

Healthy Kids Collaborative

ANNUAL INVITATIONAL INITIATIVE

A National Initiative to Advance
Culinary-Driven, Healthy, Flavorful Foods for Kids

Annual Meeting
December 5 - 7, 2017
CIA at Copia, Napa, CA



www.CIAHealthyKids.com

"We can make a commitment to promote vegetables and fruits and whole grains on every part of every menu.

We can make portion sizes smaller and emphasize quality over quantity. And we can help create a culture — imagine this — where our kids ask for healthy options instead of resisting them."

—FIRST LADY
MICHELLE OBAMA
National Restaurant Association
Fall Board Meeting,
September 13, 2010



THE CIA HEALTHY KIDS COLLABORATIVE

The Culinary Institute of America's Healthy Kids Collaborative is a year-round, invitational initiative designed to both accelerate innovation and deepen technical and professional expertise in K-12 school food. It is a unique and focused multi-year collaboration between school nutrition professionals, school chefs, suppliers, and other stakeholders to create and promote culinary-driven, healthier foods for kids.

SCHOOL NUTRITION CHALLENGES

School nutrition professionals need workable solutions to meet the challenges of feeding large numbers of children tasty, appealing, nutritious foods. School foodservice confronts an array of operational, purchasing, and staff training challenges. To receive federal funding, districts source, purchase, prepare and serve food that meets nutrition guidelines. The Healthy, Hunger-Free Kids Act of 2010 (HHFKA) requires schools offer more fruit, vegetables and whole grains in meals, and limit sodium, calories and saturated fat. The "Smart Snacks in School" requires that other foods sold in schools also meet nutrition guidelines.

SCHOOL NUTRITION OPPORTUNITIES

The National School Lunch Program (NSLP) feeds more than 30 million students per day, which means five billion lunches and more than two billion breakfasts annually. Children served by the NSLP represent the United States, which is varied in income, region, and cultural heritage. School foodservice offers multiple opportunities for focused, culinary-centric innovation that will impact the eating habits and long-term health of our next generation.



COLLABORATIVE FORMAT AND ANNUAL MEETING

The CIA Healthy Kids Collaborative members are an invited group of 40 to 50 school nutrition leaders from around the country, including directors and chefs, top food service management companies, expert school nutrition consultants, and other stakeholders. Corporate members are the companies and organizations that provide financial and other support for the initiative. All members participate in periodic conference calls, contribute to Working Groups based on targeted focus areas, and meet annually to work together on practical solutions that expand delicious, healthy menu choices.

The CIA Healthy Kids Collaborative third annual meeting will take place at our Napa, California campus location, Copia, December 5th - 7th, 2017. Members will participate in activities including discussion, presentations, and hands-on culinary experimentation with corporate members. Selected content experts will share culinary and flavor insights, trends, updates on regulations and standards, and research on children's eating habits, taste preferences, and nutrition.

Information and resources (including recipes and PowerPoint presentations) from the December 2016 collaborative meeting are available at www.CIAHealthyKids.com.

VISION FOR THE COLLABORATIVE

The CIA Healthy Kids Collaborative will leverage the combined expertise and experience of members, corporate members, and invited content experts with the goals of discovering flavor and menu strategies, highlighting successes and best practices, and developing training protocols and resources. The Collaborative will work collectively to explore culinary solutions to increase the availability and acceptance of healthy foods in schools, engage with



leading suppliers and stakeholders to gain insights and ideas and to influence solutions, and share insights and solutions widely with school districts across the United States.

The Healthy Kids Collaborative will apply lessons learned from other CIA health and wellness programs, including The CIA Healthy Menus Research & Development Collaborative, which is working on increasing the availability and profitability of healthy items on volume foodservice menus.

As the CIA Healthy Kids Collaborative develops, members will identify several focus areas and join Working Groups. Those areas may include:

- **Staff Culinary Education and Training.** Culinary and food literacy levels vary widely among school foodservice staff. The Healthy Kids Collaborative can identify priority educational and training needs and develop resources, helping to meet the new Professional Standards for school nutrition professionals.
- **Food and Nutrition Quality.** Adding new menu items that focus on vegetables, fruits, whole grains and lean proteins helps school nutrition programs stay competitive. Culinary insight and innovation will help drive food acceptance in this vital area.
- **Flavor Development.** Schools need products and recipes lower in sodium, but that children want to eat. Innovative products and strategic culinary techniques can maximize flavor while minimizing sodium.
- **School Culinary Culture.** Creating optimal environments for school meals increases student satisfaction and decreases food waste. Considerations from the timing and length of meals and recess, positioning and presentation of foods, cafeteria surroundings, to the training of cafeteria staff, impact student experience and satisfaction. The Collaborative will pay special attention to how these food environment design issues intersect with culinary and menu strategies.





DIGITAL MEDIA AND RESOURCES FOR SCHOOLS

Sharing the collaborative learnings, best practices, and practical solutions broadly with school nutrition professionals across the United States is an important part of the work of The CIA Healthy Kids Collaborative. Members and corporate members will identify needed resources to be developed into digital media, recipes, presentations and other resources to share, building on the already rich content of www.ciahealthykids.com.

THE CIA: INNOVATION IN FOOD, HEALTH, AND SCHOOL NUTRITION

The Culinary Institute of America (CIA) is an innovator and leader in expanding the availability of delicious, healthier foods across the foodservice industry. The CIA partners with the Harvard T.H. Chan School of Public Health on a number of health and wellness initiatives, including the Worlds of Healthy Flavors, Menus of Change, and Healthy Kitchens, Healthy Lives conferences. For five years, The CIA hosted the Healthy Flavors, Healthy Kids National Leadership Summit at our San Antonio campus. That initiative offered culinary strategy, flavor insight, and training resources to school nutrition professionals. The CIA is now transitioning much of our work in school food into a leadership collaborative to support faster change, a greater focus on culinary research and development, and a broader reach for our initiative.

TAKE THE LEAD

Join the world's premier culinary college in leading the future of school nutrition. For more information, please contact:

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Visit www.CIAHealthyKids.com for updates on the program schedule for the December 2017 event.