

UNDERSTANDING THE K-12 FOODSERVICE LANDSCAPE

A QUICK LOOK AT TRENDS AND CHALLENGES IMPACTING THE SCHOOL CHANNEL

Foodservice directors face a lot of obstacles every day—like managing financial resources, dealing with labor shortages, meeting nutrition standards, and driving efficiency. Learn more about the state of school foodservice, the growing opportunities and the equipment needs of today.

NATIONAL SCHOOL LUNCH PROGRAM

ANNUAL DATA

100,000 Participating Schools
4.9B Lunches Served
\$12.59B in Reimbursements
\$1.24B in Commodity Costs

SCHOOL BREAKFAST PROGRAM

ANNUAL DATA

90,000 Participating Schools
2.42B Breakfasts Served
\$4.4B in Reimbursements
\$0 in Commodity Costs

29.8M STUDENTS SERVED DAILY

20.2M FREE
1.8M REDUCED
7.7M FULL PRICE



14.71M STUDENTS SERVED DAILY

11.77M FREE
.77M REDUCED
2.17 FULL PRICE

REIMBURSEMENT RATES

\$3.41 FREE
\$3.01 REDUCED
\$0.32 PAID



REIMBURSEMENT RATES

\$1.84 FREE
\$1.54 REDUCED
\$0.31 PAID

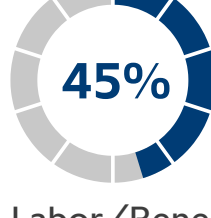
AVERAGE PRICE FOR PAID LUNCH

\$2.48	ELEMENTARY	\$1.46
\$2.68	MIDDLE	\$1.53
\$2.74	HIGH	\$1.55

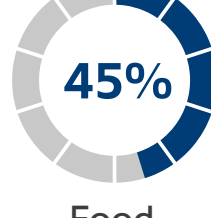
AVERAGE PRICE FOR PAID BREAKFAST

ABOUT THE OPERATION

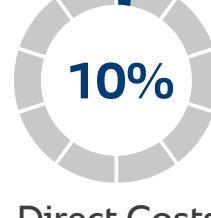
COSTS



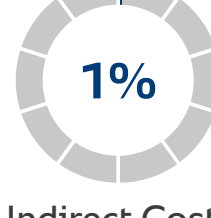
Labor/Benefits



Food



Direct Costs
(i.e. supplies and equipment)



Indirect Costs

TRENDS ON THE RISE



Grab-and-Go



Plant-Based



Healthy Snacking



Customization

Clean Label



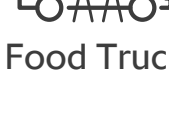
Whole Grain Rich



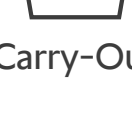
Ethnic Flavors



Delivery



Food Trucks



Carry-Out



Curbside Pickup

GROWING DAYPARTS

After Hours



Breakfast



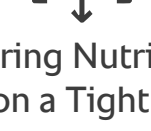
Summer



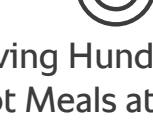
TOP CHALLENGES



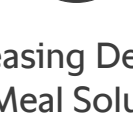
Food Waste



Offering Nutritious Meals on a Tight Budget



Serving Hundreds of Hot Meals at Once



Increasing Demand for Meal Solutions

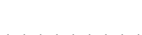
Increasing Participation



Meeting Nutrition Standards



Pivoting Service Models in a Crisis



EQUIPMENT WANTS

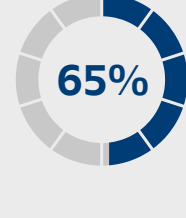
MOST interested in purchasing:

SPEED OVENS

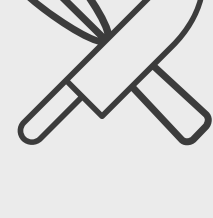
COMBINATION OVENS

GRILL

SCRATCH COOKING UPS & DOWNS



of K-12 FSDs say they make items from scratch, and others wish they had the resources to do so



