



## A Message From Our President



LaRae Doll



Greetings and Happy Spring Time to School Nutrition Association Members!

Colorful flowers and warm sunshine welcome us after a long winter and rainy spring. I just love the change in seasons and feeling of new beginning Spring Time brings. It is a great time to work in school nutrition programs. Change is happening all around and SNAI has been busy planning and preparing for these changes by offering many learning opportunities this past Spring. Once again we thank Suzy Ketelsen and her team for publishing another fabulous edition of the SNAI FLASH. Included in this issue are highlights of many of these opportunities:

- February SNAI Annual Director Meeting
- March SNAI Legislative Breakfast at the Iowa State Capitol  
SNA Annual Legislative Action Conference, Washington DC
- April SNAI Officer Election  
6 District Meetings were held across the state of Iowa

These educational sessions were executed by a wonderful group of board members and volunteers. Your creativity, ideas and willingness to serve have inspired us. Thank you all.

Finally, I have enjoyed my SNAI leadership journey through the past several years and meeting all of you. So many people have touched my life and helped make this journey possible. As I complete my final months as SNAI President I look forward to the future and the new leaders in this organization. I feel confident that I am leaving the association with a great leader, team mate and friend, Ann Feilmann. She has already proved to inspire and move us forward in the world of school nutrition. Imagine the possibilities! Thank you, again - everyone from the bottom of my heart for what you do every day to support and serve children in Iowa.

Respectfully Submitted

LaRae Doll  
President SNAI 2010-2011



*Greetings and welcome from Brett, Donna, and Diana to the Director's Meeting!*



LAC - Iowa Delegation:  
LaRae Doll, Diane Duncan-Goldsmith, Donna Becker,  
Brett Buse, Ann Feilmann,  
Elizabeth Hanna



School Nutrition Association  
IOWA

### "CONNECT IN COUNCIL BLUFFS"

54th Annual Conference - June 27-28, 2011



Mid-America Center  
Council Bluffs, Iowa

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LAC – At LAC, Iowa Delegates, Elizabeth Hanna, Teresa Van Loon (Can Two), LaRae Doll, and Patti Harding (State Dept.) meet with Representative Boswell in his Washington DC office.

*Green Eggs and Ham Celebration in Mason City: Dianne Cole, Lora Carpenter, Judy Rose, Back row: Marlene Zea, Sally Lunde, and Michael Carlson*



*Having fun at Director's Meeting – the Power Panther with Mike!*



*Ann Feilmann and Kathy Simmerman tour Garden of the Gods during Future Leaders Conference*



*West Des Moines Spring Workshop*

*Former President Clinton Speaks at LAC to more than 840 School Nutrition Professionals & Partners.*

## **Legislative Corner Update Spring 2011**

So far 2011 has been filled with a multitude of legislative activities. On Wednesday, March 2 SNAI board members gathered at the state capitol for the second annual Legislative Breakfast. President LaRae Doll coordinated the event which provided a quick and simple breakfast in bag for the many legislators and state pages all of whom stopped by to grab a meal. This event gave board members the opportunity to talk with Iowa's legislators and share a handout which highlighted and summarized facts regarding Iowa's school nutrition programs.

March 6 marked the start of School Nutrition Association's 2011 Legislative Action Conference. Those representing SNAI included LaRae Doll, Ann Feilmann, Brett Buse, Donna Becker, Beth Hanna, and Diane Duncan-Goldsmith. Attendees had the opportunity to hear a wide variety of keynote speakers sharing updates on the nation's legislative climate, a USDA panel discussion which included changes with USDA foods (formerly known as "commodities"), proposed new meal standards from the Healthy Hunger Free Children's legislation, how to write a bid, and cooking from scratch. Highlight for all was President Bill Clinton's address to the delegation. Attendees also had the opportunity to provide comments to representatives from SNA regarding issues and concerns regarding The Healthy, Hunger-Free Kids Act of 2010.

Iowa's delegation was able meet with our representatives and/or their aids and staff in both Harkin's and Grassley's offices to share this year's 2011 Issue paper. Topics covered include concerns with Section 205 of the HHFK Act, Equity in School Lunch Pricing; Section 307 regarding definition of indirect costs; request for commodity support for breakfast; and guidance regarding food service management companies. The majority of the legislators and staff with who the group met supported some or most of these concerns.

By April 13 comments had to be submitted to USDA regarding proposed rules in the HHFK Act. President LaRae Doll submitted a letter on behalf of SNAI. Hopefully many Iowa members also submitted their comments.

