



Plate Appeal...

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“We are on a mission to show that school meals are healthy meals. It is time to work together to invite our parents to help to start a conversation - **one that creates solutions** and some delicious nutritious innovations. Its time to write the next chapter because we don't just serve lunch, we serve children. We nourish their bodies, their minds and their souls. Let's raise the bar together because right now having too many cooks in the kitchen is a really good thing. We are better together.”

Behind the Curtain

- Behavioral Economics
 - Reactance
 - Self-Attribution
- “Guide choices in a way that is subtle enough that children are unaware of the mechanism”
- Measure of success = food eaten not food offered



Psychological Cues

- Name
- Visual Appeal
- Ingredient Associations
- Packaging
- Odors & Scents
- Lighting

“Our taste resides in our head as well as in our mouth”
- Brian Wansink *Mindless Eating*



What's in a Name?

(Wansink et al. 2004, Food Quality & Preference)

- A tale from WWII: "Variety" Meats vs. Organ Meats

- Descriptive Names

- Geographic • Nostalgic • Sensory-Related

- (Brand Labels)

- Why it works?

1. Entice purchase

2. Create positive expectations

Original	Descriptive
Red Beans with Rice	Traditional Cajun Red Beans with Rice
Seafood Filet	Succulent Italian Seafood Filet
Grilled Chicken	Tender Grilled Chicken
Chicken Parmesan	Homestyle Chicken Parmesan
Chocolate Pudding	Satin Chocolate Pudding
Zucchini Cookies	Grandma's Zucchini Cookies

"The patrons who ate the food with more descriptive names had a more favorable attitude toward the cafeteria as a whole"

Perception

The Value of Perception

IF...	...HAD THE REPUTATION OF...	...ITS STOCK WOULD RISE...	...BOOSTING MARKET VALUE BY
Coca-Cola	Pepsi	3.3%	\$4 BILLION
Wal-Mart	Target	4.9%	\$9.7 BILLION
Colgate	P&G	6.2%	\$2 BILLION
CVS	Walgreens	6.9%	\$3.9 BILLION
Wachovia	Wells Fargo	3.5%	\$3.5 BILLION

Create Expectations...

...that make you a better cook

- Tell them what's for lunch & Set the stage



Phillips Exeter Academy Exeter, NH 1050 Students \$25,500 Tuition	Philip High School Philip, SD 885 people in the town \$31,103 average income
White Bean Soup Pea's homemade tomato olive bread Honey dipped fried chicken Spinach tomato rice Caesar salad	Pizza Corn Peach Milk

Appeal to Interests



"Dinosaur Trees"



Other Interests

- Know your audience - What do they like?
 - “Reduced Fat”
 - “Fresh”
 - “Chef-inspired”
 - “Muscle-building”
 - “Lasting Energy”



...And Make Positive Associations



Did you know that eating fish can make you smarter?

More Positive Associations



And eating carrots can help you see farther

Changing the Label

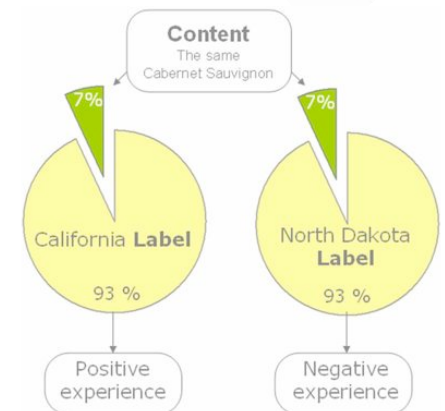
The Spice Box

Enjoy our complimentary glass of Cabernet

“New from California”

vs.

“New from North Dakota”



Source: *Online Magazine for Organizational Change Practitioners*

Kid Involvement

- Taste Tests
- Menu Planning
- Dish Naming
- Serve Yourself Fruit & Salad Bars
- Introduce & Re-introduce



Kid Tested...

