Using the Cafeteria as a Classroom
WILD BLUEBERRY
COMMISSION OF MAINE
School Nutrition Team

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LESSONS TO LEARN

1. **Understand** the school nutrition program environment.

2. **Learn** how to use the cafeteria to reinforce health and wellness lessons.
School Nutrition 101
**FOOD BUDGET PUZZLE**

$1.45
Schools on average spend $1.45 per meal for the food on the lunch tray;

25%
of that is fruit and vegetables, $0.36;

Don’t forget, labor, benefits, supplies, etc.
Classroom Lesson 1

• From Maine Agriculture in the Classroom

• **Health & Nutrition: Wild Blueberry Style**

• The students will learn about nutrition labeling and the nutritional value and other health benefits of wild blueberries and design their own nutritious, wild blueberry food product with a nutrition label.
GROWING WILD BLUEBERRIES

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LET’S MAKE FRUIT
EXCITING AND WILD
Classroom Lesson 2

• From Maine Agriculture in the Classroom

• Health & Nutrition: Wild Blueberry Advertising

• Students review food advertising, health claims and then design their own promotions for healthy products.

• Life Skills: Analyzing, comprehending, developing creativity, reading for information, making nutritious food choices.
WILD BLUEBERRY HEALTH

- Wild Blueberries are rich in anthocyanin, a flavonoid with potent antioxidant capacity.
- Antioxidants protect against disease and age-related health risks.
- Wild Blueberries may help with:
  - Brain Health
  - Gut Health
  - Cancer prevention
  - Reduced diabetes risk
- Recent studies saw improved mood and enhanced executive function (memory, concentration & speed) in children and young adults who drank a wild blueberry drink vs. placebo.
ISN’T A BLUEBERRY A BLUEBERRY?

• A Wild Blueberry is NOT a cultivated blueberry
• Wild attributes:
  Intense flavor
  2x the Antioxidants
  More fiber
  Less water
  More servings per bag
  More berries per cup
  Frozen convenience year round
Cafeteria Marketing Plan with Classroom Support

TODAY’S Wild Blueberry SPECIAL

The WILD ONES are coming!!

Try Our New Menu Items Soon!

For the Ultimate Wild Superfruit 10,000 years in the making...
Cafeteria Marketing Plan with Classroom Support

TODAY’S Wild Blueberry SPECIAL

The WILD ONES are here!!

Taste Test Today!

For More Intense Blueberry Flavor & 2X the Antioxidants of Regular Blueberries.
Taste Testing with Classroom Support

My kids would like this

My kids might like this