Submitted by:  
Diane Duncan-Goldsmith  
Legislative Chair



### **Your District Chairs**

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## National Leadership Conference

April 28 – 30, 2011 Kathy Simmerman and Ann Feilmann attended the SNA National Leadership Conference (NLC) and Future Leaders in Colorado Springs. When you first arrive and see Pike's Peak out the window it seems to remind you that you have volunteered for a big job! But attending the various sessions gradually helps you understand how it all comes together as well as providing tools to help you to better serve the members. Some of the sessions included: Preparing Members for the Healthy Hunger-free Kids Act, Knowledge-based decision making, Using on-line communication to benefit your association, strategic planning, Conference planning, creating meetings of value and others. By the end of the conference you come away with the feeling that you are ready to hike up that "hill" and have met a number of members from other states going through the same thing and only an email away! Sound interesting? Ask us about it at conference and we can tell you how you can get involved too!

## ARE YOUR STUDENTS GETTING ENOUGH FIBER?

### FOOD FOR THOUGHT

On average, children ages 6-12 get only 12g of fiber daily - **less than half the recommended daily intake.** **75% of kids don't meet their daily fiber requirement.** The Institute of Medicine recommends that whole grains and fiber levels need to be increased considerably.<sup>1</sup>

<sup>1</sup> What we eat in America, National Health and Nutrition Survey, (NHANES) 2005-2007 usda.gov  
<sup>2</sup> Institute of Medicine (2005) Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids [macronutrients]. National Academies Press



### Did You Know?

- FIBER IS BENEFICIAL IN DIGESTION AND HELPS REDUCE OBESITY.
- FOODS CONTAINING DIETARY FIBER INCLUDE: FRUITS, VEGETABLES, NUTS AND GRAINS.
- KELLOGG OFFERS A SELECTION OF FOODS THAT PROVIDE FIBER AND APPEAL TO KID'S TASTES.

## THE BRANDS THEY LOVE THE FIBER THEY NEED.

**Kellogg's® Frosted Mini Wheats®** (38000-0496) Whole-grain shredded wheat biscuits lightly coated with frosting on one side. Provides **3g of fiber** per serving.

**Kellogg's® Frosted Mini Wheats® Little Bites Chocolate** (38000-45861) Whole-grain shredded micro-milk wheat biscuits made with real chocolate and lightly coated with frosting on one side. Provides **3g of fiber** per serving.

**Kellogg's® Raisin Bran®** (38000-00896) Whole wheat and wheat bran flakes with raisins. Provides **4g of fiber** per serving.

**Kellogg's® Pop-Tarts® One Serving of Whole-Grain Brown Sugar Cinnamon** (38000-36657) Enriched wheat flour toaster pastries with brown sugar and cinnamon filling. Contains 16g of whole-grain (1/2 USDA serving) and **5g of fiber** per serving.

**Kellogg's® Cocoa Krispies® Chewy Cereal Bar Chocolate** (38000-48399) Chocolate flavored chewy bar made with cereal and oats. Contains 9g of whole-grain (1/2 USDA serving) and **3g of fiber** per serving.

**Kellogg's® Rice Krispies® Chewy Cereal Bar Apple Cinnamon** (38000-48396) Apple Cinnamon flavored chewy bar made with cereal and oats. Contains 10g of whole-grain (1/2 USDA serving) and **3g of fiber** per serving.

**Keebler® Gripz® Mighty Tiny® Graham Bites Cinnamon** (30100-45682) Fun, tiny bits of cinnamon graham in individually wrapped snack packs. Provides **3g of fiber** per serving.

\*All items meet 35-10-35 and the requirements for 1 bread serving.

**New Address and  
Phone Number for the  
SNAI Business Office**

**After May 1, 2011:**

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**SNAI Membership**

The March 2011 membership was 965, an increase from 953 one year ago! With all the changes and activities of Child Nutrition Reauthorization, membership is as valuable as ever! Invite your co-worker to be "in the know" just like you!

*Join Us*



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5D - Okoboji Community Schools-  
Not Active

**Congratulations Chef Cyndie!  
You are a champion to Child Nutrition Programs!**

Chef Cyndie has been given an award by President Obama  
for her work in child nutrition!

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# **SCHOOL NUTRITION ASSOCIATION**

## **DATES TO REMEMBER**

Date	Events and Meeting	Location
May 2-6	Child Nutrition Employee Appreciation Week	
June 27-28	SNA Iowa Conference	Council Bluffs, Iowa
July 9-13	Annual National Conference	Opryland Nashville, TN

## **CERTIFICATION**

Are you aware of the upcoming change in the certification requirement for Level 1? Up to this point the requirements for Level 1 Certification has included two 10-hour classes (Sanitation and Nutrition) but no other academic requirement. Starting July 1, 2011 an additional requirement will be in effect - all applicants for Level 1 Certification will be required to have a High School Diploma or GED.

## **SNA-Iowa Scholarships Awarded**

We are pleased to announce this year's Scholarship recipients:

Joseph Becker, who is a member of SNA and son of Donna Becker. Joseph has worked in the Summer Feeding program at Perry Schools for the past three years; he will be a junior in college.

