



DMUSD Child Nutrition Committee

Regular Meeting

June 20, 2011

Lunch effort, January- present

Motivation: anecdotal evidence of dissatisfaction with and poor participation in current lunch program

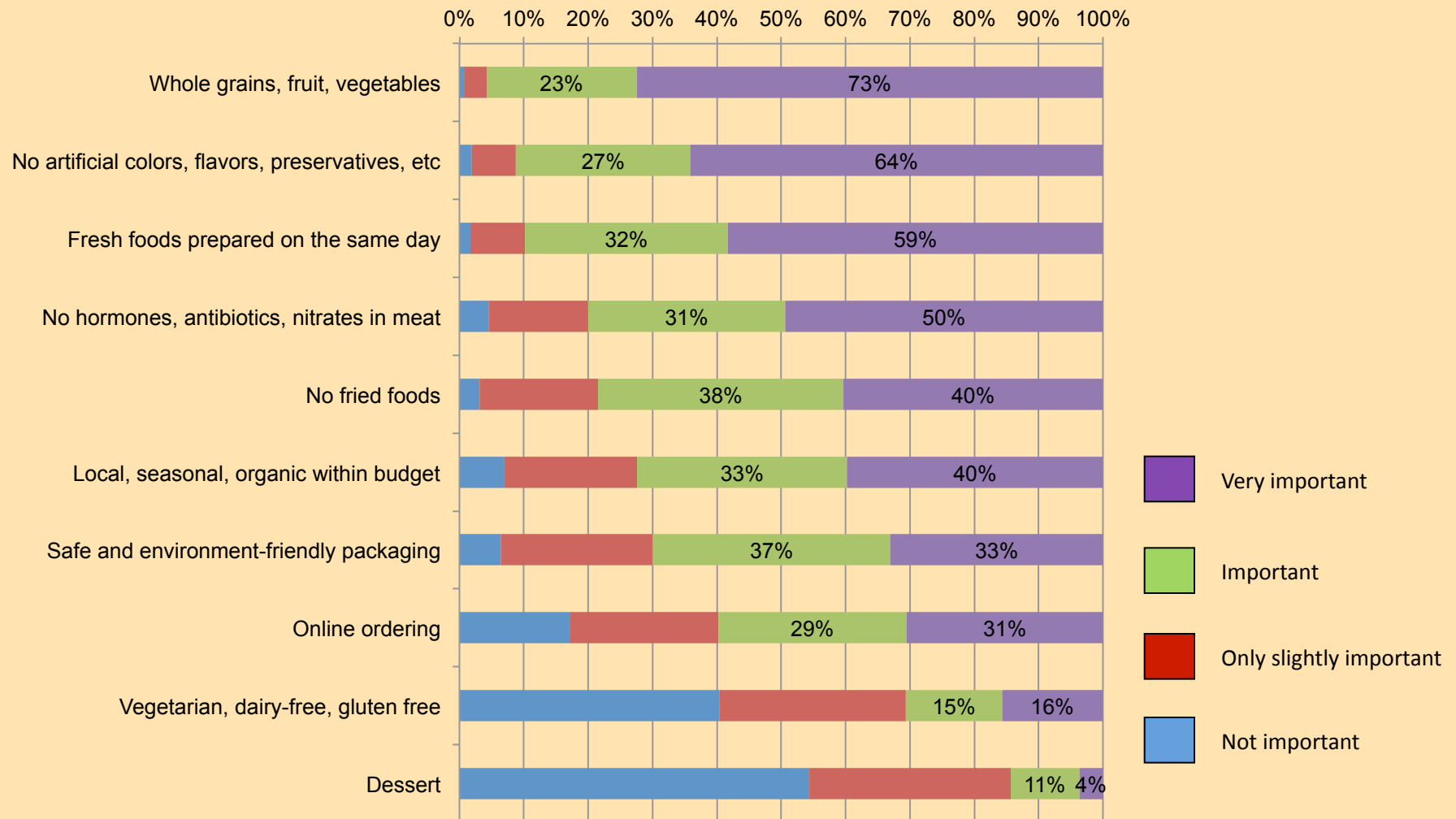
JANUARY	Formation of district-wide ad-hoc parent Lunch Committee
FEBRUARY	District-wide survey had 33% response rate. 71% of respondents who subscribe to current lunch program are dissatisfied with it.
MARCH	Several prospective vendors hold tastings (Choicelunch, Come on In!, Ki's, Revolution Foods, Chickpeas*, SDUHSD*)
APRIL	First RFP goes out. Bids from Come on In!, Ki's, Revolution Foods.
MAY	Consultant hired by district finds RFP non-compliant; district decides to hold a re-bid.
JUNE	Second RFP goes out.
Friday, June 17	6 bids come in response to new RFP
Wed, July 6	CNC recommendation to Board on vendor is due.

