





Get ready for this one-of-a-kind, interactive event as SNA rolls out a new promotion for National School Lunch Week 2006.

This year's National School Lunch Week (NSLW) will be unlike any you have experienced. For the first time, SNA is introducing an interactive element, asking that kids literally "Vote for School Lunch." Starting in mid-August, students will be able to vote for their favorite school meal entrées online at www.voteforschool.lunch.org. The accompanying promotional campaign will mirror all the familiar aspects of democratic elections, with candidates, platforms, debates, rallies and, of course, individual voting—culminating in the announcement of the nation's winning entrée during NSLW, which takes place October 9-13, 2006.



VOTE FOR SCHOOL LUNCH 2006

	ITEM	ELEMENTARY SERVING SIZE	ELEMENTARY MEAL PATTERN	SECONDARY SERVING SIZE
 <p>Presidential Pizza Platter</p>	Presidential Pizza With Ground Beef	1 piece	2 ozs. meat/meat alternate, 2 grains/breads, 1/4 cup fruit/vegetable	2 pieces
	Green Beans	1/2 cup	1/2 cup fruit/vegetable	1/2 cup
	Veggies & Dip	1/2 cup, 1 Tbsp. & 1 Tbsp.	1/2 cup fruit/vegetable	1/2 cup, 1 Tbsp. (veggies) 1 Tbsp.(dip)
	Fruit Pan Dowdy	4 x 2 2/5-in. piece	1 1/2 grains/breads, 1/4 cup fruit/vegetable	4 x 2 2/5-in. piece
	Milk, 1%	8 fl. ozs.	1 milk	8 fl. ozs.
 <p>Sally's Statesman Salad Slate</p>	Vote-for-Veggies Salad	1 small salad	2.5 ozs. meat/meat alternate, 1/2 cup fruit/vegetable	1 large salad
	Vegetable Soup	1 cup	1/2 grain/bread, 2/5 cup fruit/vegetable	1 cup
	Rolls	1 2-oz. roll	2 grains/breads	1 2-oz. roll
	Bananas	1 banana	1/2 cup fruit/vegetable	1 banana
	Milk, 1%	8 fl. ozs.	1 milk	8 fl. ozs.

To create the slate, SNA identified five outstanding entrée selections, based upon nutrition profile and popularity with students. Meet this election's official "candidates": Pete Pizza, Sally Salad, Heddi Spaghetti, Rocco Taco and Ricky Chicken.

According to the 2005 SNA Operations Survey Report, these five entrées number among the most popular in schools today.

Each candidate offers his or her own platform of good health, good taste and good fun. To see the candidates' charming profiles, turn to page 30. They're sure to appeal to the students participating in your school nutrition program!

★ As you prepare for this exciting promotion, SNA will be working behind the scenes to help make the national cam-

paign—and your individual celebration—a smashing success.

★ With the assistance of publicity partner MilkPEP, the Association is creating a dedicated website to manage the voting process.

★ As always, SNA is designing NSLW promotion products that will be available for sale from its Emporium (<http://>

THE MENUS

SECONDARY MEAL PATTERN	RECIPE	HOW IT GOT HEALTHY	EXTRA TIPS
4 ozs. meat/meat alternate, 4 grains/breads, 1/2 cup fruit/vegetable	page 32	Use lowfat cheese, lean beef, whole-wheat flour	Substitute lean turkey for beef; add vegetables as toppings
1/2 cup fruit/vegetable			Serve fresh, not processed; season with herbs, spice, lemon juice or salsa
1/2 cup fruit/vegetable		Leave edible skins intact	For a dip, use lowfat dressing, seasoned yogurt or salsa; vary shapes and sizes
1 1/2 grains/breads, 1/4 cup fruit/vegetable		Use canned fruit in light syrup or juice	Add whole-wheat flour; reduce sugar (modify recipe to retain flavor)
1 milk			
<p>Elementary Per Serving: 642 cal., 31.6 g pro., 98 g carb., 7 g fiber, 14.7 g fat, 6.7 g sat. fat, 70 mg chol., 867 mg sod., 5,395 IU vit. A, 19.9 mg vit. C, 621.1 mg ca., 5.6 mg iron</p> <p>Secondary Per Serving: 937 cal., 49.4 g pro., 129.7 g carb., 9.1 g fiber, 25.2 g fat, 11.5 g sat. fat, 112 mg chol., 1,125 mg sod., 6,039 IU vit. A, 33.1 mg vit. C, 866 mg ca., 8.4 mg iron</p> <p>Total Meal Pattern: 2 ozs. (elementary) or 4 ozs. (secondary) meat/meat alternate, 3 1/2 (elementary) or 5 1/2 (secondary) grains/breads, 1 1/2 cups (elementary) or 1 3/4 cups (secondary) fruit/vegetable, 1 milk</p>			
3 ozs. meat/meat alternate, 1 cup fruit/vegetable	pages 33 and 34	Substitute meat with kidney beans, eggs, lowfat cheese, colorful vegetables, dark greens	Use grilled, not breaded, chicken; top with lowfat dressing, balsamic vinegar or salsa
1/2 grain/bread, 2/5 cup fruit/vegetable	USDA H-5*	Add dried beans, legumes	
2 grains/breads	USDA B-16*	Use whole-wheat flour	Serve warm and moist, so condiments aren't required
1/2 cup fruit/vegetable		Use high quality bananas	Offer canned or dried fruit or nut options; slice the banana with dried fruit, nuts or yogurt topping
1 milk			
<p>Elementary Per Serving: 660 cal., 29.8 g pro., 113.5 g carb., 15.1 g fiber, 12.4 g fat, 4 g sat. fat, 74 mg chol., 990 mg sod., 7,549 IU vit. A, 32.1 mg vit. C, 528.8 mg ca., 5.3 mg iron</p> <p>Secondary Per Serving: 728 cal., 33.2 g pro., 119.8 g carb., 16.1 g fiber, 15.8 g fat, 4.9 g sat. fat, 132 mg chol., 1,208 mg sod., 10,728 IU vit. A, 36.9 mg vit. C, 590.7 mg ca., 6.1 mg iron</p> <p>Total Meal Pattern: 2.5 ozs. (elementary) or 3 ozs. (secondary) meat/meat alternate (elementary), 2 1/2 grains/breads, 1 2/5 cups (elementary) or 1 9/10 cups (secondary) fruit/vegetable, 1 milk</p>			