Andy Harding, son of Patty Harding who works for Iowa Department of Ed Bureau of Nutrition Health and Transportation Services. Andy will be enrolling in the Environmental Studies Program at Iowa Lakes Community College.

Drew Ketelsen, son of Suzy Ketelsen who works for Cedar Rapids Community Schools. Drew is currently enrolled at Central College in Pella Iowa where he is working towards a Degree in Marketing. Drew has worked several years in the Food and Nutrition Department as a substitute during college breaks.

Danielle McCracken, daughter of Cheryl McCracken who works for Ankeny Community Schools. Danielle will continue her studies in Fine Arts at the Oklahoma City University.

Andrew and Hannah Rasmussen, children of Sharon Rasmussen who works for Ankeny Community Schools. Andrew and Hannah will be continuing their studies at the University of Iowa.

Congratulations for your continued success!

## **District I Workshop Highlights**

Davenport North High School was the site for the District 1 workshop on April 16, 2011. We had over 80 in attendance including our state President, LaRae Doll. Kent Heinen, District 1 Co-Chair, and his kitchen staff did a great job in getting the cafeteria ready and having a wonderful breakfast and snacks for us. Thanks go out to Hawkeye Foodservice and Frito-Lay for our donations.

We began our morning with an informative presentation by the Hy-Vee dietician on Personal Wellness, which included audience participation and a short game to play. Our other speakers included ISU Extension Specialist Vera Stokes on "Changing School Health" program and Keerti Patel from the DE presented the Gold Star Menu ideas. LaRae shared her schools experiences with the new menus including the pros and cons of preparation and serving. She stressed that each school will need to adjust the recipes to better fit the staff and the students' acceptance of the new items. Davenport Food Service Director, Micki Carrington, spoke on Quality Scorecard for prepared and value-added items, which included some group participation.

There were some wonderful positive comments about the morning program, without lunch, and the participants picked up some snack items at the end of the day.

Submitted by:  
Barb Sanders, Oelwein School District  
District I Chair



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#### **Wellness Option 1—Doughs**

- 70029 Chocolate Chip 240/1oz
- 70028 Chocolate Chip M&M 240/1oz
- 70027 Oatmeal Chocolate Chip 240/1oz
- 70025 Sugar 240/1oz
- 70064 Oatmeal Blueberry 240/1oz

#### **Wellness Option 1—Baked, Individually wrapped**

- 70007 Chocolate Chip 120/1oz
- 70008 Chocolate Chip M&M's 120/1oz
- 70009 Oatmeal Chocolate Chip 120/1oz
- 70011 Sugar 120/1oz
- 70070 Oatmeal Blueberry 120/1oz

#### **Individually Wrapped Wellness Bars**

- 70082 Oatmeal Chocolate Chip w/ Chocolate Drizzle 90/1.8oz
- 70083 Oatmeal Blueberry w/ White Drizzle 90/1.8oz



319-643-3220

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- APPROVED** #12704 The Max FitStix 50/50 Mozzarella 256/1.84oz
- APPROVED** #12705 The Max FitStix MexiCheez 256/1.88oz



**ConAgra**  
Foodservice  
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For more information  
or nutritional calculator copies,  
contact CanTwo at  
319-643-3220  
[www.cantwofoodbrokerage.com](http://www.cantwofoodbrokerage.com)



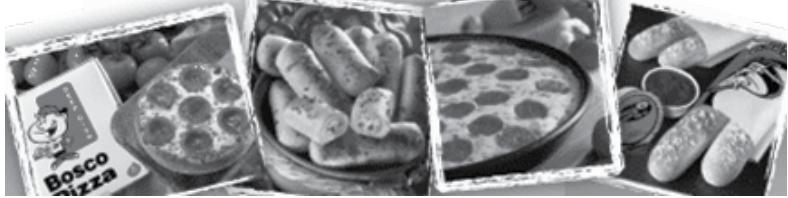
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## **Election Results 2011-2012 SNAI Executive Board**

Vice President: Kathy Simmerman (Clarke CSD)

District I Co-Chair: Meredith Hanson (Waterloo CSD)

District II Co-Chair: Marge Carson (Xavier HS, Cedar Rapids)

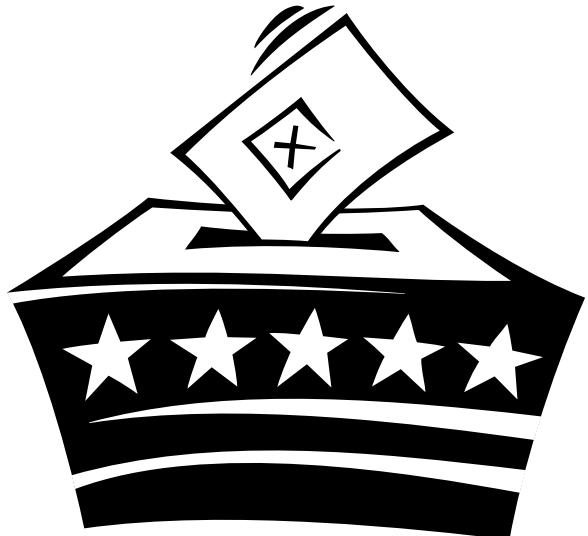
District III Co-Chair: Allison Ketter (Oskaloosa CSD)

