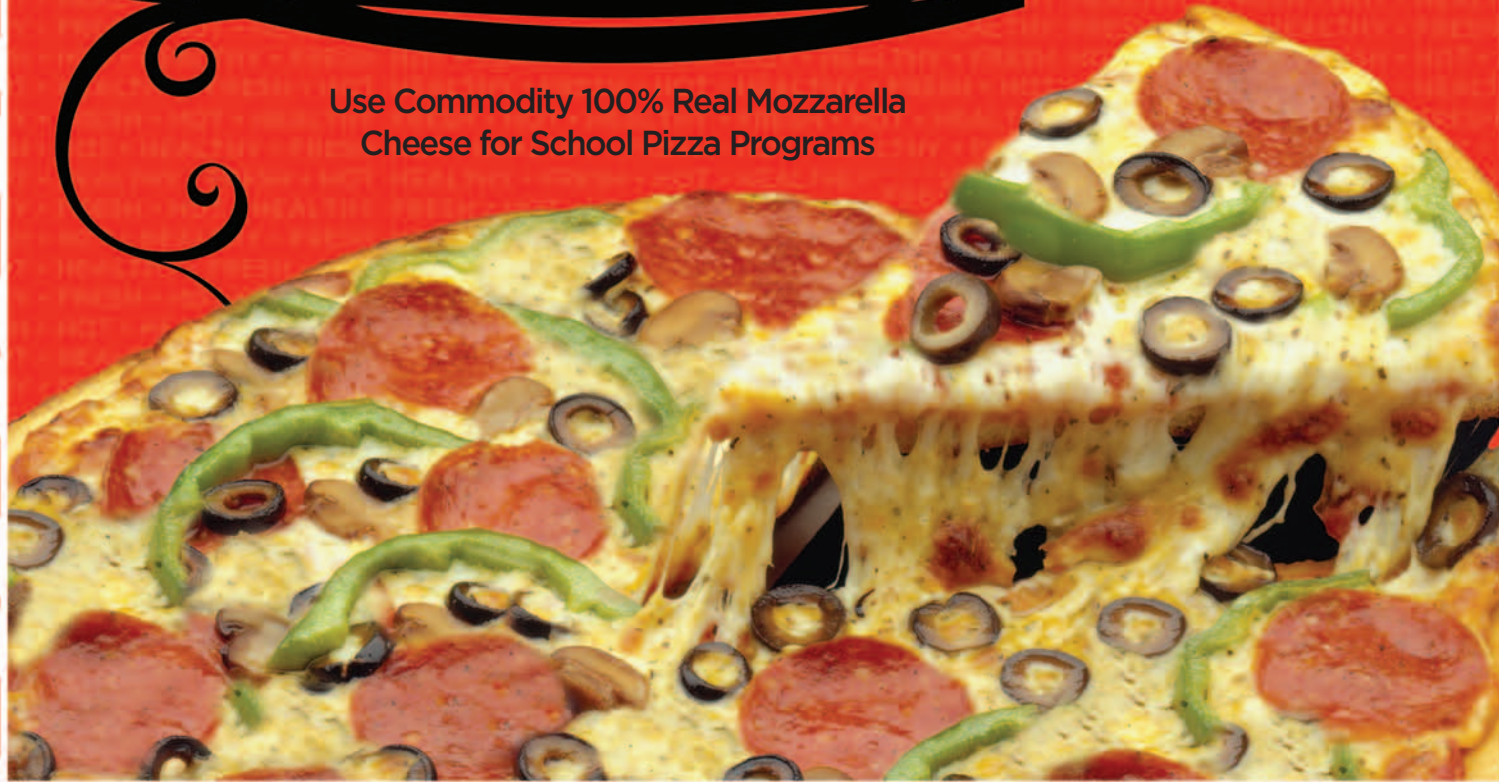


FRESH, HOT, HEALTHY

PIZZA at school



Use Commodity 100% Real Mozzarella
Cheese for School Pizza Programs





FRESH, HOT, HEALTHY PIZZA at SCHOOL

“ *Low-fat cheese has great marketability. Fresh, hot pizza mimics the retail market and draws students to your program.* ”

Brent Craig
Douglas County School District Nutrition Services Director

Pizza, a healthy and popular choice for school menus. In fact, a 2008 School Nutrition Association survey found that pizza is the most popular entrée served in schools. Pizza is also considered a nutrient-rich food meaning it provides vitamins, minerals and other nutrients for the fewest calories. For that reason school pizza is considered a great carrier of nutrition. Pizza along with its toppings includes several of the recommended food groups, vegetables, grains, meat, milk and sometimes fruit. Most importantly, kids love it!

Daily Challenges

Colorado's Child Nutrition Directors perform a delicate balancing act every day. The success of your program depends on satisfying students' discriminating tastes while meeting strict nutritional guidelines at an affordable cost. Additionally, you are constantly reminded to think globally and act locally.