emporium.schoolnutrition.org).
 ★ SNA also will provide a range of free and low-cost support materials to help you build excitement and participation at the local level. These include the traditional online promotional toolkit (sponsored this year by Otis Spunkmeyer), featuring special logos, activity sheets and media materials. Look also for back-

pack brochures with valuable information to send home with students.
 ★ To promote the two-month-long voting campaign, and the national results, SNA will be working hard to get bigger, better NSLW coverage from national media outlets.
 The charm and nutrition profiles of the five candidates, the work of SNA's publicity

SNA will be working hard to get bigger, better NSLW coverage.



VOTE FOR SCHOOL LUNCH 2006—

	ITEM	ELEMENTARY SERVING SIZE	ELEMENTARY MEAL PATTERN	SECONDARY SERVING SIZE
 <p>Heddi Spaghetti's Pasta Party</p>	<i>Soundbite Spaghetti With Meat Sauce</i>	3/4 cup	2 ozs. meat/meat alternate, 1 grain/bread, 2/5 cup fruit/vegetable	3/4 cup
	<i>Salad with Honey French Dressing</i>	1/2 cup/1 Tbsp.	1/2 cup fruit/vegetable	1/2 cup/1 Tbsp.
	<i>Italian Bread</i>	1 slice	2 grains/breads	1 slice
	<i>Broccoli</i>	1/4 cup	1/4 cup fruit/vegetable	1/4 cup
	<i>Whole-wheat Sugar Cookie</i>	1 cookie	1 grain/bread	1 cookie
	<i>Milk, 1%</i>	8 fl. ozs.	1 milk	8 fl. ozs.
 <p>Rocco's Delectable and Electable Taco Lunch</p>	<i>Campaign Trail Turkey Tacos</i>	2 small tacos	1.8 ozs. meat/meat alternate, 1 grain/bread, 1/2 cup fruit/vegetable	2 large tacos
	<i>Broccoli Casserole</i>	1/3 cup	0.5 oz. meat/meat alternate, 1/4 grain/bread, 1/4 cup fruit/vegetable	1/3 cup
	<i>Grapes</i>	1/2 cup	1/2 cup fruit/vegetable	1/2 cup
	<i>Milk, 1%</i>	8 fl. ozs.	1 milk	8 fl. ozs.

The most important creator of buzz about NSLW is still you.

partners and heightened public awareness of the issues will go a long way to make this a NSLW to remember. But the most important creator of buzz about NSLW is still you. It's time to let America know that kids' favorite foods are prepared nutritiously when served as parts of a reimbursable lunch at school. America's parents need to know that today's lunches are vastly differ-

ent—and much improved—from the ones they might have eaten decades ago. A vote for school lunch is a vote for tasty, balanced nutrition.

Election enthusiasm

If you never have promoted NSLW in your district or school before, this is the perfect year to begin! If this celebration already is

THE MENUS

SECONDARY MEAL PATTERN	RECIPE	HOW IT GOT HEALTHY	EXTRA TIPS
2 ozs. meat/meat alternate, 1 grain/bread, 2/5 cup fruit/vegetable	page 34	Use lean, ground beef	Substitute lean turkey for beef; add lentils, soy or fresh vegetables; use whole-wheat pasta
1/2 cup fruit/vegetable		Add colorful vegetables, dark greens	Substitute croutons with lowfat crackers or pretzels; top with lowfat dressing, balsamic vinegar or salsa
2 grains/breads			Substitute half whole-wheat flour; serve warm and moist, so condiments aren't required
1/4 cup fruit/vegetable		Use fresh, not processed	Season with herbs, spice, lemon juice or salsa
1 grain/bread		Use whole-wheat flour	Offer other dessert options, such as fruit, sherbet or gingersnap/vanilla wafers
1 milk			

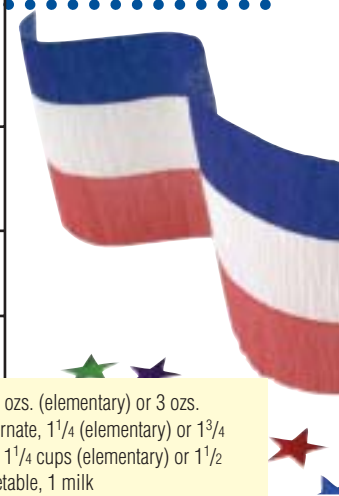


Elementary Per Serving: 797 cal., 35.4 g pro., 107 g carb., 8.8 g fiber, 26.6 g fat, 7.3 g sat. fat, 73 mg chol., 774 mg sod., 5,443 IU vit. A, 50.1 mg vit. C, 438.7 mg ca., 6.7 mg iron

Secondary Per Serving: 797 cal., 35.4 g pro., 107 g carb., 8.8 g fiber, 26.6 g fat, 7.3 g sat. fat, 73 mg chol., 774 mg sod., 5,443 IU vit. A, 50.1 mg vit. C, 438.7 mg ca., 6.7 mg iron