District IV Co-Chair: Roxann Diehm (Marshalltown CSD)

District V Co-Chair: DeeAnn Schreiner (Atlantic CSD)

Ballots Verified May 2, 2011

Brett Buse, Secretary Treasurer SNAI



### **Vendor Zone**

Being the Industry Rep over the last 4 years has been one the many highlights of my foodservice career. I will not be running for re election for the next term. I have enjoyed this position and have learned a lot from you about how to run a very successful foodservice operation. What a great job you do feeding the children in the GREAT STATE OF IOWA!

Respectfully Submitted:

Debbie Morlan

Hockenberg Newburgh



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## District 5 Workshop Highlights

The workshop in Le Mars started with an egg bake, fruit and a roll, Sara Nelson with the Sioux City Hy-Vee store talked on Nu Val. Marlene Jepsen talked to the group about the new menus. Linda from Lawton served as a pilot for the new menus and was available to field a lot of questions. Renee Sweers From ISU presented. The ½ day format worked well and we had great feed back. Donna Becker came and talked also about the new changes in Child Nutrition programs.

Submitted by:

Judy Lubben, Food service Director Le Mars Community Schools



## Smarter Lunchroom Secrets

What's in a name? Quite a lot, actually, especially if you're naming vegetables! Studies have shown that simply by giving vegetables fun, colorful and kid-friendly names students are 28% more likely to take them as a meal choice AND to consume them. You don't have to be a children's book author or professional journalist to write your own creative veggie menu names.

- Think of cartoon characters that are familiar to children like Power Ranger Radicchio (or radishes or peas) or Thomas the Train Tomatoes.
- Rhyming is another easy way to spark interest in a veggie—lean mean green beans.
- Don't forget about a holiday or seasonal connection like cauliflower snowballs, and there is always the allure of alliteration—zippy zucchini zingers!
- The idea is to direct kids' attention to something they would rather ignore AND to make choosing a veggie sound like FUN.

Veggie Tales Veggie Cup     Oscar the Grouch Green Beans     Big Bird Broccoli

Spiderman Spinach     Superhero Sprouts and Salad     Pretty Princess Peas

Rainbow Pepper Strips     Crunchy Munchy Carrots     Celery "Sticks" and Cherry Tomato "Stones"

An equally effective method for older students is to use very descriptive terms when writing in vegetable menu items. *Golden Kernel Corn* immediately conjures up a more appealing vision than just Corn. They are exactly the same menu item but one version packs way more menu punch. Describe the way the vegetable was prepared such as "steamed", "oven-roasted", or "baked". Include any additional flavorings, spices or herbs used in cooking. Who could pass up *Honey-Glazed Carrot Coins* or *Steamed Broccoli with Lemon*? Typically the least favorite item of the Food Guide Pyramid, vegetables get a whole new image with a simple and no-cost strategy like this. You can improve the appearance of your menus and guide students toward choosing healthy vegetables—a win-win for everyone. Still not sure you can do this on your own? Get your students involved and have them submit menu names as part of a contest.

Once you have student attention there are several more strategies that can encourage students to take and eat vegetables.

- Place a hot vegetable choice FIRST in the steam table since first and last positions have been shown to generate more sales.
- Train your servers to engage the students and "prompt" them by asking "Would you like steamed broccoli with your lunch today?"
- Finally, offering a hot and cold vegetable choice daily will increase the number of students who choose a vegetable as part of their reimbursable meal. With proper planning and efficient use of leftovers, you can eliminate food waste as a risk in offering multiple vegetable choices for students.

There you have it—some simple, inexpensive ways to make vegetables the star of your menus and to encourage students to take and consume them. Take full advantage of the upcoming spring bounty of fresh produce and use the ideas listed here for a noticeable change in your veggie usage. Give us your best new veggie name and get on our "Wall of Fame". Be sure to let us know the success of your efforts by contacting us at [ben@cornell.edu](mailto:ben@cornell.edu).

By Christine E. Wallace, SNS

Cornell Center for Behavioral Economics in Child Nutrition Programs



## **Don't miss the show!**

The 2011 SNAI Conference Food Show promises to be a great experience this year. What a great chance to see many school appropriate menu possibilities in one place, at one time!

The show will be held on **Tuesday, June 28, from 10:00-1:30**. We have designated one hour for buyers to attend the show (10:00-11:00 AM) after which time the show will be opened up for all attendees.

