



# Serving Line Procedures

Where food items appear in the serving line and how they are presented can affect the way students select them.

## Placement of food in serving line and menu ideas

Where food is placed in the serving line is an important decision. That's why strategically placing colorful, appetizing fruits and vegetables at the front of the serving line is important! The monitor at the point of service will thank you for not having to spin students around to go back and select a fruit or vegetable. Some schools are already planning on having a bowl of fresh fruit, 1/4 cup of dried commodity fruit mix, or an easy-to-serve snack bag of baby carrots or other fresh veggies at the end of the line just in case! Several studies have shown that suggesting a student take fruit will increase the number of students eating (not just taking) the fruit by as much as 70%. (Schwartz, 2007).

A USDA booklet has many good menu suggestions. Make menu items sound like fun. Many students decide to purchase meals based solely on the day's menu. The menus sent home need to capture children's imaginations and entice them to try the foods. Menus also communicate information about the program to parents, teachers, and school administrators. What a great opportunity to educate your audience and gain support for your program.

## What schools are doing

### Garlough Environmental Magnet School - West St. Paul

Garlough has their fruit and vegetable serving area placed near the cashier table where the students pay for their lunch.

## Resources

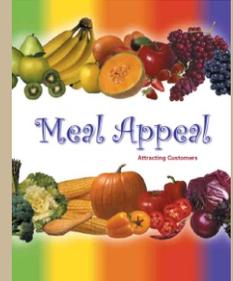
### ***Keep Your Eyes on the Prize – Healthy Children***

USDA Team Nutrition three booklet Technical Assistance Tool. The folks at the USDA Team Nutrition have put together a series of booklets designed "to help you purchase, prepare, present and promote fruits and vegetables – and capture the interest of your students.

### ***Meal Appeal: Attracting Customers***

This booklet is the "centerpiece of the tool." It includes great ideas for presenting and promoting fruits and vegetables.

[http://www.fns.usda.gov/tn/resources/meal\\_appeal.pdf](http://www.fns.usda.gov/tn/resources/meal_appeal.pdf)



### ***Quality Food for Quality Meals: Buying Fruits and Vegetables***

This booklet contains technical data to help in the purchase and storage of high quality fruits and vegetables.

[http://www.fns.usda.gov/tn/resources/quality\\_intro.pdf](http://www.fns.usda.gov/tn/resources/quality_intro.pdf)

### ***Tricks of the Trade: Preparing Fruits and Vegetables***

This booklet, among other things, suggests ways to present an attractive salad bar, offers guidance on preparing pre-packaged fruits and vegetables and information on food safety .

[http://www.fns.usda.gov/tn/resources/tricks\\_trade.pdf](http://www.fns.usda.gov/tn/resources/tricks_trade.pdf)



### USDA Guidelines from ***Meal Appeal***:

- Give your menu items exciting names. Offer pears with peanut butter as a Peanut/ Pear Explosion or pears with carrot and raisin salad as Confetti Pears.
- Use sensory words such as crunchy, tart, steaming, scrumptious, etc., with your menu options.
- Use the Sense-ational Food poster (included in this guide) to promote the sensory aspects of food.

- Color the names of menu items: School Bus Yellow Corn, Forest Green Beans, Fire Engine Red Tomatoes.
- Ask your student advisory group to help you name menu items. They can have fun brainstorming with you.
- Look at recipe titles in cookbooks to find appealing words and descriptions. Include nutrition facts.
- Indicate foods that are sources of vitamins A and C, iron, calcium and other vital nutrients. (See the chart on page 43.)
- For special promotions, include lots of information about the fruit or vegetable you are featuring.