Total Meal Pattern: 2 ozs. meat/meat alternate, 4 grains/breads, 1 1/5 cups fruit/vegetable, 1 milk

2.5 ozs. meat/meat alternate, 1 1/2 grains/breads, 3/4 cup fruit/vegetable	page 35	Substitute turkey for beef	Add dried beans; use whole-wheat tortillas
0.5 oz. meat/meat alternate, 1/4 grain/bread, 1/4 cup fruit/vegetable			Use brown rice, lowfat cheese
1/2 cup fruit/vegetable			Offer canned or dried, fruit or nut options
1 milk			



Elementary Per Serving: 514 cal., 30.2 g pro., 51.8 g carb., 4.9 g fiber, 21.9 g fat, 9.6 g sat. fat, 66 mg chol., 878 mg sod., 1,775 IU vit. A, 32.3 mg vit. C, 612.4 mg ca., 3.1 mg iron

Secondary Per Serving: 677 cal., 39.9 g pro., 65 g carb., 6.8 g fiber, 30.1 g fat, 12.6 g sat. fat, 90 mg chol., 1,185 mg sod., 2,185 IU vit. A, 35.6 mg vit. C, 713.7 mg ca., 4.4 mg iron

Total Meal Pattern: 2.3 ozs. (elementary) or 3 ozs. (secondary) meat/meat alternate, 1 1/4 (elementary) or 1 3/4 (secondary) grains/breads, 1 1/4 cups (elementary) or 1 1/2 cups (secondary) fruit/vegetable, 1 milk

a highlight of your autumn, this event is likely to earn a special place in your heart. This year's NSLW has two important components—and each will require coordination and promotion.

First, you will need to publicize the national vote, sharing information about the five candidates and encouraging participation by your students. Although the

Vote-for-School-Lunch ballot will have closed before NSLW itself, you are encouraged to continue to use the election theme throughout NSLW. With national elections scheduled in November 2006, education about voting, democracy, government, patriotism, U.S. history and civics is a great theme for our annual October cafeteria promotion! And be sure to menu

the five candidates before and during NSLW to reinforce the vote and its results.

In the coming weeks and months, SNA will share more details about how the Internet vote will work, when results will be announced and how these can be incorporated into your NSLW timeline. But you can—and should—start building momentum today, so be sure to visit



VOTE FOR SCHOOL LUNCH 2006—



Pete Pizza

- 1 Tell our readers about yourself.**
I make my friends laugh a lot—the guys say I have a kind of cheesy sense of humor. My parents say I can get too saucy sometimes, but they know I love them even when I'm teasing. Someday I want to have a motor-cycle.
- 2 What do you do in your spare time?**
I like sports, whether I'm playing on the field or on screen. My favorite sports to play are baseball and football. My thick, chewy crust is like a built-in helmet! Sometimes my friends and I also go four-wheeling. I like fast-paced activities. I think I get it from my Dad, who used to toss me in the air when I was little.
- 3 What makes you well suited to the National School Lunch Program?**
I'm healthy, especially when they use low-fat cheese for a pizza topping and add whole-wheat flour to my crust. I offer a lot of choices, too. You can top me with almost anything, like nutritious vegetables, hot peppers and lean meat. And I'm popular! Any time I'm on the menu, the lunch line stretches out the door.
- 4 Aside from being a tasty, healthy lunch option, why should people vote for you?**
I take my candidacy seriously. I want to let people know that pizza can be tasty *and* healthy!
- 5 Do you have a message for students?**
Make the right choice and power up with pizza.



Sally Salad

- 1 Tell our readers about yourself.**
I'm your normal girl next door. I like to hang out with my best friend and play with my dog. When I get older, I want to be a veterinarian or a zookeeper. I think it would be dull to look just like the models in magazines. I'd rather mix up the ingredients and make my own style.
- 2 What do you do in your spare time?**
I like talking with my friends. My best friend has a horse stable, so we go for trail rides. We also practice gymnastics in the backyard. I have a trampoline at my house, and we jump on it.
- 3 What makes you well suited to the National School Lunch Program?**
Kids want something new, fresh and wholesome. That's me! Just choose your favorite ingredients—leafy greens, colorful vegetables, lowfat dressing, eggs, grilled meat or more—and away we go! I also can help kids achieve their recommended daily servings of five fruits and vegetables.
- 4 Aside from being a tasty, healthy lunch option, why should people vote for you?**
A vote for Sally Salad is a break from the norm—and if you haven't tried salad at school, you could be missing out on a healthy, delicious alternative to your usual choices.
- 5 Do you have a message for students?**
Turn over a new leaf—vote for Sally Salad!



Heddi Spaghetti

- 1 Tell our readers about yourself.**
From spaghetti straps to that famous scene in "Lady and the Tramp," I'm always setting the trend. If I get in an embarrassing situation, I don't let it get to me. Once, my meatball rolled off the table and onto the floor, but I just kept smiling. The important thing is to feel confident and good about yourself.
- 2 What do you do in your spare time?**
Mostly I like going out to pep rallies, the bowling alley or this dance club for kids. I also like to use my noodle and figure out puzzles with my friends. We also make bead necklaces and watch the movie "Ice Castles." It's tragic but good.
- 3 What makes you well suited to the National School Lunch Program?**
I bring color to your plate! With my tomato-based sauce, I offer high levels of vitamin A, vitamin C, fiber and more. You can add cheese for extra calcium. You can substitute lean turkey for beef or add nutritious ingredients, like lentils, soy or fresh vegetables. And you can use whole-wheat or enriched pasta for an additional, nutritional boost!
- 4 Aside from being a tasty, healthy lunch option, why should people vote for you?**
Unlike those cold, boring bag lunches, spaghetti is hot! With me, you feel like you're dining at a trendy Italian restaurant.
- 5 Do you have a message for students?**
Think of the pasta-bilities!

