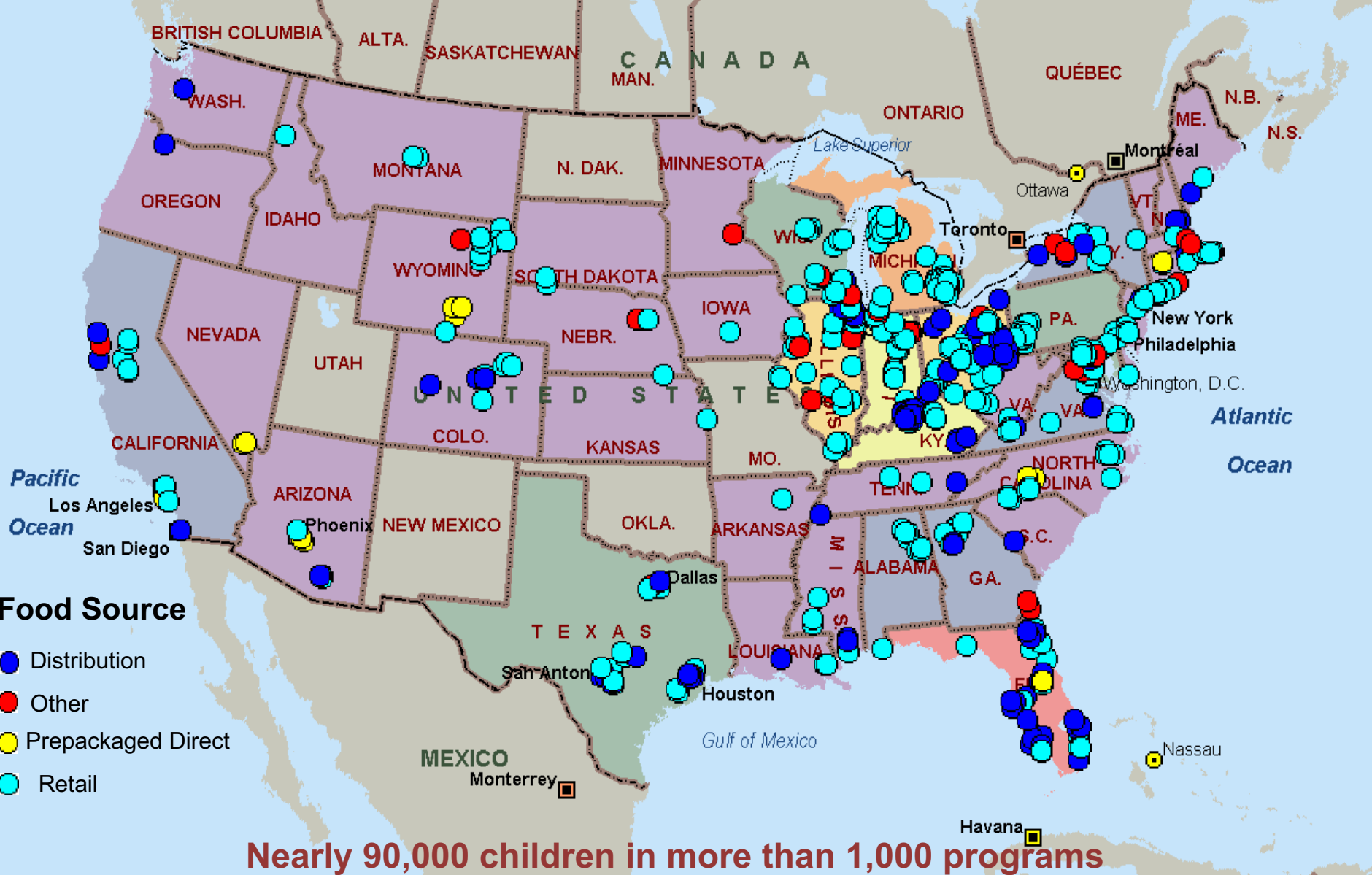
# Why a National Food Solution?



- Blessings food expenses are \$7 million for the 2017-2018 school year.
- Food expenses are over 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\*
- Food logistics accounts for 60% of PC weekly time commitment\*

\*2018 poll of volunteer Program Coordinators (PCs).





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# Where Are We Now?