*Did not bid on either RFP. Chickpeas is no longer serving school lunches.

CNC Tasks, per Superintendent Peabody's directions

1. What parents and children would like to have served for school lunches.
2. Ways of keeping the program revenue neutral.
3. What is available from possible vendors
4. Input on vendors: **JULY 6 deadline**
5. Ensure communication between the school community and board in regards to the lunch, snack and wellness programs.
6. Follow any guidelines that come from the Strategic Management process.

What parents and children would like to have served for school lunches.

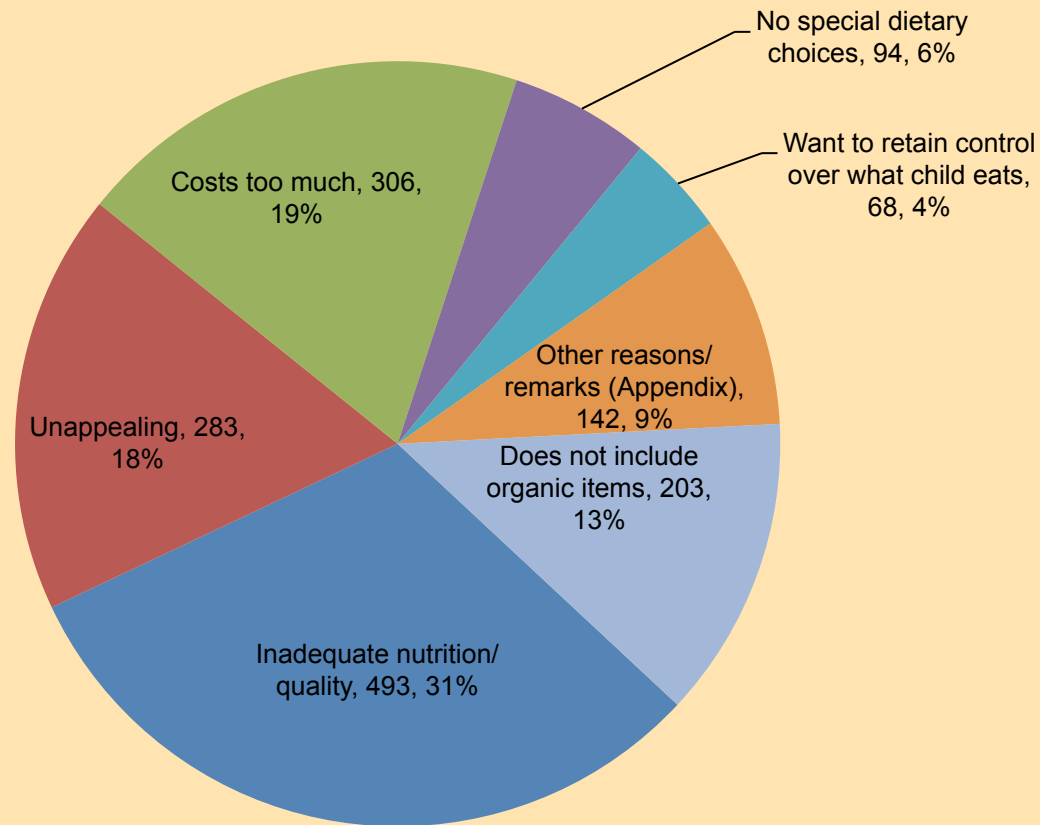


Data from
February 2011
Lunch Survey

Why are the participation numbers so low?

Why don't you purchase school lunch?