MEET THE CANDIDATES



Rocco Taco

- 1 Tell our readers about yourself.**
Dude, I have a tough shell on the outside, but I have a totally good heart on the inside. Sometimes my hair is bright green, and it's totally funny how adults react to it. People judge too much based on what you look like. When I get older, I want to be a cop or a soldier.
- 2 What do you do in your spare time?**
I like to skateboard with my friends in the parking lot at school or go home and be with my family. I have a huge family, and we like to joke around. I also like to sit in my room and listen to music. I'm saving up my money for an iPod®.
- 3 What makes you well suited to the National School Lunch Program?**
I'm laidback and fun to hang out with. Just pick me up, and we can go almost anywhere. Plus I'm versatile and nutritious. You can make a taco shell or tortilla with whole-wheat flour and add tomatoes, lettuce, dried beans and all kinds of healthy ingredients to the inside.
- 4 Aside from being a tasty, healthy lunch option, why should people vote for you?**
I'm multitasked. Whatever you are into, it works with me. I can put the spice in your life or the crunch in your lunch. Too many candidates stick to the recipe—I like to mix it up and keep people happy.
- 5 Do you have a message for students?**
I'm delectable...and "electable." Vote for me, and all your craziest dreams will come true.



Ricky Chicken

- 1 Tell our readers about yourself.**
Some people call me "chicken," but they don't realize I have a black belt in martial arts. I'm always training—and learning. My motto is "Knowledge is power." I like to take things apart and figure out how they work, and I like solving mysteries.
- 2 What do you do in your spare time?**
I belong to this club for kids that helps to improve the environment. We repaired a buffer zone for a stream at a nature preserve. The newspaper even did a story about it, but they misquoted me as saying, "The sky is falling." That's not what I said. I just said the environment would fall apart, unless we take good care of it.
- 3 What makes you well suited to the National School Lunch Program?**
I'm low in fat, and I offer huge amounts of protein, which can help you build strong muscles and keep your energy up all day long. And with my curious mind, I'll jump into any dip—honey, barbecue sauce, salsa—just to see what it's like.
- 4 Aside from being a tasty, healthy lunch option, why should people vote for you?**
People try other foods, but in the end, they always say, "It tastes like chicken." Stay with what works! I'm the classic, quality choice.
- 5 Do you have a message for students?**
Chicken is in!



- ★ Research shows these five candidates are tops among students. Now, it's time for kids to choose their number-one favorite! Each is so appealing and versatile, there won't be a clear winner until the polls close this fall.
- ★ Voting will take place online at www.voteforschoollunch.com, beginning on August 1, 2006. Students should be encouraged to vote throughout the back-to-school season. Paper ballots for onsite cafeteria voting also will be available.
- ★ The national winner will be announced during NSLW 2006.
- ★ The campaign emphasizes that, when served as part of a reimbursable school lunch, these student favorites meet health and nutrition standards. In the last 60 years, school lunches have improved in leaps and bounds.
- ★ Watch for more details about the "Vote for School Lunch" campaign in future issues of *SF&N*. Information also will be available at the 2006 Annual National Conference in Los Angeles.



VOTE FOR SCHOOL LUNCH 2006

Ricky's Capitol Chicken Menu



ITEM	ELEMENTARY SERVING SIZE	ELEMENTARY MEAL PATTERN	SECONDARY SERVING SIZE
<i>Congressional Chicken Nuggets & Senate Sauce</i>	5 pieces & 2 Tbsps.	2 ozs. meat/meat alternate, 3/4 grain/bread	5 pieces & 2 Tbsps.
<i>Rice Casserole</i>	1/2 cup	1/2 grain/bread, 1/5 cup fruit/vegetable	1/2 cup
<i>Rolls</i>	1 2-oz. roll	2 grains/breads	1 2-oz. roll
<i>Apples</i>	1 apple	1 cup fruit/vegetable	1 apple
<i>Milk, 1%</i>	8 fl. ozs.	1 milk	8 fl. ozs.



Presidential Pizza With Ground Beef

- Pizza crust
- Ground beef
- Onion flakes
- Garlic powder
- Pepper
- Tomato paste, canned, heated
- Water
- Basil
- Oregano
- Marjoram
- Thyme
- Cheese, Mozzarella, part-skim, shredded

- 5 shells
- 8 lbs., 12 ozs.
- 1 cup, 2 Tbsps.
- 1 Tbsp., 1 1/2 tsps.
- 1 Tbsp.
- 1/2 #10 can
- 3 1/2 qts.
- 1/4 cup, 2 Tbsps.
- 1/4 cup, 2 Tbsps.
- 1/4 cup, 1 Tbsp.
- 1 Tbsp.
- 6 lbs., 4 ozs.

3. Add the pepper, tomato paste, water and seasonings; simmer for 15 minutes.
4. Sprinkle 2 cups (or 8 ozs.) cheese evenly over each pizza crust.
5. Spread 1 1/4 qts. beef mixture over cheese in each pan.
6. Sprinkle 3 cups (or 12 ozs.) cheese evenly over topping in each pan.
7. Bake until crust is lightly browned. In a conventional oven, use 475°F for 15-18 minutes. In a convection oven, use 450°F for 15 minutes.
8. Portion by cutting each sheet pan 4x5 to create 20 pieces per pan. Portion one piece (elementary) or 2 pieces (secondary) per child.



Directions

1. Make pizza crust according to USDA Recipe B-14, available as a downloadable PDF at www.nfsmi.org/Information/school_recipe_index_number.html. Prepare five pizza crusts in 18x26x1-in. sheet pans.
2. For pizza topping, brown the ground beef and drain it. Add the onions and garlic powder; cook for 5 minutes.

