



Back to School with Mushrooms!

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Agenda

- Where Are the Opportunities in School Nutrition?
- Show Me the Money!
- What Does School Year 21-22 Offer?
- Talking to K-12 Customers About Mushrooms
- Resources and Ideas to Grow Your K-12 Purchases



School Nutrition: Alphabet Soup

- School Breakfast Program (SBP)
- School Lunch Program (NSLP)
- After School Snack Program (ASSP)
- Summer Food Service Program (SFSP)
- Seamless Summer Option (SSO)
- Child and Adult Care Food Program (CACFP)
- Department of Defense Fresh Fruit and Vegetable Program (DoD)



Are Schools the Market for You?

Do you want to target the largest chain in any city?

Do you want to grow consumer tastes for mushrooms?

Do you want to feed our kids more produce?

Do you want to add the USDA and schools as partners in your business?

School Nutrition Data - FY 2020

- Meals Served Per Day

- Breakfast: 12,324,554
- Lunch: 20,815,798
- Summer: 1,305,941,473
- Snack: 846,000

- Industry Purchases

- Total K-12 Commercial: \$9.4 billion
- Total US Foodservice: \$35.5 billion
- USDA Foods: \$1.33 billion

Mushroom Sales SY 19/20

K12 DoD Fresh Purchases	
SY Pounds of Mushrooms	119,449
SY Servings of Mushrooms	1,911,184
SY Dollar Value of Purchases	\$304,599.90
Average Cost per pound	\$2.55
Estimated Commercial Purchases*	
SY Pounds of Mushrooms	716,694
SY Servings of Mushrooms	11,467,104
SY Dollar Value of Purchases	\$1,827,599.40
Total Fresh Mushroom Purchases	
SY Pounds of Mushrooms	836,143
SY Servings of Mushrooms	13,378,288
SY Dollar Value of Purchases	\$2,132,199.30



Show Me the Money!

- Growth Potential
- Support Distributors
- Growing Healthy Mushroom Eaters



School Year 2021-2022 Opportunities

- All Meals are FREE!
- Food Trends
- School Nutrition Professionals Need Options
- Increase Versatility of Serving Meals
- Security to Obtain Product Regularly
- Increase Access for Out of School Time Meals



Opportunities in Child Care Settings

Mushroom Madness

- Students learn mushrooms:
 - Agriculture
 - Sizes
 - Recipes
- CACFP Possibilities
 - Retail Market
 - School Involvement



School Nutrition: Many Opportunities!

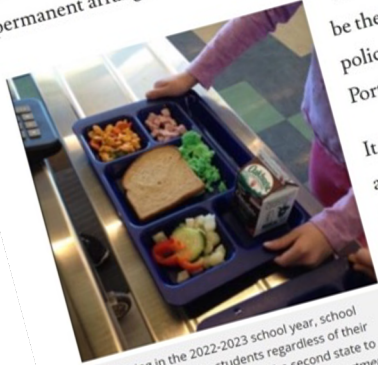
- 7 Federally Funded Programs
- All Meals are FREE = Higher Participation
- Farm to School Program
 - [Our Network](#)



News Flash!

Nutrition advocates say the state's move to make school meals free for all students is a game-changer that will increase participation and end a long-held stigma.

Beginning in the 2022-2023 school year, meals will be free for all students, regardless of family income levels. Maine is just the second state, after California, to adopt such a measure. School meals have been provided free to all students throughout the pandemic and will continue to be through next school year, but a new Maine law makes it a permanent arrangement.



Beginning in the 2022-2023 school year, school meals will be free to students regardless of their family's income. Maine is just the second state to do so. Contributed / Falmouth School Department

"This new law here in Maine has the potential to be the most important piece of child hunger policy," said Anna Korsen, advocacy director at Portland-based Full Plates Full Potential.

It will go a long way towards ensuring students across the state are getting the nutrition they need, she said.

In the Westbrook district, where close to two-thirds of students qualify for free/reduced meals, the new program will help with the district's efforts toward equity and inclusion, said Mary Emerson, school nutrition director.

Exhibit 5.6. Local foods made up about one-fifth of F2S SFAs' total food expenditures



All California Public School Students Can Now Get Free School Lunches

By Sofia James

Published Jul 21, 2021 9:33 AM



All 600,000 LAUSD students will now be eligible for free lunch, a huge step in alleviating food insecurity in the county.



Let's Talk Mushrooms!



“The kids won’t like mushrooms.”

Mushrooms are in the trendy meals kids are asking for!

- Popular in many cuisines and on-trend meals, like ramen bars, to-go salads, and more
- Kids are eating mushrooms at restaurants and at home
- Food literacy and exploration is a great way to introduce mushrooms to kids
- Many districts have found success menuing mushrooms





“They’re too much
prep, too hard to get,
and too expensive.”

Versatile, value-added mushrooms save the day!

- Many recipes with mushrooms are easy to prep
- Schools can purchase mushrooms through various local options
- Mushrooms are widely available, and grown year-round
- More schools are outsourcing their prep in the form of pre-sliced mushrooms...





“They don’t provide
nutrition.”

Mushrooms are nutritional powerhouses, and local too!