As we Connect in Council Bluffs, we will also "Connect-the-Dots" in this year's exhibit game. Conference attendees will receive a game form as incentive to visit all booths. Completed forms will be entered in a drawing for BIG prizes. Vendors have committed to making great donations that will be used for this purpose. We are eliminating the traditional silent auction and will be using vendor donations for prize drawings to reward conference attendees who visit all exhibitor booths. Since contributed items are valued over \$50.00, you won't want to miss a booth. If you have attended conference before, you know that we've had some great items in past years...weekend shopping trips, beautiful mixers, exciting gift baskets stuffed with goodies and fabulous gift cards. All it takes to be eligible for the prizes is to check out the booths!

If there are potential vendors in your area who have not been involved in our show, please contact Susan Knight (319) 447-3302, Mike Carlson ((641) 421-4501 or Norma LaMantia (563) 349-3215 to share their contact information. The more exhibitors we have – the more successful our show!



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**SCHOOL NUTRITION ASSOCIATION IOWA**  
**Budget for period July 1, 2010 through April 30, 2011**

(10 months or 83% of budget year)

CATEGORY	INCOME BUDGET	INCOME ACTUAL	EXPENSE BUDGET	EXPENSE ACTUAL
State Conference - Ames		3,880	54,000	28,714
State Conference - Council Bluffs	90,000	17,240		5,011
District Workshops	6,300	5,225	1,500	870
Website Hosting fees			910	755
Board Meeting Expenses			3,550	3,787
National Leadership Conference			7,000	
State Leadership Training			2,800	2,266
Nutrition Conference-Fall	5,500	5,400	750	1,695
Directors Meeting	4,500	6,585	1,375	1,333
SNA Annual Conference			4,000	1,928
Legislative Action Conference			8,900	4,762
Insurance			2,000	1,911
Publications	3,500	5,100	3,000	1,016
Membership Dues/Marketing	3,000	3,004	150	
Interest	1,200	837		
Allied/Exhibits			1,150	
Association Manager			16,800	12,600
Annual Audit			50	
Office Telephone/Office supplies			700	852
Plaques, gifts, awards		32	100	
Printing & copies			325	204
Postage & Shipping			600	203
Scholarships			1,000	300
State Association Manager Meeting			1,250	1,068
Misc. travel			450	86
Misc-discretionary funds(requires Executive Comm approval)			1,000	276
Reserve Fund			640	
<b>TOTALS</b>	<b>\$114,000</b>	<b>47,303</b>	<b>\$114,000</b>	<b>\$69,637</b>



*Making the right food choices, together.*

**LaRae Doll, President**  
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5000 Aspen Drive  
West Des Moines, IA 50265  
(515) 252-8444

**Ann Feilmann, President Elect**  
Iowa Dept of Education  
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**Norma LaMantia**  
Assoc. Manager  
3232 Fernwood Ct.  
Davenport, IA  
(563) 349-3215

Julie Brewer, Chief  
Policy and Program Development Branch  
Child Nutrition Division  
Food and Nutrition Service  
U.S Department of Agriculture  
3101 Park Center Drive, Room 640  
Alexandria, Virginia 22302-1594

April 12, 2011

Dear Ms. Brewer,

The School Nutrition Association of Iowa (SNAI) representing 960 members throughout Iowa is pleased to submit the following comments in response to the January 13, 2011 publication in the Federal Register of a proposed rule revising the meal patterns and nutrition requirements for the National School Lunch Program and the School Breakfast Program. We strongly support the comments already provided to you by Nancy Rice representing the School Nutrition Association on a national level and to urge delaying the mandatory implementation of the rule until school year 2013-14 and advocate the option of incentivize early implementation for schools with the additional reimbursement provided by the Healthy, Hunger-Free Act of 2010.

### **Fruits and Vegetables**

The heart of the state of Iowa is agriculture. SNAI supports the increased consumption of a greater variety and quantity of fruits and vegetables for our students. However, we believe requiring students to take a serving of fruit or vegetable will result in plate waste and higher food costs for menu items which will not be consumed. We encourage maintaining a true offer versus serve rule for school lunch which means selecting servings of fruit and/or vegetables is the student's choice. We also support maintaining the offer versus serve minimum amount required to be selected by a student of fruit or vegetable at 1/8 cup for both breakfast and lunch.

We also support the increase of fruit/vegetable for breakfast but would encourage maintaining the current offer versus serve pattern for breakfast. We are concerned about food waste with the one portion size fits all proposal for breakfast servings of fruit and vegetable and support reduced portion sizes for elementary students.