Yield: 100 servings (elementary) or 50 servings (secondary)
Per Serving: 292 cal., 17.7 g pro., 31.2 g carb., 2.2 g fiber, 10.5 g fat, 4.7 g sat. fat, 41 mg chol., 263 mg sod., 583 IU vit. A, 9.9 mg vit. C, 250.5 mg ca., 3 mg iron
Recipe analysis: SNA, using Nutrikids (ver. 7.0)

www.schoolnutrition.org regularly through the rest of this school year and the summer. Meanwhile, read on for other ideas to kick off your NSLW election campaign.

Campaigning for the cafeteria

By supporting "Vote For School Lunch," you not only are encouraging children to select delicious entrées, you are teaching

them to take advantage of the nutritious meals offered in your cafeteria. Research shows that school meals are usually healthier than bag lunches—but these findings are not well known. To make the

THE MENUS

SECONDARY MEAL PATTERN	RECIPE	HOW IT GOT HEALTHY	EXTRA TIPS
2 ozs. meat/meat alternate, 3/4 grain/bread	page 36	Wrap grilled chicken in whole-wheat tortilla; substitute sauce with salsa, lowfat dressing or other	
1/2 grain/bread, 1/5 cup fruit/vegetable			Use brown rice
2 grains/breads			Use 1.c. whole-wheat flour; serve warm and moist, so condiments aren't required
1 cup fruit/vegetable			Wedge apples and serve with lowfat yogurt; offer canned or dried, fruit or nut options
1 milk			

Elementary Average Per Serving for NSLW 2006
Meals: 684 cal., 30.8 g pro., 97.0 g carb., 8.6 g fiber, 20.7 g fat, 6.9 g sat. fat, 67 mg chol., 1,010 mg sod., 4,807 IU vit. A, 511.9 mg vit. C., 5 mg iron

Secondary Average Per Serving for NSLW 2006
Meals: 789 cal., 37 g pro., 107.3 g carb., 9.6 g fiber, 25.1 g fat, 8.6 g sat. fat, 91 mg chol., 1,166 mg sod., 5,654 IU vit. A, 42.6 mg vit. C, 593.5 mg ca., 6 mg iron

Elementary Per Serving: 807 cal., 26.9 g pro., 114.9 g carb., 7.1 g fiber, 28 g fat, 6.8 g sat. fat, 51 mg chol., 1,539 mg sod., 3,874 IU vit. A, 57.1 mg vit. C, 358.4 mg ca., 4.4 mg iron

Secondary Per Serving: 807 cal., 26.9 g pro., 114.9 g carb., 7.1 g fiber, 28 g fat, 6.8 g sat. fat, 51 mg chol., 1,539 mg sod., 3,874 IU vit. A, 57.1 mg vit. C, 358.4 mg ca., 4.4 mg iron

Total Meal Pattern: 2 ozs. meat/meat alternate, 3 1/4 grains/breads, 1 1/5 cups fruit/vegetable, 1 milk



Vote-for-Veggies Salad (Elementary)

- Lettuce 5.75 lbs.
- Spinach 1 lb.
- Carrots, sliced 3.1 lbs.
- Tomatoes, sliced 2.1 lbs.
- Kidney beans, canned, drained 25 cups
- Cheddar cheese, lowfat, shredded 3.1 lbs.
- Eggs, whole, hard-boiled 25 eggs
- Ranch dressing 3 1/4 qts.

Directions

1. Rinse and coarsely chop greens. Place 1/2 cup greens per plate.
2. Garnish with carrots and tomatoes.
3. Top each dish with 1/4 cup kidney beans, 1/4 egg and 1 oz. cheese. Serve with 1 Tbsp. dressing.

Yield: 100 salads

Per Serving: 145 cal., 10.2 g pro., 15.8 g carb., 3.8 g fiber, 4.8 g fat, 1.6 g sat. fat, 61 mg chol., 495 mg sod., 3,208 IU vit. A, 5.6 mg vit. C, 142.6 mg ca., 1.6 mg iron

Recipe analysis: SNA, using Nutrikids (ver. 7.0)



All menus and recipes are *suggestions* for your consideration. School nutrition professionals are encouraged to choose menus that fit best with the needs of your staff and students, but should still reflect the entrée selections for the official Vote for School Lunch campaign. SNA has not tested the recipes in a kitchen. Menus and recipes were analyzed by SNA, using Nutrikids (ver.7.0).

promotion begins in August—you can start before this school year ends! Request their assistance in placing election posters around town—on telephone poles and community bulletin boards or in their own yards and windows. Coordinate an after-hours event during which you and your team distribute flyers at busy street corners (and then enjoy a snack together afterward).

As a staff, get involved in community activities between now and NSLW. For example, participate in a bowling tournament or a Relay for Life fundraiser, serve as ushers at events or cheer on your school's athletes—and be sure to wear "Vote For School Lunch" apparel and buttons at these events. Spread the word about NSLW at your community's Fourth of July celebration, with your very own school nutrition parade float. Is there an annual summer fair scheduled in the area? Find out if you can set up

most of this NSLW promotion, you need to take on a campaign attitude! Campaign workers are willing to go door to door to drum up more supporters. Do you have that same enthusiasm for spreading

positive messages about school meals? Get into the election spirit, and soon it will catch on with your entire staff. Encourage co-workers to wear campaign buttons well before the voting component of the



Vote-for-Veggies Salad (Secondary)

Lettuce	11.5 lbs.
Spinach	2 lbs.
Carrots, sliced	6.3 lbs.
Tomatoes, sliced	4.3 lbs.
Kidney beans, canned, drained	25 cups
Cheddar cheese, lowfat, shredded	3.1 lbs.
Eggs, whole, hard-boiled	50 eggs
Ranch dressing	6 1/2 qts.

