

## Overview

The Chef Ann Foundation (CAF) is able to offer specialized programming for school districts to transition their Food and Nutrition Service Departments from a heat-and-serve or processed model to one that is rooted in scratch cooking using real and whole ingredients. Through our specialized programming we work with districts in the five key areas of CAF's experienced and established programs (Food, Finance, Facilities, Human Resources and Marketing). This programming is for those districts that fall outside the parameters and/or timeline of our Get Schools Cooking program but are ready to create change.

Please be aware that the Get Schools Cooking program does take priority so we review and select individual projects on a case-by-case basis. This work presents a unique opportunity for a district to receive individualized and direct support for improving their meal programs. While our Get Schools Cooking grant is funded, our specialized programming is not. During the appraisal period, CAF may partner with an organization or district to support fundraising efforts to cover programming costs.

## Goals

- 1 To provide school districts with individualized, technical support to assist their meal program in moving towards a cook from scratch operation.
- 2 To assess barriers and identify recommended actions in five key areas of school food service: Food, Finance, Facilities, Human Resources, and Marketing.
- 3 To provide on- and off-site technical assistance that supports the implementation of recommended actions and next steps.

## Examples of Program Outcomes

To help further your goals of scratch cooking in schools, we help districts:

- Introduce new scratch cook recipes
- Implement menu cycles
- Procure more fresh and whole ingredients
- Eliminate highly processed items from their menu
- Track program revenue and expenditures in relation to meal counts
- Implement salad bars
- Implement software systems to create program efficiencies
- Determine short and long-term equipment needs
- Evaluate their food and labor costs
- Adjust labor structure
- Gain community support
- Effectively brand and market the school meal program

*The Chef Ann Foundation was founded in 2009 by Ann Cooper, an internationally recognized author, chef, educator, public speaker, and advocate of healthy food for all children. To date, the Foundation has reached over 3 million children across the country, providing tools that help schools serve children healthy and delicious scratch-cooked meals made with fresh, whole ingredients.*

# Specialized District Programming

## Key Components

**Specialized Program Appraisal:** The school district interested in a specialized program will connect with Chef Ann Foundation's (CAF) operations team and Chief Executive Officer, Mara Fleishman to determine the timeline and objectives of the program. We will schedule regular calls to discuss progress, address next steps and fundraising efforts as needed. During this period there may be specific data requested to evaluate the district's capacity and ability to participate in programming.

**Data Collection:** The CAF team will collect key data from the district to prepare for the on-site assessment and analyze important facts and figures that are related to and impact a district's meal program.

**On-site Assessment & Report:** Our operations team will observe live district operations and identify improvement opportunities in the 5 key areas of school food service at multiple school sites. Post-visit analysis results in a report of recommendations to be used as a guide for next steps.

**Strategic Planning:** The CAF operations team will return to the district to present assessment findings to key agency and district leadership. Following the debrief, they will lead district leadership through a strategy session to review the recommendations and associated actions needed to achieve the desired changes based on the on-site assessment.

**Additional On-site Training and Off-site Technical Assistance:** Districts are provided additional support to help implement recommendations from their assessment. This may include salad bar implementation, the creation of marketing plans, support hiring new staff and layout recommendations for kitchen and cafeteria remodels.

**Evaluation:** For two years following their assessment, the district will participate in evaluations managed by the nationally-recognized Gretchen Swanson Center for Nutrition (GSCN). GSCN conducts evaluative interviews with districts and collects updated data to measure a district's progress, addressing recommendations from their strategic plan and measuring their movement towards an increased amount of scratch cooking.

**Timeline and District Commitment:** This programming takes approximately three years to complete and requires commitment from the district Food Service Director and district administration at minimum. It is required that key district leaders participate in planning calls and sign a program agreement so please be sure these individuals are on-board and committed to programming prior to reaching out to the CAF team.

Heat & Serve



Scratch Cooking



## For More Information

Please contact Emily Gallivan, Director of Programs, at [emilyg@chefannfoundation.org](mailto:emilyg@chefannfoundation.org).

