

## ADVICE SQUAD

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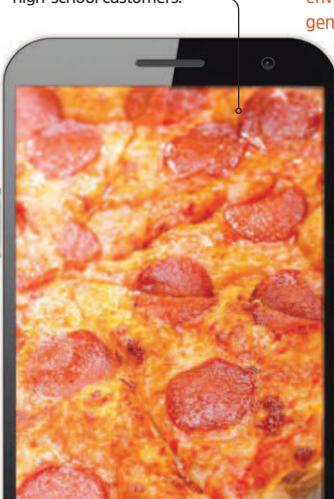
### THE POWER OF PHOTOS

School meals are a healthy, affordable option for students. What are some strategies we can deploy to get that message out?

School meals have undergone a seriously healthy makeover in the past five years. **Sadly, there still are plenty of inaccurate and dated perceptions of school lunch, especially via social media.** But savvy school nutrition professionals understand that social media [and online menus] can be an opportunity to get accurate, positive and timely messages out to their customers, especially those looking for immediate access to the details about their children's meals.

Today's customers are used to seeing their food before they eat it, both online and on menus. **A paper lunch menu that reads "pizza, fruit and milk" just doesn't whet the appetites of students or parents in 2015**, nor does it accurately describe schools' fresh, local and increasingly organic options.

So now photos of school meals are showing up on Facebook, Twitter, Pinterest and smartphone apps. That's exactly where they should be: finding increased visibility with thought leaders, millennial parents and middle- and high-school customers.



### MOTIVATING MILLENNIALS

I'm having trouble relating to our millennial staff members. What are some things that can help me motivate them?

Don't feel alone. Many leaders are asking the same question and for good reason. The millennial generation grew up in a world filled with electronics, online activities and social networks. Of generations thus far, they have received the most marketing attention, are the most ethnically diverse and typically are very tolerant of differences. Their parents encouraged them to "follow their dreams" and told them they were special, which lead to a high degree of confidence—but in some cases, feelings of entitlement.

Although they often are seen as slightly more optimistic about the future than other generations, it is predicted they will be less economically successful than their parents.

Given those generalities, it is easy to group people into simple classifications, but it's important to consider them more broadly. **My best counsel is to create an environment where people of all generations feel important and to discuss motivations with your staff.** As a leader, I don't believe I can create individual drive, but I try to make all people feel heard and valued. That begins with conversations geared toward mutual understanding of goals, motivations and values.



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### QUICK BITE

# 32%

Percentage of North Americans who consider "GMO-free" a very important attribute when making purchasing decisions. Source: Nielsen

## With baby boomers moving to retirement communities earlier, how do you foresee menus changing to accommodate their needs?

Fifty thousand baby boomers are turning 65 every day, and many are considering residing in upscale retirement communities that offer independent care, assisted living and eventually skilled-nursing care. With the influx of healthy and wealthy boomers into expensive continuing-care retirement communities, chefs are challenged to continue providing

the substantial portions of comfort food (meatloaf, mashed potatoes and casseroles) the existing population expects while adapting the menu for newcomers. These new residents want trendy, healthy, authentic global and ethnic cuisines, such as Japanese, Indian or Thai.

Menus also will boast more variety with smaller portions and an increased use of plant-focused center-of-the-plate options. For example, that could be **a one- or two-ounce piece of seared ahi tuna or Kobe beef on a bed of fresh microgreens and miniature root vegetables.** The use of spices, acids and herbs will distract from reduced sodium content. Potatoes will be replaced with globally sourced whole grains such as farro and amaranth. Extra-virgin olive oil takes the place of butter.

