



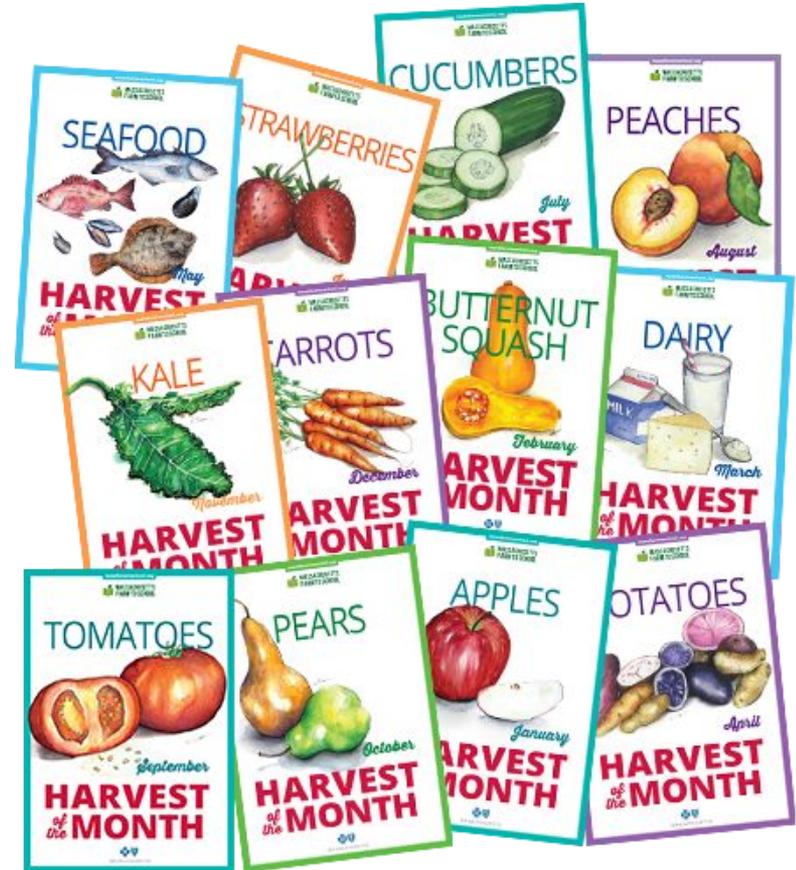
**Student Voice, Student Choice:  
Collaborative Methods for School Menu Change  
December 13, 2023**

# MASS. FARM TO SCHOOL OVERVIEW

Mass. Farm to School strengthens local farms and fisheries and promotes healthy communities by increasing local food purchasing and education at schools.

Get involved through our:

- Professional learning opportunities
- Networking
- Policy/Advocacy
- Communications



# Presenters



## **Karly Dunn**

### **Student Engagement Manager**

#### **Home Grown Springfield, Sodexo**

Karly has worked with youth ages 5-18 for 7 years and in school nutrition 3 years. She uses her youth development experience to develop resources and student learning opportunities in an effort to reduce the student hunger gap in Springfield Public Schools.



## **Jeffrey Bernard**

### **Procurement Specialist**

#### **Home Grown Springfield, Sodexo**

Jeffrey Bernard has over 25 years' experience in the food services industry, working in the private, healthcare, and public sectors for organizations like Hasbro and UConn Health. Jeff serves as procurement specialist with Home Grown Springfield, Sodexo and Springfield Public Schools, helping source high quality local products for our students.

# Connecting with Our Students



## Empowered Eaters

Our mission at **Home Grown Springfield** is to eliminate student hunger by increasing the quality, sustainability, and efficiency of the child nutritional programs in our schools and community. We understand sharing opinions can be challenging for students sometimes! Here are tools we use at HGS to analyze student satisfaction:

## The Three Pillars of Student Engagement

### Relationships

Community Events

Student-Partner Field Trips

Student Recipe Competitions

### Student Experience

Surveys

Taste Tests

Student-Informed Menu Development

### Consistency

New Menu Item Promotions

Student-Led Initiatives

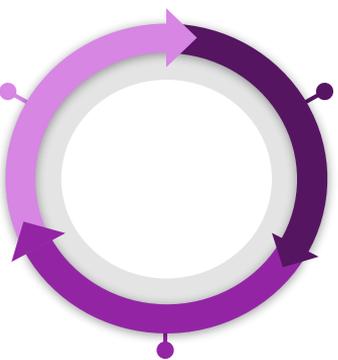
Menu Presentation

# We Buy Local (and we want everyone to know)!

## Reducing the Student Hunger Gap

Our 2022-2023 goal of 22% of all Food Purchased to be Local was surpassed with 25.3% in local purchases.

**Student Meal Participation (Consistency)**  
Heightened meal participation and program engagement



**Information Sharing (Relationships)**  
Student interactions, surveys, taste tests

**Local Procurement (Student Experience)**

Sourcing the best and most local food products for our students



20% of Springfield's students choose not to participate in breakfast and lunch programs each day.

80% student meal participation in Springfield Public Schools



## Our Culinary & Nutrition Center - Cadwell Drive, Springfield, MA

85% of breakfast entrees and 40% of lunch menu items are made from scratch in our 62,000 square foot facility in Springfield.

