

Healthy Concessions Supporting Good Health and High Profit

Why Healthy Concessions?

Concessions, Meeting and Event Food Guidelines

All foods provided or sold by the District should be selected judiciously, taking into consideration the nutritional value of the food being served, the goals of this policy, and the frequency of use.

1. Meetings, Concessions, and Events on School Premises—Sponsored by School Organizations/Groups:

- a. All meetings, events or concessions sponsored by school groups where food is served on school premises must offer a fruit and/or vegetable option.*
- b. It is recommended that lower fat/lower sodium/whole grain food options will be chose to be served/sold.*
- c. Baked items are encouraged to be approximately the size of a 3” square bar, 2oz (standard tin) muffin, or a 2 ½ -3” cookie.*
- d. 100% juice and low fat milk (skim or 1%) will be served at all locations where juice and milk are sold/served.*
- e. Water must be easily accessible in pitchers, fountains or bottles where beverages are sold/served.*
- f. Every effort will be made to purchase the smallest size of beverage possible. Exceptions will be made for 16oz milk products, 12oz 100% juice, and any size water.*

2. Meeting and Events on School Premises--Not Sponsored by School Organizations/Groups (e.g. Community or Private Events, Meetings for outside organizations/clubs) will be informed and encouraged to follow the above guidelines.

Change is hard! Identifying and initiating new options for concession stands can be a challenge, but there are many healthy alternatives that are available and can be both practical and profitable.

Toolkit for Healthy Concessions Expo

This toolkit is designed to assist individuals or groups in organizing a Healthy Concessions Expo to demonstrate how concession foods can be healthy, delicious and profitable.

The Barnes ON THE MOVE Partnership (19 non-profit or governmental organizations) in Barnes County, ND is pleased to share this material with other communities. Our vision is a healthier community within nutrition and physical activity.

The VCPS Wellness Policy recognizes that the school can have a positive effect on the community. **The policy identifies that anyone who uses the school and chooses to serve a food, must also serve a fruit or vegetable so that there will always be a healthy choice available.**

To help the various school booster clubs meet the nutrition guidelines of the wellness policy (as well as other community booster clubs), three members of the Barnes ON THE MOVE Partnership who are also licensed registered dietitians chose to hold a Healthy Concessions Expo. The expo offered a way to showcase healthy foods and recipes by providing samples to students, parents, teachers and coaches who are responsible for school concession stands. The foods that were served are fast and easy to prepare, can be made in a concession stand and will help increase profits.

Follow up after the event proved the success of the event as more clubs added healthier items (that were featured at the expo) to their menu.

A Healthy Concessions Ideas and Recipes booklet was written to be used in conjunction with the food expo. The booklet was designed to provide ideas for healthy food choices at concessions that promote and support healthy eating. Although originally written for a public school, the ideas could be used by colleges, clubs, and other organizations.

This toolkit will provide you with the resources to plan your own Healthy Concessions Expo. If you have questions as you prepare for your event, please feel free to contact us at Barnes ON THE MOVE Partnership at (701) 845-8192.

Organizing a Healthy Concessions Expo

Things to Do:

1. Contact interested persons

Set up a meeting with school administrators, school foodservice dietitian, parent organizations, booster clubs or anyone that works with selling concession foods. Contacts will depend on who the target audience will be such as schools, club sports, student clubs, parent-led booster clubs, etc. Explain the rationale for holding a Healthy Concessions Expo.

2. Recruit volunteers to help if needed

Recruit volunteers to help with publicity for event, food preparation, set-up, serving the food and clean up after the event. Involve students if possible.

3. Determine date to hold event and venue

Check on local events scheduled in your town before setting the date for the event. Consider school activities calendar and Chamber of Commerce calendar before choosing the date. Choose a venue that has a suitable kitchen to prepare the menu items and will provide enough seating for number of guests.

4. Determine menu and supply list

Select healthy food ideas or recipes from this toolkit to serve at your Concessions Expo or add your own ideas. The foods should be fast, healthy and easy to prepare. Make a complete grocery list of every item needed. If you can, try to purchase your groceries as close to the event date as possible.

Line up all the equipment you will need to cook and serve the food. You may want to consider using roasters, crock pots of various sizes, display baskets, trays, etc. It is also important to serve the food samples in packaging that is intended to be used at the actual concession stand so the guests will recognize how to package potential menu items. Presentation is very important!

5. Send invitations to guests

Use the sample invitation included in this toolkit or design your own. Mail or email the invitations at least 2-3 weeks in advance. Add RSVP number and date to reply. This will assist you in determining amounts of food to purchase.

6. Create a handout and table tents to put by each food item on the serving line that includes name of food, cost to make the item and suggested selling price.

Use the sample handout included in this toolkit or design your own. It is important for the concession stand manager to see how much he/she will profit from selling new foods.

7. Send reminder email to guests

One week before the event send a friendly email reminder about the event.

8. Prepare food and set-up the event

Allow plenty of time for food preparation. Set up a "concession stand" to serve the food to guests. Consider setting tables ahead of time as guests will have plenty to carry to the table.

9. Evaluation

To find out which food items your attendees liked best give them an evaluation listing all the items and on a scale of 1 to 5, which healthy foods they liked and which healthy foods they would consider selling at their concession stands.

10. Send a follow-up email

Send a follow-up email to all guests within 2 months of holding the food expo. Find out if they have made any additions or changes to their concession menu and if sales have been influenced in any way.