- Nutrition Powerhouse
 - Selenium
 - B Vitamins
 - Vitamin D
 - Potassium
 - Pantothenic Acid
 - Antioxidant - Ergothioneine
- Credits as an “other” vegetable
- Can be procured locally and be a unique, featured item on menus



Resources for Increasing Mushroom Purchases

Layers of Flavors Culinary Training

Recipe Collection

Food Literacy Toolkit

Marketing Tools

Procurement Resource

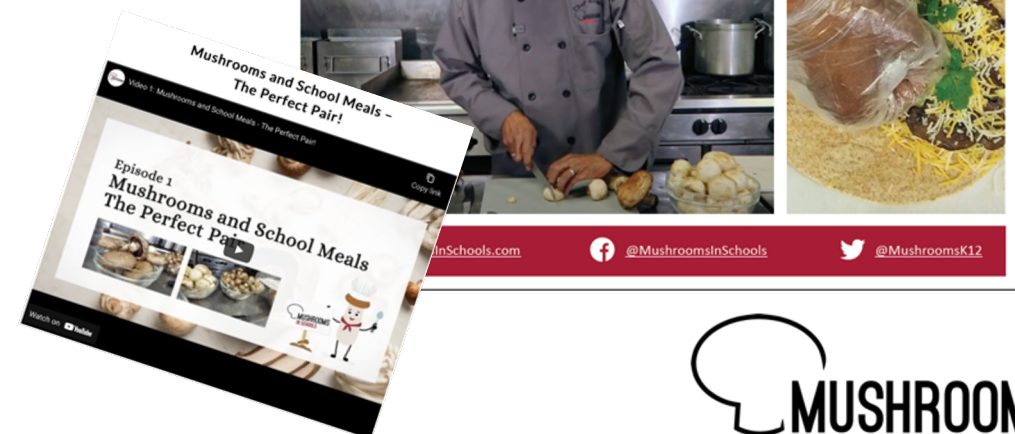
Our SY21-22 Resource Brochure

Mushroom Coloring Page



Layers of Flavors

Culinary Training Course



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Roasted Mushrooms, Broccoli, and Tomatoes

A tasty lunch side option incorporating mushrooms, cherry tomatoes, and broccoli. A #RealSchoolFood recipe from Cincinnati Public Schools!

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Mushroom Sourcing Catalog

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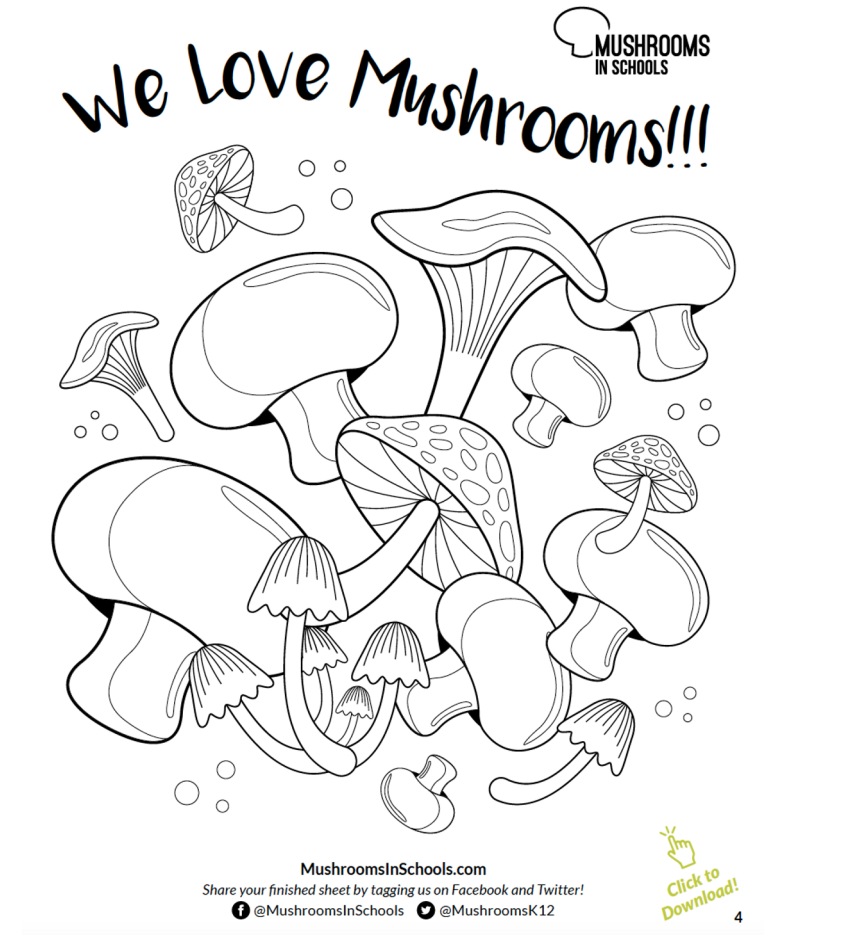
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Connect Your Local Business

School Nutrition Professionals love to connect and enhance their students meals. Here are ways to connect:

- Begin a Conversation
- Be Present
- Start Small
- Emphasize Mushrooms Nutrition Quality
- Highlight Easy to Use Products
- Provide Helpful Resources



Thank you!

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