

2015 USPB ANNUAL MEETING

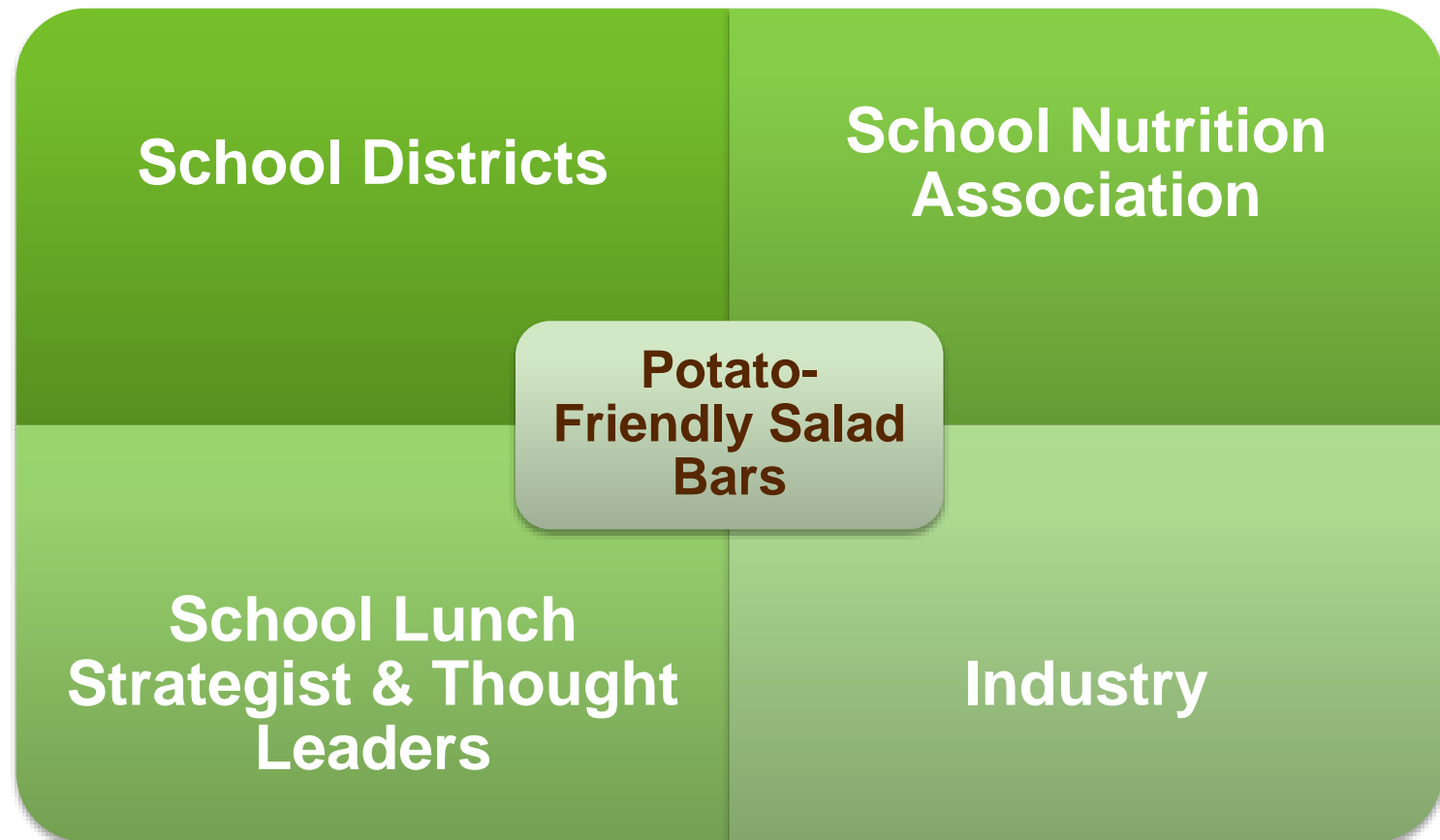
Salad Bar Marketing Program

ignite the
love for
potatoes



Laying the Foundation

Research: Interviews



One Size Does NOT Fit All

**District
Size**

**Farm-to-
School**

**% of Free
and
Reduced
Meals**

**Foodservice
Formats**

**Staff
Expertise**



A Shared Priority for All Schools

Increase participation in school lunches

Increase Healthy AND Tasty menu items

- Participation has dropped 1.4 million meals per day since new USDA School Meal Regulations
- When kid's aren't eating school lunch, cafeteria's are losing \$\$\$



The Potato Industry Response



Program Elements



- Questions?
- Comments?
- Ideas?