**SCHOOL NUTRITION ASSOCIATION IOWA MISSION:**  
To advance good nutrition for all children in Iowa

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It is common for some type of potato to be served in combination with a hot school breakfast. While we understand the reasoning for limiting starchy vegetables at lunch, we encourage the rules not limit the frequency of this nutritional vegetable as an option for breakfast. In addition, limiting starchy vegetables will negatively impact Farm to School programs since vegetables such as potatoes, corn, and peas are often vegetables easily obtained from local growers. Putting limits on these foods may also give the impression they are “bad” or undesirable foods in spite of the fact they can be a good source of vitamins, minerals, and fiber. It would be better to address both methods of food preparation, such as no deep fat frying of foods, and portion size rather than limiting starchy vegetables.

While not part of the proposed rule, we support SNA’s comments on the use of commodity dollars for locally grown produce. As a state with an agriculturally based economy we strongly encourage giving schools the opportunity to support local farmers with allocation of their commodity dollars through a “Know Your Farmer, Know Your Food” initiative.

### **Impact on Offer versus Serve**

Will there be any type of social marketing campaign to assist school nutrition staff with the challenge which will be faced educating students on a new definition of “Offer versus Serve”? Since fruit and vegetable servings will now be required, what assistance will be provided to help train not only staff on reimbursable meal requirements but also students? Doing battle with a child who may refuse to take a fruit or vegetable serving with a meal is certainly not a desirable approach to making fruits and vegetables more appealing and increasing consumption. New offer versus serve guidance may also impact the serving equipment purchases, again adding to a program’s expense

### **Meat/Meat Alternative at Breakfast**

SNAI recommends weekly averaging of the meat/meat alternative for breakfast. While nationally, Iowa ranks low in breakfast participation, many Iowa schools have made great strides in increasing breakfast participation. Innovative programs such as breakfast in the classroom and grab and go breakfast have led to increased participation. These programs utilize the two grain option for breakfast entrees. Also, many of our schools have older facilities or are satellite sites without cooking and holding equipment which would be needed to accommodate meat/meat alternative products. We believe requiring a meat/meat alternate daily will discourage schools with limited facilities from starting and expanding breakfast programs and could potentially force schools without proper holding equipment from supporting a breakfast program. In one Iowa district, the daily 1 ounce protein requirement alone would easily add \$.25 per day to the meal cost of breakfast, putting at risk continuation of elementary programs with marginal breakfast participation. This additional cost also comes without either any increase in reimbursement or commodity allocation.

### **Whole Grains**

Many schools in Iowa have bid whole grain bakery products in previous years and received varying responses. In one Iowa community, vendors have each addressed the

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whole grain issue in different ways. One chooses to offer “white” whole wheat items at 51%, while another produces 100% traditional whole wheat products. To make

compliance easier for individual school food authorities a clear definition of “whole grain” is needed. In addition, clear, product labeling, not specific to just Child Nutrition programs, but also recognizable to the general population will be needed. There needs to be consistency and understanding of whole grains, whether at school or at home. A clear definition will also provide direction to manufacturers to provide the products schools need. Also, the temporary definition of “whole grain rich” is too complicated and needs simplification. There should also be a phased in approach allowing agricultural production and food manufacturers’ ample time for recipe and product development.

Also, with the emphasis on cultural and ethnic diversity in menus and menu choices, what allowances are being made to allow districts to incorporate a wide variety of grains, some of which may not meet the definition of whole grain or whole grain rich?

### **Flavored Milk**

Consideration should be given to allow both 1% and skim flavored milk. Nutrients provided by milk are critical to a child’s health and well-being. Offering only skim milk may lead to decreased consumption of milk thereby impacting a child’s consumption of both calcium and magnesium. In addition, assessment should be done to assess the availability of flavored skim milk across the country to ensure all districts have adequate access to flavored skim milk.

### **Sodium**

Sodium reduction will be extremely challenging beyond Target 1. In Iowa, the State already has in place a daily target of 1000 mg, which while difficult, can be achieved. However, with the proposed meal standards, reaching the final target of 640 mg or less is a daunting possibly and perhaps unrealistic goal. The final target impacts such staples of school meals such as cheese and bread/grain products. A steady decrease in sodium would require more from scratch cooking which has direct impact on increasing labor, production and cold storage equipment costs. In addition, the change in sodium is so drastic; this change should be embraced by the entire food industry, not just school meals. Manufacturers need to be given adequate time for product development, especially when salt does have other functions in food such as preservation.

### **Amount of Food**

Concern also exists regarding the sheer amount of food students, especially young primary students will be forced to take. One Iowa district, where elementary lunch periods are ten (10) minutes, did a very simple “test” with one kindergarten student. It was explained to the student the food being put on her tray was only for a picture, she did not need to eat it. However, by the time the last item, marinated bean salad, had been added to the tray she was in tears. This is certainly not the type of memory School Nutrition professionals want to create for our children. A comment was made during a discussion of the new meal patterns, while the health of the children may or may not be impacted, schools will have very healthy garbage cans. The other impact is costs associated with purchasing lunch trays large enough to accommodate all the food students will need to take in order for a meal to be reimbursable.