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



# What Do We Need Next?

## Find a Solution that....

Maximizes the Value of our National Footprint



Eliminates/ Reduces Staff and Volunteer 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**



Multiple Food Solution Options – Line Item (full cases of an item), Prepackaged Meals, and possible Combination



Single source for Distribution – Sysco

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



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# Solution Benefits



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

Simplified on line ordering process minimizes time spent, increases efficiency

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

Consistent pricing, based on selected menu, with annual costs between \$91.00 and \$105.00 per child

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









# 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 <b>Then</b>		SCHOOL LUNCH <b>Now</b>
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

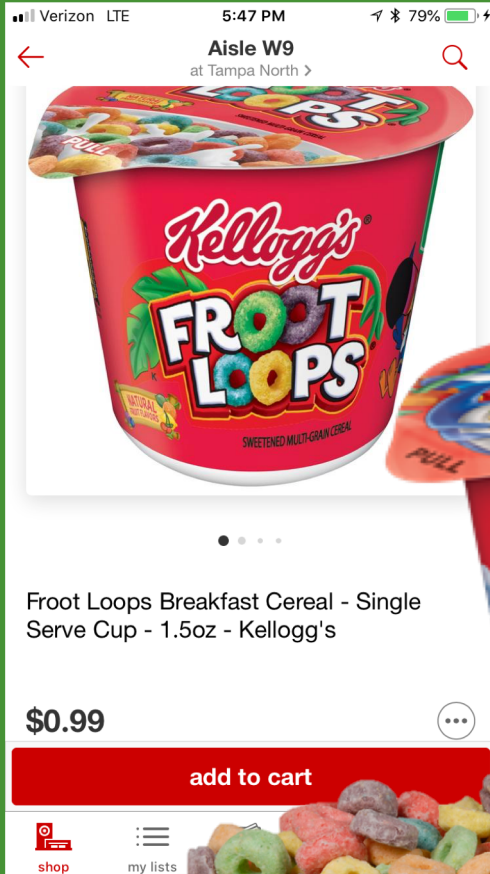


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\$0.38 each

# 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 (Whole Grain) 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



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**\$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*

Distribution Option:



## 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 B<sub>6</sub>** (25% DV), **Folic Acid** (25% DV), **Vitamin B<sub>12</sub>** (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<sub>6</sub> (PYRIDOXINE HYDROCHLORIDE), VITAMIN B<sub>2</sub> (RIBOFLAVIN), VITAMIN B<sub>1</sub> (THIAMIN HYDROCHLORIDE), VITAMIN A PALMITATE, FOLIC ACID, VITAMIN B<sub>12</sub>, VITAMIN D<sub>3</sub>.  
**CONTAINS WHEAT INGREDIENTS. CORN USED IN THIS PRODUCT MAY CONTAIN TRACES OF SOYBEANS.**

*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	96cL/1oz.	1.25	✓	✓
Kellogg's® Frosted Mini-Wheats® Bite Size		38000-04996	96cL/1oz.	1	✓	✓
Kellogg's® Apple Jacks® For Schools		38000-78787	96cL/1oz.	1		✓
Kellogg's® Froot Loops® For Schools		38000-78788	96cL/1oz.	1		✓
Kellogg's® Rice Krispies® made with Whole Grain Brown Rice		38000-78789	96cL/1oz.	1	✓	✓
Kellogg's® Frosted Mini-Wheats Little Bites™ Chocolate		38000-45861	96cL/1oz.	1	✓	
Kellogg's® Frosted Flakes® Multigrain For Schools		38000-54998	96cL/1oz.	1	✓	✓
Kellogg's® Cinnamon Flakes Multigrain For Schools		38000-78786	96cL/1oz.	1	✓	✓
Kellogg's Choco Zucaritas® Frosted Flakes® Multi-Grain		38000-10992	96cL/1oz.	1		

*Kellogg's*®

Contact your Kellogg's representative or go to our website [www.KelloggsSpecialtyChannels.com](http://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



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# Retail vs. Food Distribution



SNACK CRACKERS & GRAHAMS



CEREAL BARS, SNACK BARS & TOASTER PASTRIES

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*

# Line Item or Prepack?

## Line Item (Full case) Plan

- Requires a minimum of 400 children – in one program or a combination
- Volunteers to break cases and pack
- Selected menu options available
  - Some items vary by market
- Consistent nutrition across all programs
- Consistent pricing on case goods
  - Delivered to program
- Case counts vary among items

## Prepackaged Meal Kits

- Ideal for start-up programs; minimal lead time for delivery
- Can ship one case direct to program
  - Great for smaller programs or programs in isolated markets
- Larger programs delivered by Sysco truck
- Minimal volunteer requirements
  - Costs vary based on quantity
- Variety of menu options available
  - Eliminates case count variances



# 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 in markets of varying sizes



# Features of Prepackaged Meals

- Prepackaged meals include 24 or 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 throughout the year



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# Benefits of Prepackaged Meals

- Direct delivery to program - eliminates need to shop.
- Ideal for programs where volunteers are not readily available
- 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 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.



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 talk to your  
Program Manager.**





**For all you do to feed the kids on the weekends**