Directions

1. Rinse and coarsely chop greens. Place 1 cup greens per plate.
2. Garnish with carrots and tomatoes.
3. Top each dish with 1/4 cup kidney beans, 1/2 egg and 1 oz. cheese. Serve with 2 Tbsps. dressing.

Yield: 100 salads

Per Serving: 213 cal., 13.5 g pro., 22.1 g carb., 4.8 g fiber, 8.2 g fat, 2.6 g sat. fat, 119 mg chol., 714 mg sod., 6,387 IU vit. A, 10.4 mg vit. C, 204.5 mg ca., 2.3 mg iron

Recipe analysis: SNA, using Nutrikids (ver. 7.0)



influence the decisions of your student customers: their parents and their community. During the months leading up to National School Lunch Week, alert your local news media. Provide them with copies of each character's platform so they can run a series of articles in the local paper. Boost your own team's profile by soliciting an on-air interview for them with the local radio station. Before you know it, you will have caused a stir worthy of a whistle-stop tour!

Growing through grassroots

To help you coordinate all of this pre-election publicity, solicit help from your partners. Just as a U.S. presidential candidate courts the support of grassroots organizers, you can look outside the cafeteria for valuable allies. Consider local stores frequented by children. Ask the storeowners to post candidates' biographies in places where kids are sure to see them. Such places might include the arcade, roller rink, YMCA, community center or grocery store. Another idea is arranging to place and staff a "Vote for School Lunch" booth or table at the mall or outside a specific retailer, such as a supermarket or toy store.

an information booth, giving away buttons, flyers and healthy snacks!

Begin publicizing "Vote for School Lunch" with students at the very start of the new school year in order to maximize voting participation before the deadline! Lead up to this special activity by sharing information about the candidates and instructions on how to vote in the school newspaper, on bulletin boards, at assemblies and

via announcements. If your school has its own television network, work with the media department to provide "news coverage" of the school lunch campaign. Place reminders in faculty mailboxes and take advantage of staff meetings to encourage them to promote the vote and NSLW to their students.

Don't forget to reach beyond the school environment to the people who



Soundbite Spaghetti With Meat Sauce

Ground beef	8 lbs., 10 ozs.
Onion flakes	6 ozs.
Garlic powder	1 Tbsp., 1 1/2 tsps.
Pepper	1 1/2 tsps.
Tomatoes, crushed, canned, heated	2/3 #10 can
Tomato paste, canned, heated	1/4 #10 can
Water	3 gals., 1 1/2 qts.
Basil	3 Tbsps., 2 tsps.
Oregano	3 Tbsps., 2 tsps.
Marjoram	2 Tbsps., 2 tsps.
Thyme	1 1/2 tsps.
Spaghetti, enriched	3 lbs., 1 oz.

Directions

1. Brown the ground beef and drain it. Add the onion flakes and garlic powder. Cook for 5 minutes.
2. Add pepper, canned tomatoes, tomato paste, 1 1/2 qts. water

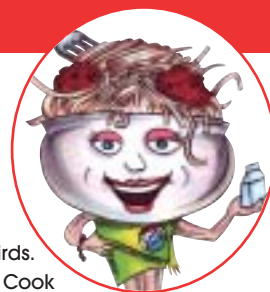
and seasonings (basil, oregano, marjoram, thyme). Simmer about 1 hour.

3. Heat 3 gals. water to a rolling boil. Add 1 Tbsp. salt.
4. Slowly add spaghetti, broken into thirds. Stir constantly, until water boils again. Cook 10-12 minutes more or until the spaghetti is tender; stir occasionally. Do not overcook the noodles. Drain well.
5. Stir the noodles into the meat sauce. Pour the mixture into steamtable pans.
6. Portion 3/4 cup per serving.

Yield: 50 servings

Per Serving: 271 cal., 18 g pro., 30.2 g carb., 2.9 g fiber, 8.7 g fat, 3.2 g sat. fat, 46 mg chol., 208 mg sod., 604 IU vit. A, 16.3 mg vit. C, 49.1 mg ca., 3.3 mg iron

Recipe analysis: SNA, using Nutrikids (ver. 7.0)





Campaign Trail Turkey Tacos (Elementary)

Turkey, cooked	4.8 lbs.
Onion flakes	1 oz.
Granulated garlic	1 ¹ / ₂ Tbsps.
Pepper	2 tsps.
Tomato paste, canned	14 ozs.
Water	1 ¹ / ₂ qts.
Chili powder	2 Tbsps.
Cumin	1 ¹ / ₂ Tbsps.
Paprika	1 ¹ / ₂ tsps.
Onion powder	1 ¹ / ₂ tsps.
Cheese, Cheddar or American	1.6 lbs.
Tomatoes	1.3 lbs.
Lettuce	2.5 lbs.
Taco shells, baked, 5-in. or medium	100

Directions

1. Brown ground turkey. Drain.
2. Add onions, garlic powder, pepper, tomato paste, water and

seasonings (chili powder, cumin, paprika, onion powder). Blend well. Bring to boil.

3. Reduce heat and simmer for 25-30 minutes.
4. For the topping, combine the chopped tomatoes and shredded lettuce. Toss lightly.
5. Fill each taco shell with 2 Tbsps. or #30 scoop of turkey mixture, ³/₈ cup or #10 scoop of lettuce and tomato mixture and 0.5 oz. (or 2 Tbsps., 1 tsp.) of shredded cheese.
6. Portion two tacos per child.