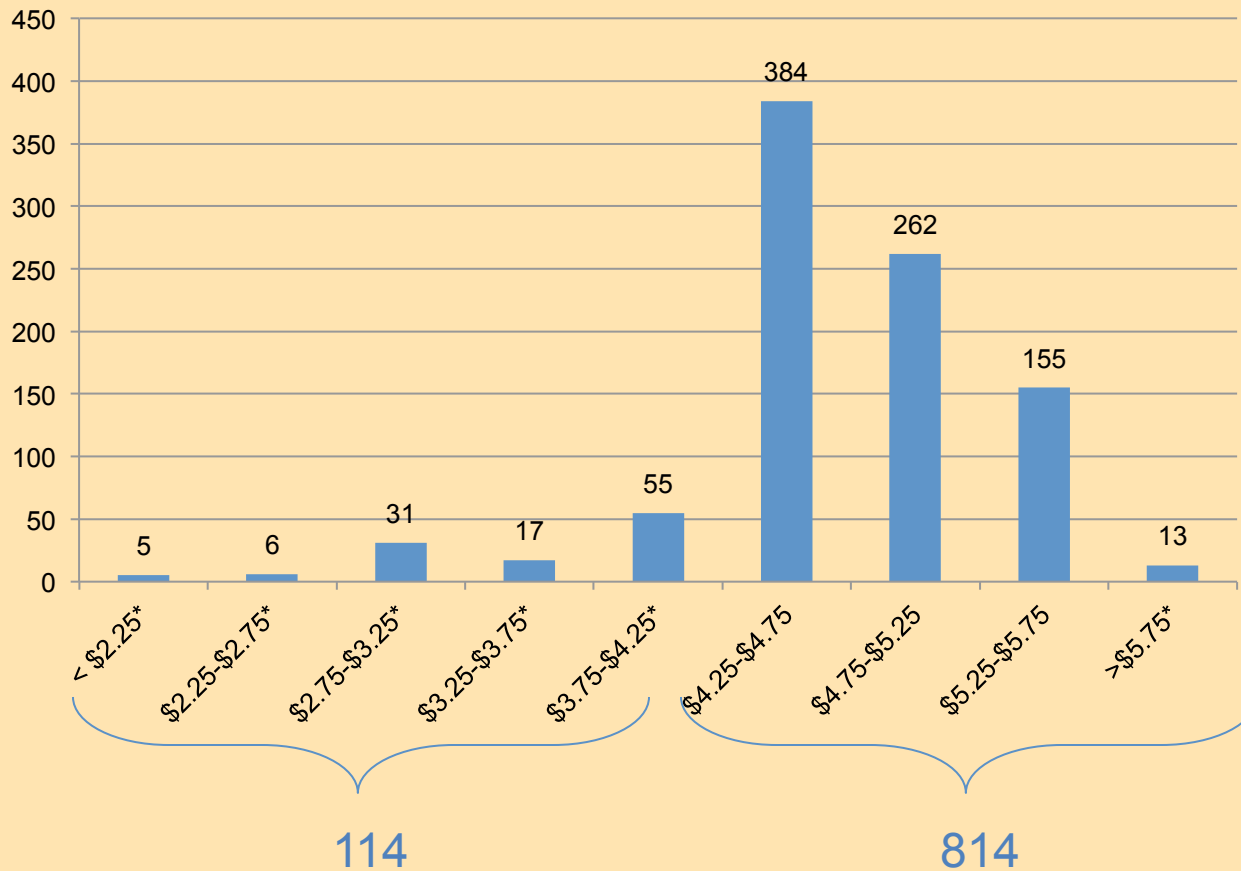
1589 responses



Data from
February 2011
Lunch Survey

What lunch price is acceptable to district parents, provided lunch meets their quality standards?

Number of families willing to spend an amount within the given price range for a lunch that meets their nutritional and taste requirements



88% of respondents willing to pay between \$4.25 and \$4.75


Six (6) bids came in on 6/17/2011

VENDOR	Lunch price	Snack Price	Equipment needed for storing at school site?
Preferred Meal Systems	\$2.51	\$0.90	YES
Revolution Foods	\$2.95	\$0.99	YES
Encinitas Unified SD	\$3.00	\$0.80	NO
Choicelunch	\$3.24	\$0.74	NO
Come On In!	\$3.45	\$1.40	NO
Ki's	\$3.90	\$1.00	NO


- To get price of lunch to families, need to add district overhead and milk
- District overhead is currently \$1.30 not including milk. Milk is currently \$0.20.
- What is the price of district overhead and milk for next year?

Popular lunch program and revenue neutrality.

