Children who participate in school meal programs consume twice as many servings of vegetables as non-participants. It's not nutrition until it's eaten.

**How?**

The Smarter Lunchroom Movement steers students to better choices by making no-cost changes to the cafeteria environment.

**2 Quick & Effective Changes**

**Change 1 Move the Fruit** — Where is the fruit located on your serving line? Move it to a more visible spot like the bottleneck near the cashier, and you can increase the amount sold and consumed. Put it into an attractive serving container and sales will increase up to 105%.

**Change 2 Name the Veggies** — “Power Ranger Peas” or Peas? “Krazy Kernel Korn” or Corn? Studies show that just by giving a vegetable a cool and fun name, kids are 29% more likely to take it as a meal choice. The possibilities are endless: Veggie Tales Veggie Cup, Spiderman Spinach, Pretty Princess Peas, Big Bird Broccoli, Rainbow Pepper Strips, Teeny Greeny Beanies, Cauliflower Snowballs, Zippy Zucchini, Thomas the Train Tomatoes...

**Increase Fruit & Vegetable Sales with Smarter Lunchroom Strategies**

- Verbal prompts can cue food choices. Train your servers and cashiers to engage students and ask, "Would you like apples or grapes with your lunch?" or "How about some steamed broccoli or raw baby carrots today?"
- Place targeted entrees first and in front on the steam table. It grabs a high volume sales spot and is the first thing hungry kids will see when they arrive at the serving line.
- Choice is important - offer several varieties of fruits and vegetables daily to maximize the number of students choosing them for meals.

Concerned about flavored milk?
Move it to the back of the milk cooler or last in the milk display so students see the lower fat white milks first.

Location, Location, Location! It's easier for a student to choose between a red or yellow apple, than between an apple and a bag of chips. Keep less healthy foods separate from healthier foods to "nudge" students into a better choice.

Lights and Action! Use inexpensive lighting to focus attention on the healthiest items on your serving line and watch them go from the counter to the tray!

For more information visit: www.smarterlunchrooms.org or ben.cornell.edu
We offer the latest information on easy and inexpensive changes that food service professionals can use in their programs. These environmental changes will help students make more healthful choices while maintaining meal participation and revenue. We plan to reach 50,000 schools by 2015.