Yield: 50 portions

Per Serving: 268 cal., 15.6 g pro., 21.8 g carb., 3 g fiber, 13.6 g fat, 4.8 g sat. fat, 38 mg chol., 498 mg sod., 608 IU vit. A, 4.6 mg vit. C, 164.9 mg ca., 2.1 mg iron

Recipe analysis: SNA, using Nutrikids (ver. 7.0)



Campaign Trail Turkey Tacos (Secondary)

Turkey, cooked	7.8 lbs.
Onion flakes	1.6 oz.
Granulated garlic	2 ¹ / ₂ Tbsps.
Pepper	3 ¹ / ₄ tsps.
Tomato paste, canned	22.7 fl. ozs.
Water	2 ¹ / ₂ qts.
Chili powder	3 ¹ / ₄ Tbsps.
Cumin	2 ¹ / ₂ Tbsps.
Paprika	2 ¹ / ₂ tsps.
Onion powder	2 ¹ / ₂ tsps.
Cheese, Cheddar or American	2.6 lbs.
Tomatoes	2.3 lbs.
Lettuce	4.1 lbs.
Taco shells, baked, 6 ¹ / ₂ -in. or medium	100

Directions

1. Brown ground turkey. Drain.
2. Add onions, garlic powder, pepper, tomato paste, water and seasonings. Blend well. Bring to boil.

3. Reduce heat and simmer for 25-30 minutes.

4. For the topping, combine the chopped tomatoes and shredded lettuce. Toss lightly.
5. Fill each taco shell with 3¹/₃ Tbsps. or #20 scoop of turkey mixture, ³/₈ cup or #10 scoop of lettuce and tomato mixture and 0.5 oz. (or 2 Tbsps., 1 tsp.) of shredded cheese.

6. Portion two tacos per child.

Yield: 50 portions

Per Serving: 430 cal., 25.3 g pro., 35 g carb., 4.9 g fiber, 21.8 g fat, 7.8 g sat. fat, 62 mg chol., 804 mg sod., 1,017 IU vit. A, 7.9 mg vit. C, 266.2 mg ca., 3.4 mg iron

Recipe analysis: SNA, using Nutrikids (ver. 7.0)



Other important sources of assistance for both stages of this promotion might come from individuals who are involved in the local elections process. In most community elections, volunteers help to register voters and operate ballot machines. Ask your board of elections for advice on soliciting such volunteer support for your promotion.

In addition, some local politicians (including school board members) may be delighted to visit during NSLW and act as guest speakers on the topic of how the elec-

tion process works. Or invite them to help serve a meal or eat with the students during this special week. Volunteers from the police or fire department or Red Cross could explain the importance of citizenship and personal contribution in a democracy. New U.S. citizens might give speeches that underscore the advantages of being an American and what voting was like in their home countries. And don't forget to spotlight good health and nutrition: Gym owners, local sports heroes (including high school ath-

Ask your
board of elections for
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volunteer support for
your promotion.



Congressional Chicken Nuggets With Senate Sauce

Chicken nuggets cooked, reserved warm	18 lbs., 12 ozs.
Onion flakes	1/4 cup
Water, hot	1/4 cup
Margarine	12 ozs.
Honey	4 lbs.
White pepper	2 Tbsps.
Paprika	1/4 cup
Mustard, yellow	2 Tbsps.
Worcestershire sauce	1/4 cup
Ketchup	1 qt., 2 cups
Granulated garlic	2 tsps.
Vinegar	1 cup
Tomato paste, canned, heated	1 lb.

Directions

1. Heat the chicken nuggets and reserve, keeping warm.
2. To prepare the sauce, reconstitute onion flakes in hot water. Do not drain them.

3. Melt the margarine in a stockpot or steam-jacketed kettle and add the onion-water mixture. Sauté the onions until they're lightly browned, about 5 minutes.
4. Add the remaining ingredients (honey, paprika, mustard, Worcestershire sauce, ketchup, granulated garlic, vinegar and tomato paste) and allow the mixture to simmer, uncovered, for 20-30 minutes.

5. Serve 2 Tbsps. sauce with five nuggets per customer.

Yield: 100 servings

Per Serving: 335 cal., 11.3 g pro., 30.4 g carb., 1.5 g fiber, 19.4 g fat, 4.5 g sat. fat, 38 mg chol., 624 mg sod., 565 IU vit. A, 47.7 mg vit. C, 16.5 mg ca., 1 mg iron

Recipe analysis: SNA, using Nutrikids (ver. 7.0)



letes), industry or school mascots and others can emphasize the necessity of a healthy diet and exercise.

If you look within your school community, you may find more volunteers with energy, enthusiasm and insight. Student councils and clubs devoted to nutrition or government can help you decorate and publicize both the vote and the activities planned for NSLW. Political science teachers and school librarians surely have lesson plans or activity sheets that tie into your topic. Teachers might consider taking the children on a field trip to the town hall or even the state capitol.

Rallying student voters

Although student voting can be promoted throughout August and September, you may want to identify one special week to encourage voting and to help build participation from those in your school and district. For example, you can ask your school's technology specialist to set up a computer station in the cafeteria on specific dates when you plan to menu the official candidates. The kids can vote for their favorites after they have tasted them in your cafeteria. Be sure to share the "Candidate Interviews" found throughout this article.

Members of the student government or the speech and debate club can present an in-cafeteria debate about the merits of each of the different candidates. Suggest that the

Remember to cast your vote!

school newspaper "endorse" one of the candidates prior to the vote. Take polls of teacher and school staff favorites and post these in the cafeteria. Each member of your own cafeteria team can endorse a different candidate. Just make sure you schedule these activities before the ballot closes in late September!

There are many ways to continue the election theme after the results are announced and NSLW officially commences. In addition to the ideas previously mentioned, capture the festive spirit of a political convention as you "congratulate" the winning candidate. Invite the student body to a rally at the school flagpole or in your assembly space. Provide a "State of the Lunch" address. Don't agree with the national results of Vote for School Lunch? Conduct a "recount" and find out which candidate is tops at *your* school.