Community
pleased with
lunch program

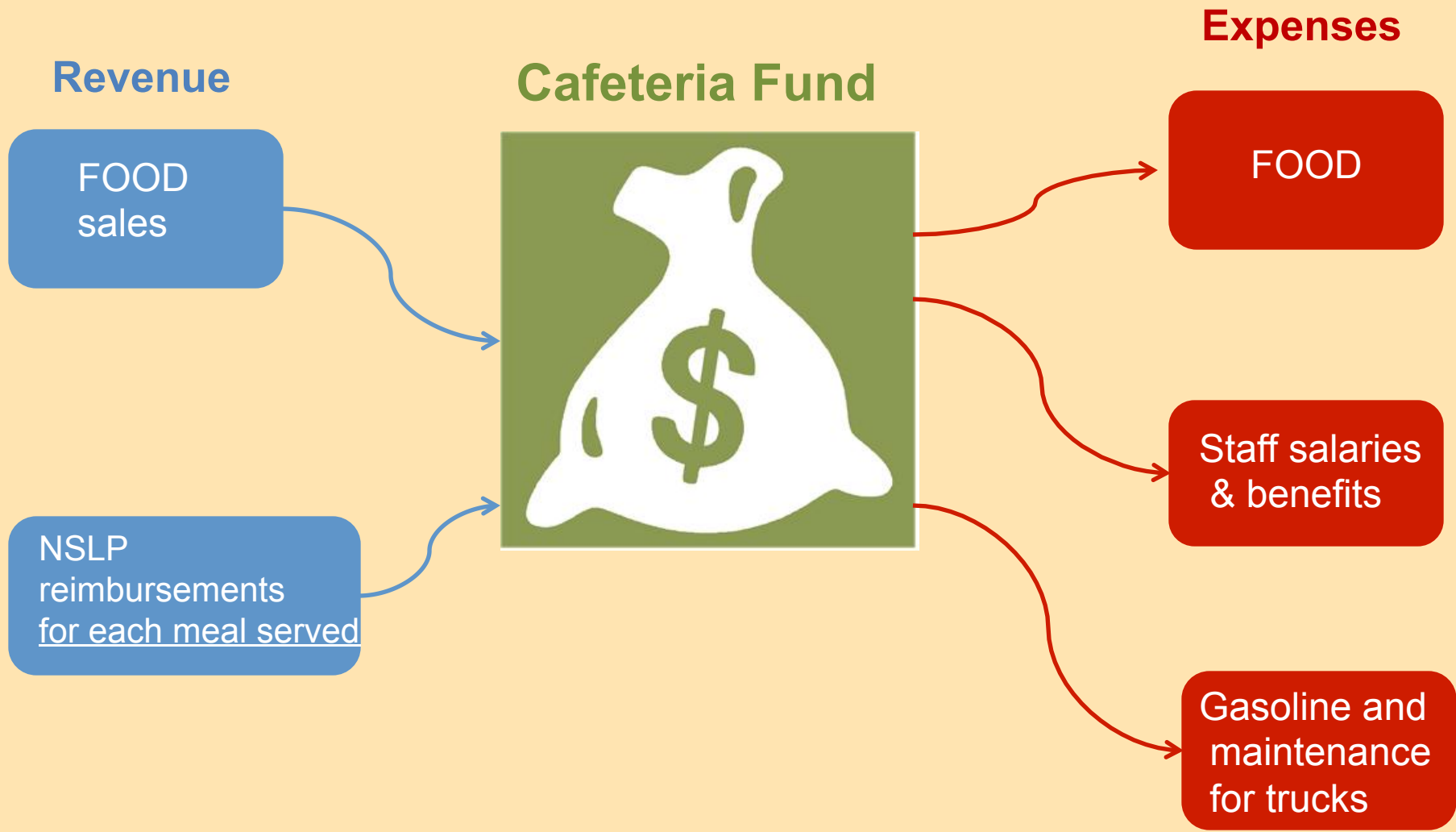


Participation in
lunch program
goes up



Lunch program
is revenue
neutral or better

Keeping the program revenue neutral.



Questions for District Staff

- Are we revenue neutral right now?
- What are the current participation numbers?
- What are the effects of the June 15 proposed budget on the Cafeteria Fund?
- Other questions?

Item for consideration: subcommittees

- Accommodate CNC members' schedules, interests, and areas of expertise
- Participation is entirely voluntary
- Suggested subcommittees:
 - Giving input on bids
 - Keeping program revenue neutral
 - Wellness and education