- Fuel Up to Play 60 Recipes
- Healthy Eating Plays can help achieve multiple goals & targets



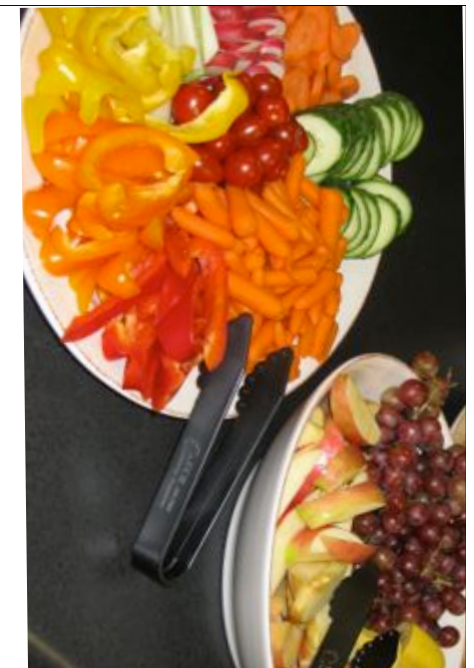
The Power of Sight

- Eating in the Dark: The case of the "strawberry" yogurt
- The Yellow Jell-O conundrum: is it the right color?
- Suggestion & Presentation make a difference
- "Out of sight, out of mind"

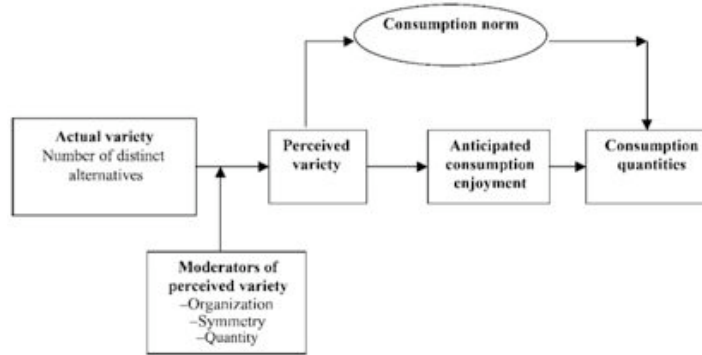


Sight & Shape

- Add interest by combining natural shapes or creating new shapes
- Vary the cuts in the food
- Vary shape of the food on the line
- Clean lines and simple shapes are most pleasing to the eye



Variety & Choice



Visual Appeal & Presentation

Brownies: the 54¢ difference



School Meals that Rock



A School Meal in France

Let's Move Salad Bars to Schools

- Meal Appeal Document



Presentation

Is the Milk Cold?



Packaging



Kids like eating out of packages



Apple: sliced v. whole



McDonalds switches to single-serve milk chugs and sells milk



The New Look of School Milk



Packaging can elicit memories & appeal to emotion



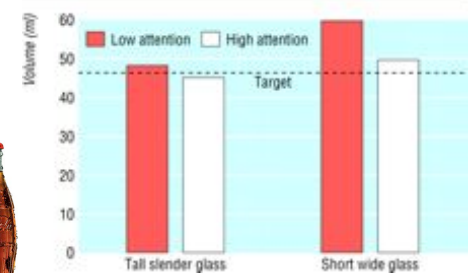
Packaging - Dish & Utensil Size

- Bigger dish → bigger portions
- Bigger spoon → bigger bite
- Shape can create illusions



! Beware of wide, short glasses

It's a Set Up...



Teach portion control

Smaller Plates = Smaller Appetites



Lighting & Atmosphere

- Comfortable Chairs
- Soft Lighting

What this means for the lunchroom:

- Natural Light
- Choices of where to sit (in or out)
- Move less nutritious options out of the way
- Under counter or Track Lighting



Light, Bright, and Fun

School Cafeteria Implications



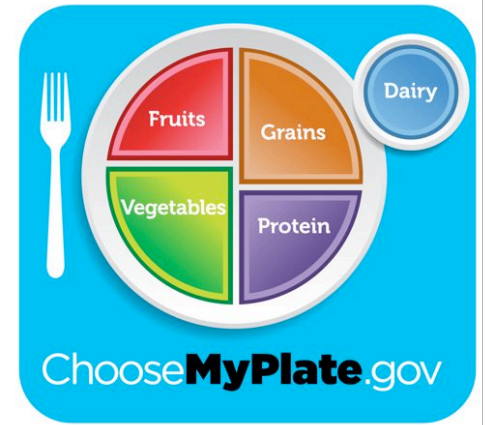
You are Gatekeepers

- The biggest food influence in our life is the nutritional gatekeeper
- The nutritional gatekeeper controls up to 76% of food choices
- M.O.M
 - Mothers & Others & myPyramid
- Availability, Presentation, Modeling



MyPlate Appeal

- Designing meals
- Nutrition lessons
- Portion Control
- Presentation
- Nutrient Density



Thank You!

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Questions
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