# Engagement Pillar #1: Relationships

## One Mighty Mill: Bringing stone-milled whole wheat to Springfield Public Schools

HGS worked with OMM to transform pizza crust at lunchtime – and these students got to learn the process of stone-milling wheat into flour.

Included in their field trip was a **guided tour of our CNC facility.**



## Student Recipe Competitions: Fueling student & family recipe sharing

Student chefs annually compete for a spot on next year's menu in our **Future Chefs** and **Stir It Up Springfield** recipe competitions.

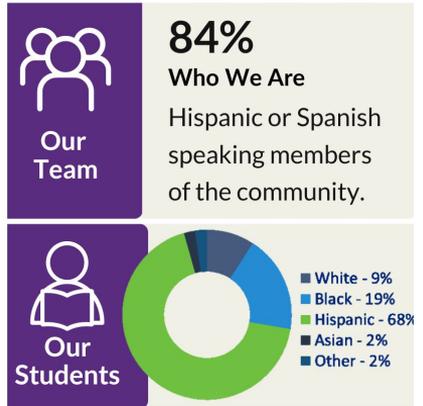


## Students' Spheres of Influence

Being present at sporting events, school cooking clubs, school and community-sanctioned events builds rapport with students outside of the lunchroom. We learn more through each and every student interaction, on and offline.

## Our Community

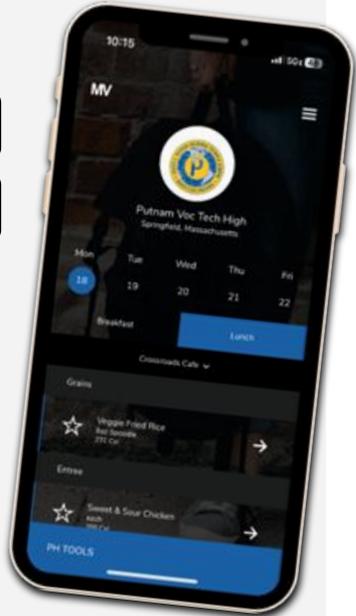
We understand our responsibility to provide a wide array of options for our students each day that are culturally relevant and reflect the community we serve.



# Engagement Pillar #2: Student Experience

## Print and digital technology

seamlessly connect dining area LCD screens, printed promotions, and students' mobile devices, creating **instant access** to menu options that break down social barriers and foster student connection.



The MealViewer App allows students and families to view their menu for their school at any time. We highlight scratchmade and locally sourced menu items here, too!



## One Mighty Mill: Testing NEW pizza across Springfield Public Schools



Over 1,000 SPS students taste tested new pizza last school year as a means to retain their involvement in the menu development process.

NEW pizza in SPS schools returned a **98% student approval rating!**

One Mighty Mill and Home Grown Springfield team members gathered with Commerce High School students to celebrate the official launch in October.

Promotional campaigns set the tone of the student experience even before they got to the service line.



# Engagement Pillar #3: Consistency

## One Mighty Mill: Student-informed menus at Springfield Public Schools

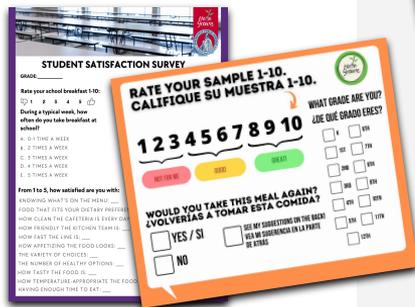
Through **post-launch surveys** and **social media polls**, we observed more constructive feedback than we saw through the recipe development stage.

Honest conversations like we continue to have with Springfield Public Schools students allow us to adjust recipes based from trending data, **enhancing our relationships with our community.**

## Developing Trust, from Survey to Service Line

This school year, we've already collected over **1,500 student surveys** through:

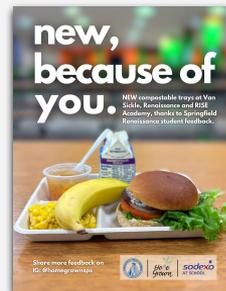
- In-person conversations
- Paper and digital surveys
- Social media polls
- Taste tests



## Student Voice, Student Choice

**Student feedback is at the core of everything we do.**

We're proud to partner with Springfield Public Schools and their Portrait of a Graduate campaign to develop project-based learning activities and champion student-led initiatives across the city.



# ADDITIONAL RESOURCES & LEARNING OPPORTUNITIES

- One Mighty Mill - [www.onemightymill.com](http://www.onemightymill.com) - Learn more about the stone-milling process
- Home Grown Springfield - [www.homegrowspringfield.org](http://www.homegrowspringfield.org) - Discover more about our programs
- Mass. Farm to School - [www.massfarmtoschool.org](http://www.massfarmtoschool.org) - Subscribe to our newsletter and stay up to date on upcoming webinars and other professional learning opportunities



Thank you, **Home Grown Springfield, Sodexo and SPS** team members, for your dedication and determination to feed our students breakfast, lunch, and after-school-meals each day.

# STAY IN TOUCH!



**Stay connected:**



**@homegrownsp**

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