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### **Grade Groupings**

It is understood the new grade grouping are based what was assessed as the most common groupings across the nation. There is a fifty (50) calorie overlap between K-5 and 6 – 8. However, for what might be a tradition elementary grouping of grades K – 6, this means all elementary menus will be planned based on 600- 650 calories. It would certainly help if some type of clause would permit K- 6 grade buildings to also use the K – 5 proposed pattern.

### **Evaluation**

While obviously supporting a revision of the school meal pattern which aligns with Dietary Guidelines for Americans, what evaluation tools have been incorporated into assessing the changes? With so many changes being made simultaneously, how any quality assessment can be made to determine which revision has either a positive or negative impact on such factors as meal participation, food, labor, and equipment costs. USDA seems to have underestimated the projected increases in costs which will be driven by some many changes. At some point in time, will an accurate evaluation be done on actual versus predicted meal costs? Possible scenarios include either School Food Authorities dropping school breakfast programs due to increased food and labor costs or paid students leaving the program with only those students eligible for free or reduced-price meal benefits participating.

Changes to school meal patterns are long overdue and have been much anticipated by School Food Service professionals. However, consideration must be given to changes done with thought, given to realistic time frames with procedures for evaluation built in at every step.

Sincerely,

LaRae Doll SNS  
President School Nutrition Association, Iowa

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Serving Suggestion: Thai Turkey Wrap

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# *Future Forecast*

## **Conference 2011 – What to look forward to:**

SPEAKERS - include SNA President, Nancy Rice, who will be present throughout the conference. This years' keynote speaker; Shelley Morrison, has dedicated the past 20 years to becoming an expert in marketing school foodservice programs nationwide. Current owner of Marketing Works in Chandler, Arizona, Shelley was previously Executive Director of Arizona's Future for Child Nutrition.

ENTERTAINMENT - back by popular demand, the Monday night entertainment will be, Deuces Wild Dueling Pianos.

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## 2011 SNAI District School Nutrition Meetings

SNAI and the Bureau of Nutrition, Health and Transportation Services sponsored six school nutrition meetings in five congressional districts across the State of Iowa this spring. Our focus was on where we have been, where we are and where we will be going with Nutrition in School Lunch programs.

Meeting topics focused on several school nutrition themes:

- **Personal Wellness** – Local Hy-Vee Dietitian  
Hy-Vee's nutrition labeling system and 10 Super Foods were shared to help us model nutrition for our students and families.
- **Keeping Up with the Changing School Health Environment** – ISU Extension Program Specialist  
We explored historically where how we have come to the place of the proposed meal regulations.
- **Hands On Training: Serving Quality Food/Proper Portioning/Preventing Accidents** – Local Food Service Director  
Short training sessions from the National Food Service Management Institute (available online) to help us do our jobs better.
- **Front Line Support is GOLD STAR!** (Introducing the New Iowa Gold Star Cycle Menu) – IA DE Bureau of Nutrition, Health and Transportation Consultant  
The Iowa GOLD STAR menu was presented (available online) which was developed by Iowa Directors, Consultants and had Chef Inspiration. The menus will help schools meet the Healthy US School Challenge, utilize commodities, and meet proposed new meal regulations.

District	Attendees
1 – Davenport	88
2 – Marion	62
3 – Oskaloosa	72
4 – South Hamilton	43
5 – Atlantic	38
5 – LeMars	37
<b>Total</b>	<b>340</b>

Several meetings also took time to discuss the proposed meal pattern requirements and encouraged participants to make comment to the USDA before April 13<sup>th</sup>. We have partnered with Hy-Vee and ISU Extension the past few years and will be continuing that partnership. Thank you to all of the SNAI District Chairs, Co-Chairs and the many volunteers who helped coordinate these events. There were 340 school nutrition professionals (SNA Members and Non-members) attended the 6 meetings.

We will all never look at a Chia Pet in the same way.  
It has been my pleasure to work with all of you!

Submitted by: Donna Becker, RDLD, SNS  
SNAI Vice President / Nutrition Chair

# **SNAI 2011 conference schedule at a glance**

## **SUNDAY, JUNE 26**

9:00 am - 1:00 pm	SNS Credentialing Exam
3:00 pm - 5:00 pm	SNAI Executive Board Meeting

