

Utilizing the Kid Appeal of Cheese in Menu Planning

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Objectives

- Overview of recent cheese trends
- Learn how schools have paired with other FGTE
- Utilize results to promote the role of cheese as a nutrient rich food in school wellness and the health of children.



Trends

- 96% of districts offered low-fat/reduced fat cheese products
- Additional cheeses offered
 - Reduced sodium
 - Calcium fortified

Source: SNA trendSets Newsletter Volume 3, Issue 1



Cheese Varieties

- Top 3 - American, Cheddar & Mozzarella
- Next most popular
 - Parmesan/Romano (65%)
 - Swiss (58%)
 - Pepper Jack (44%)
 - Provolone (35%)
 - Monterey Jack (23%)

Source: SNA trendSets Newsletter Volume 3, Issue 1



Cheese Forms

- Sliced (95%)
- Shredded (94%)
- Individually Packaged (66%)
- Sauce (58%)
- Blocks (41%)
- Cubes (19%)

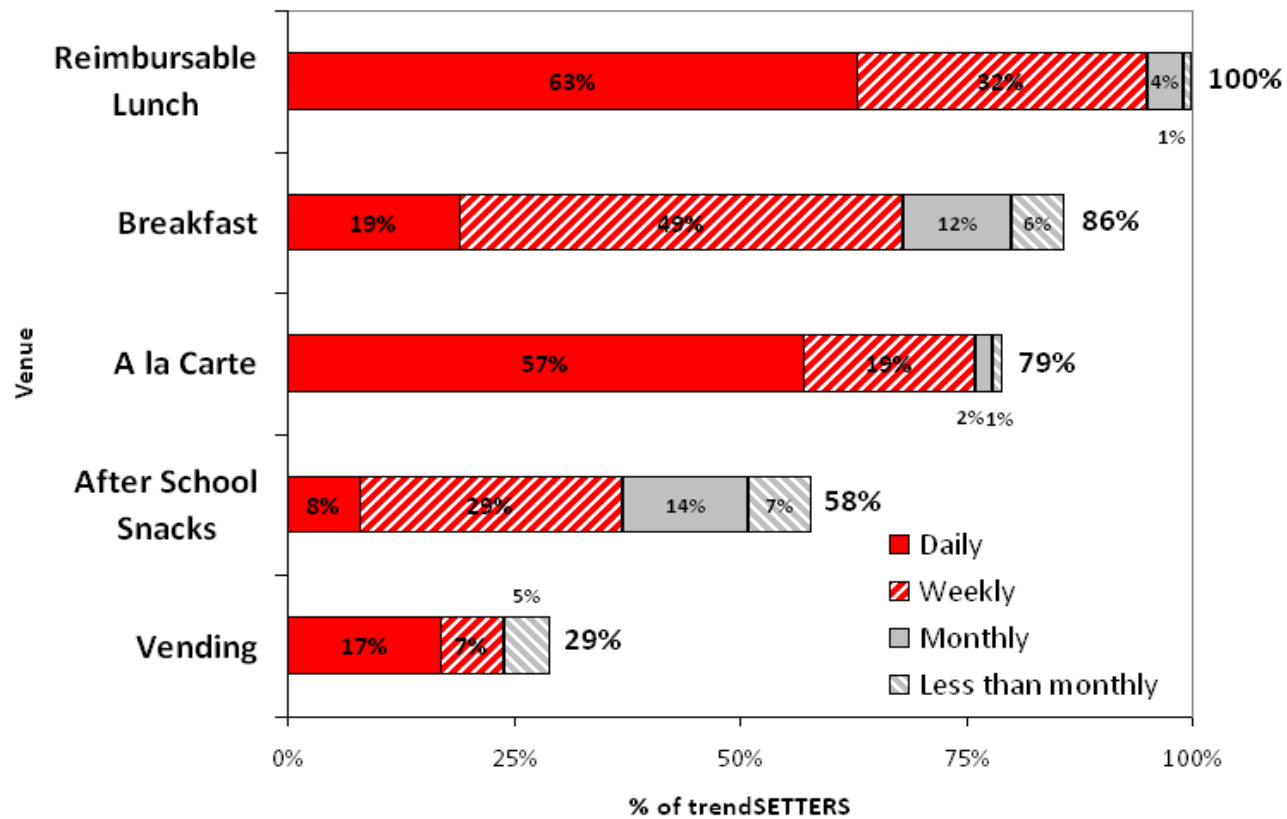


Source: SNA trendSets Newsletter Volume 3, Issue 1



Frequency

Prevalence and Frequency Of Offering Cheese by trendSETTERS



Source: SNA trendSets Newsletter Volume 3, Issue 1



School Lunch

Popular Lunch Entrees



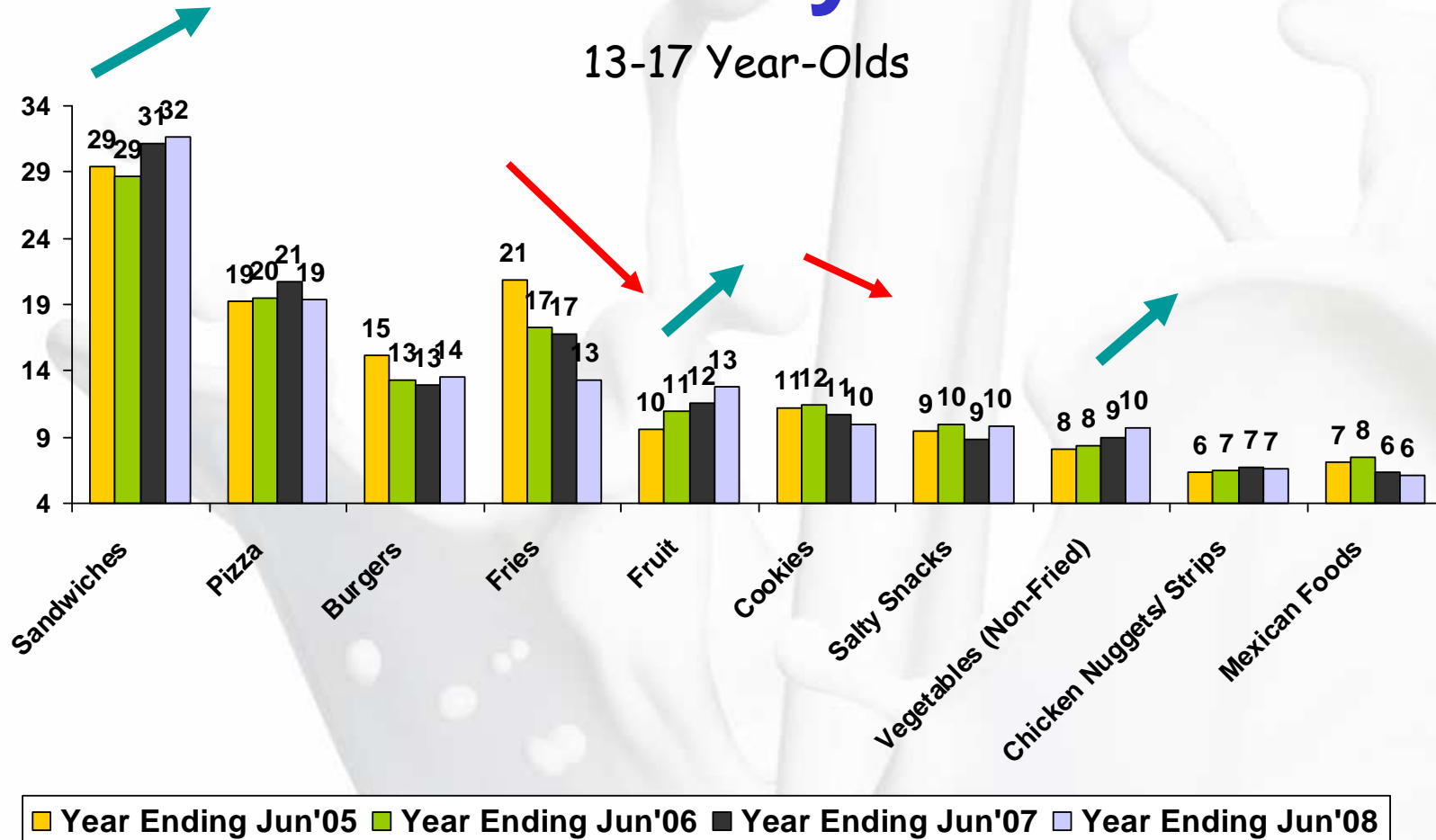
Ranking	
#1	Pizza
#2	Chicken
#3/4	All Others Mexican Food

Source: 2008 Back to School Trends Report. School Nutrition Association



Top 10 Lunch Foods at Secondary Schools

13-17 Year-Olds