With national elections scheduled less than a month after NSLW, use this promotion to ask students to engage their parents and grandparents in discussions about candidates and critical issues. With national voting rates at shamefully low percentages in the United States, NSLW can be a great opportunity to remind adults that voting is a responsibility, as well as a right being fought

for in many countries around the world.

Encourage the imagination of your youngest student customers. A costume day could find you and them dressing as famous government or patriotic figures, like George Washington, Betsy Ross, Abraham Lincoln, the Statue of Liberty or Uncle Sam. Set up a photography area where they can pose with depictions of famous characters. Deck the cafeteria in bunting, stars, flags, balloons and other patriotic products. Play patriotic music and show related movie clips. Provide snacks that are star shaped or are red, white and blue. Break out your Fourth of July decorations or recycle items from NSLW 2002, "Stars, Stripes & School Lunch"!

Pushing your platform

Excitement without education is a lot of fuss over nothing. Just as politicians promote their key promises and messages, be sure to use the "Vote for School Lunch" NSLW theme as an opportunity to communicate lessons about good nutrition. In the cafeteria, hold supplemental elections for favorite vegetables, fruits, desserts, milk flavors and so on. Solicit entries for a children's recipe contest or provide a hands-on competition for creating the healthiest pizza in the cafeteria. Rewards might include red-white-and-blue bookmarks, "I Voted" stickers, stuffed animals from manufacturers and U.S. flags.

Partner with teachers for supplemental education on related topics, such as read-

ing and writing, art or music. Have an essay contest or require children to invent their own bill of rights or amend the constitution for the school government. Ask art teachers to assign crafts that feature foods or patriotic themes. Invite the music teacher to compose a theme song for the vote—and let the kids in different classes write lyrics about each candidate.

We want your soundbites!

The campaign doesn't end once NSLW is over. A good politician knows how to pose for a photo, get the best angle and follow up with extra publicity. Image is everything! If you want to get your pictures published in the local media or in *School Foodservice & Nutrition*, be sure you brush up on your photography skills. You will find six easy steps in the box at right.

To submit a report of your NSLW activities to *SF&N*, you can do so through the website or by regular mail. For online submissions, visit www.schoolnutrition.org. For regular mail, send a disk of digital images or place tape on the back of each photo and attach it to a piece of paper. Don't use paper clips or staples; they cause unsightly dents and tears. Gently sandwich photos between two layers of cardboard to protect them from bending during shipping. Don't forget to include a cover letter with your contact information and an explanation of the wonderful activities you held that week. Mail it to *School Foodservice & Nutrition*, Attn: NSLW Wrap-Up, 700 S. Washington St., Ste. 300, Alexandria, VA 22314.

It's your enthusiasm and support that help to get children excited about healthy eating. You are working to teach them about building good habits that will last into adulthood. "Vote for School Lunch" is an exciting campaign with great potential to support your hard work and put the school nutrition profession in local and national spotlights. Get excited about this unique promotional opportunity. Stay tuned for more information in upcoming issues of *School Foodservice & Nutrition* and on SchoolNutrition.Org. Are you ready to get out the vote!?

SF&N

Ready for Your Close-up?

Make sure media sources—including *School Foodservice & Nutrition*—have quality photos of your National School Lunch Week events. The following tips should help to improve your chances for showcasing your hard work and creativity to the community at large.

- 1 **Get up close and personal.** Look through your camera's viewfinder. Can you see the floor and the ceiling? If so, you're standing too far away from your subjects. Generally, you can get as close as four feet to your subject and still take a sharp, clear photo. Don't try to fit *everything* in; instead, zero in on a few important details. After your photo is developed, the casual observer should see those details easily—whether they're the smiles on your subjects' faces, icing on cookies or words on a banner.
- 2 **Use the right lighting.** For indoor photos, use your flash and/or take photos near a window. For outdoor photos, the best light is on a cloudy day. If the sun is shining brightly, it will cast harsh, unnatural shadows on your subjects' faces. It also might force your subjects to squint, appearing to be grumpy in spite of their celebration! If possible, move your subjects under an awning, where they can receive a more flattering glow from light reflected off the sidewalk or grass.
- 3 **Remove distractions.** Is there a pole behind your subject? Are people walking by in the background? If so, you may end up with a photo that looks like a boy with a pole growing out of his head, or the hand of a passerby may appear to be stuck in your subject's ear. Move your subject to a better place or wait for background activity to die down.
- 4 **Get a little artsy.** Don't be afraid to use the top and bottom thirds of your viewfinder. For example, if you're taking a photo of a girl with her lunch tray, spice it up by framing her just to the right of center, with her face in the top third of your viewfinder. Though this may seem like a small change, it can have a big impact, making your photo more attractive.
- 5 **Use quality media.** Your school recently installed a photo printer, and you're dying to use it. Plus, it saves you money on developing your photos at the local convenience store. But wait! Pictures printed on regular paper often won't work for magazines and their printing technology. For example, *SF&N* only uses photos that have been developed in color prints (on photo paper), slides or digital images. Digital images should be saved with a resolution of 300 pixels per inch in a common format, like a JPG or TIF file.
- 6 **Label it clearly.** If you take a photo of foodservice personnel, write down their names on a separate sheet of paper. Record the school name, as well as its city and state. Avoid writing on the back of the photo, because sometimes the pen marks come through to the other side. Also, pen ink can transfer to the front of the next picture in the pile! It's best to use a pencil, lightly, to mark the photo number, and then write the corresponding information on a separate piece of paper. This information will help your media contact person organize photos and write captions.