TOP REASONS FOR NOT SERVING SCRATCH-MADE MEALS

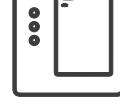
Not enough staff
53.5%



Not enough resources for staff training
20.6%



Aging equipment
18.4%

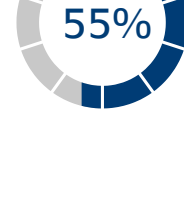


EQUIPMENT WOES



Need at least one new piece of kitchen equipment

Need infrastructure changes



\$30M

Was appropriated for USDA kitchen equipment grants in 2019

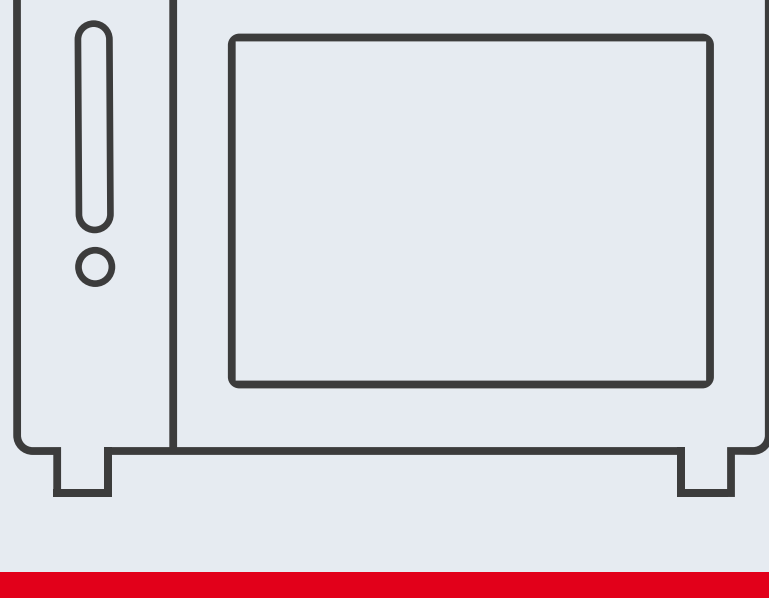
COMBINATION OVEN SOLUTIONS

EQUIPMENT WINS

Combination ovens offer:

- ✓ Outstanding food quality
- ✓ Easy to operate even for untrained staff
- ✓ Reduces food waste
- ✓ Minimum running costs
- ✓ Versatility to turn menu solutions into meal solutions for grab-and-go service

- ✓ No checking or monitoring
- ✓ Cook different foods at the same time
- ✓ Automatic cleaning and descaling
- ✓ Equipment financing programs available



STUDENTS' FAVORITE MEALS MADE EASY

MAKE THESE TOP FAVORITES IN MINUTES* USING A RATIONAL SELF-COOKING CENTER® 62 MODEL



PRODUCTS

100	Grilled Cheese Sandwiches
30 lbs	Chicken Nuggets
48 lbs	Mac & Cheese
30 lbs	Fresh Broccoli
144	Muffins
104	Portions of Fries

COOK TIMES

5	Minutes
12	Minutes
35	Minutes
4½	Minutes
18	Minutes
12	Minutes

*Times are approximate and may vary

WANT TO LEARN MORE?

RATIONAL is an innovative solutions provider, committed to helping school kitchens operate at optimum efficiency. Over 45 years of cooking research has gone into the creation of highly efficient combi technology that's designed to help you deliver a wide variety of hot, healthy meals while noticeably reducing the cost of food preparation. We'll even provide free application training for your team. Educate yourself with a quick visit to rationalusa.com.



Tel. 888-320-7274
rationalusa.com

School Nutrition Association
FoodService Director, K-12 Operator Survey, Jan. 2020
Eat Right Pro, Academy of Nutrition and Dietetics
"The State of School Nutrition, 2018," SNA
Food Management, K12 Power Players, Feb. 2020