Encouraging Key Food Groups

- Creates a more complete meal
 - Especially vegetarian
- Increases “eye appeal”
 - Color
 - Textural dimension
- Makes more palatable
 - Visibility
 - Familiarity



Whole Grain Pairings



- Ham & Cheese on WW bun
- Toasted Cheese Sandwich on WW
- Whole Grain Pasta with Cheese
- Three Cheese Whole Grain Pasta Salad
- Whole Grain Breadsticks with Cheese
- Pizza with Whole Grain Crust
- Whole Grain Wraps with Cheese
- Arroz con Queso (Brown rice & Cheese)

Vegetable Pairings



- Broccoli w/Shredded Cheese
- Green Beans in Cheese Sauce (USDA)
- Chef Salads/Shaker Salads with Cheese
- Stuffed Potatoes/Au Gratin Potatoes
- Grilled Veggie Wraps with Cheese
- Pita Pockets with Veggies and Cheese
- Veggie Plates (w/cottage cheese)

Fruit Pairings

- Fruit and Cheese Plate
- Snack pack
 - with cheese, dried fruit and pretzels
 - with cheese, fresh fruit and crackers
 - with cheese, canned fruit and



Benefits of Pairings

- Added calcium
- Added fiber
- Increased consumption of FGTE
- Improves program image
- Often relates to home experience
- Quick and easy to do!



Challenges for School Nutrition

- Cost
 - Quality of cheese
- Nutrition
 - Fat
 - Calories
- Labor
 - Value added products
- Menu planning



AUDIENCE PARTICIPATION

Let's Hear
from YOU!!



QUESTIONS





Thank You!!

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