## **MONDAY, JUNE 27**

7:00 am - 11:00 am	Registration & Breakfast
8:00 am - 9:00 am	Early Bird Session 1- First Timer Welcome - Julie Hauser
	Early Bird Session 2- Summer Feeding - BNHT
9:00 am - 12:15 am	First General Session - Shelley Morrison & BNHT
12:15 am - 1:00 pm	Lunch
1:00 pm - 3:00 pm	Breakout Session 1 - Procurement & Bid Specifications - BNHT
	Breakout Session 2 - Inner Secrets of Whole Grain - Nancy Christensen
	Tours
3:00 pm - 4:00 pm	Breakout Session 1- Reaching Your Leadership Potential - Nancy Rice
	Breakout Session 2- Why Should we be Nice they're Just Kids - S. Morrison
5:30 pm - 6:30 pm	Social Hour & Dinner
7:00 pm - 9:00 pm	Dueling Pianos - Entertainment

## **TUESDAY, JUNE 28**

7:00 am - 9:00 am	Registration & Breakfast
7:30 am - 8:30 am	Breakout Session 1- Wake-up your Breakfast Program - Midwest Dairy
	Breakout Session 2- House of Delegates
	Breakout Session 3 - Net Off Invoice (NOI)
8:45 am - 10:00 am	Second General Session - Laughter Truly IS the Best Medicine - Nancy Rice
10:00am - 11:00 am	Exhibits - Buyers Only
	Session - We're all in this Together - Shelley Morrison
11:00 am - 1:30 pm	Exhibits - Everyone
1:30 pm - 3:00 pm	Final General Session - Survivor: CRE & SMI - BNHT / Officer Installation

## **Marshalltown "Healthy Kids Act" Chocolate Chip Cookies**

Size: 1.466 oz cookie      Yield: 966 cookies

### **Ingredients:**

5 lbs	Margarine, Block
7 3/4 lbs	Shortening, Vegetable
11 lbs	Sugar, Brown
18 lbs	Sugar, White
32	Flour, Pastry, Golden Shield
4.5 oz	Salt, Table
6 oz	Baking Soda
1-lb 14 oz	Eggs, Dry
3 qts	Water, Municipal
1 pint + 1 cup	Vanilla, Imitation, Double Strength
5 lbs	KoKo Bits



### **Preparation Instructions:**

On mixer, cream margarine. Add brown sugar and white sugar and continue creaming.

Add flour, soda, dry eggs and salt and mix well to draw all mixture from the bottom of the pot.

Add to mixture, water and vanilla, mix well to draw the dry ingredients off the bottom of mixer and to incorporate.

Use #1 speed on mixer when adding cooled or frozen KoKo bits. Mix only enough to blend carefully.

In convection oven, bake at 350 degrees for 9-10 minutes.

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4100 44th Avenue S.W.  
Cedar Rapids, IA 52404  
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**Marshall Division**  
702 W. Fairview Rd.  
Marshall, MN 56258-1088  
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**Omaha Division**  
6720 North 9th Street  
Omaha, NE 68112  
800-372-7777

# *This is a Hot Potato... Pass it On!*



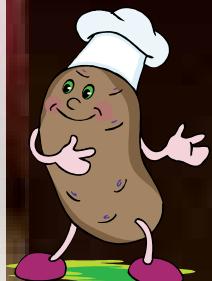
**Dubuque Community Schools - Joann Franck  
- Assistant Nutrition Director, Judi Morgan  
(seated) - Kitchen Manager**

Developing new menu ideas for a facility that transports meals to 13 elementary school buildings can be a challenge. The process starts with an idea often based on a USDA food item. The recipe is developed and taste tested. Once the taste has passed by the many adult samplers at the Central Kitchen, the recipe is standardized to recognize and quantify the meal components. The recipe must then be tested to ensure temperature and texture is not compromised during the extended hold and transport time. Now it's time to take the item to the schools. Two or three elementary schools are selected to participate in a testing day. Samples are sent to the participating buildings. Several of the cooks from the Central Kitchen go with the samples to get a first hand review from the students. This is a great opportunity for the Central Kitchen staff to get out of the kitchen and interact with the students. Tasting stations are set up separate from the lunch line, and decorated for a celebration. All students are encouraged to sample and taste the item. The staff is equipped with their clipboards and goes out into the crowd to begin the task of interviewing students. Students are asked what they think of the item, and would they order it if offered for lunch? Students get very excited when they realize they are helping to select what all the schools will be served. It makes them feel special that their opinions are taken seriously. The cooks enjoy the day too. If the overall feedback is positive then the item becomes a regular menu item.



**Marshalltown- Denise Hanke &  
Mary Curtis (Not pictured Vickie  
McVey)**

We developed and are excited to share our delicious chocolate chip cookie recipe that meets the Healthy Kids Act. Go to page 22 for the recipe.



Cedar Rapids Community Schools  
**School Nutrition Association - Iowa**  
3232 Fernwood Court  
Davenport, Iowa 52807

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**Great attendance at the Spring Workshop in Le Mars**



*The **FLASH** - Comments and suggestions are welcomed.*

*Contact Suzy Ketelsen at [sketelsen@cr.k12.ia.us](mailto:sketelsen@cr.k12.ia.us)*