One way to strengthen your success is by using your commodity dollar allotment to purchase 100% Real Mozzarella Cheese in your pizza program. There are several varieties to choose from, including lower-fat varieties that deliver performance, flavor, and nutrition to your entrées and snacks.





How can I maximize my commodity dollars by using Commodity 100% Real Mozzarella Cheese in my pizza program?

- 1 Use your commodity dollars to purchase 100% Real Mozzarella Cheese to put on the pizza you prepare on-site. You choose the type of cheese.
- 2 Use your commodity dollars to purchase 100% Real Mozzarella Cheese and have the cheese sent to a local or national chain to provide a fresh, hot pizza delivered directly to your schools. You choose the type of cheese.
- 3 Use your commodity dollars to purchase 100% Real Mozzarella Cheese and have the cheese diverted to a pizza processor for use on a frozen pizza.

What are the advantages of using Commodity 100% Real Mozzarella Cheese in my pizza program?

- + Real cheese is a rich source of calcium and protein!
- + Students love pizza! Participation increases on pizza days!
- + Potential to lower current cost of pizza and increase revenue.
- + Increase nutritional value of pizza by using a lower-fat cheese.
- + Maximize use of commodity dollars for center-of-the-plate items.
- + Work with a local supplier to provide a fresh, hot, healthy pizza to your district. This keeps money in the community and can reduce your overhead and warehouse expenses.



CHEESE

Picking the program that is right for you!

Which cheese is right for my program?

With many varieties to choose from, there is a 100% Real Mozzarella Cheese to fit your needs. Commodity 100% Real Shredded Frozen Lite Mozzarella Cheese—known officially as B035—is lowest in fat and calories.

How do I get started?

- 1 Do an internal assessment of your pizza program. Do you make pizzas from scratch or do you purchase them from an outside vendor? Are they fresh or frozen? Are you currently using cheese from the government commodity program?
- 2 If you make pizzas from scratch, do a cost analysis of the cheese. Compare the total cost of commercial cheese vs. using Commodity 100% Real Mozzarella Cheeses.
- 3 If you divert your commodity cheese for processing into frozen pizzas, calculate all your pizza costs. Be sure to include costs associated with the commodity cheese plus any processing fees and expenses.
- 4 If you purchase pizzas from an outside vendor, ask if they will partner with you to use commodity cheese. If you are considering purchasing pizzas from an outside vendor, look at the vendors' resources and make sure they can meet your demand. Your pizza vendor will have suggestions for how to build a great partnership with you.
- 5 Contact the Colorado Food Distribution Office 1-2 months ahead of placing your cheese order. Be sure to discuss fees, delivery charges and administrative charges.

Note

If you decide not to use your commodity dollars for cheese, many local pizzerias will supply pizzas with 100% Real Mozzarella Cheese that meet your meal pattern and nutritional requirements. Don't forget to market your pizza program! Use pizza as part of a reimbursable meal. Watch participation and profits increase!



Pick the cheese that's right for your program!

Go to www.fns.usda.gov/fdd and click on FAQs/Fact Sheets. Here are some samples:

B037

*As of 4/26/2007 USDA

Cheese, Mozzarella, LMPS,
Shredded, Frozen, 30 lb

Nutrition Facts

Serving Size 1 oz
(28 grams/about 1/3 cup)

Amount Per Serving

Calories 86

Total Fat 5.68g

Saturated Fat 3.59g

Trans Fat 0g

Cholesterol 15 mg

Sodium 150mg

Total Carbohydrate 1.09g

Dietary Fiber 0g

Protein 7.36 g

Calcium 207 mg

B035

*As of 4/26/2007 USDA

Cheese, Mozzarella, Lite,
Shredded, Frozen, 30 lb.

Nutrition Facts

Serving Size 1 oz
(28 grams/about 1/3 cup)

Amount Per Serving

Calories 60

Total Fat 2.5g

Saturated Fat 2.4g

Trans Fat 0g

Cholesterol 9mg

Sodium 192mg

Total Carbohydrate 1g

Dietary Fiber 1g

Protein 8g

Calcium 211mg



*For more current nutritionals, please contact your local cheese manufacturer

For more information

If you are interested in learning more contact the Western Dairy Association at (303) 451-7711.



SUCCESS STORY

*St. Vrain Valley School District
Pizza Program a Success
with Commodity 100%
Real Shredded Frozen Lite
Mozzarella Cheese*

“ *Students love pizza!
Every time we have pizza,
participation increases 25%! ”*

Shelly Allen
St. Vrain Valley School District Nutrition
Services Director



SCHOOL NUTRITION PROFESSIONAL:
Shelly Allen, Director of Nutrition and
Warehouse Services

SCHOOL DISTRICT:
St. Vrain Valley School District
Boulder & Weld Counties

FREE/REDUCED RATE:
30%

ENROLLMENT:
25,000

NUMBER OF SCHOOLS:
45 public schools, 48 feeding sites

Background

Participation increases approximately 25% when pizza is on the menu in the St. Vrain Valley School District. Shelly Allen, Director of Nutrition and Warehouse Services, keeps food costs low and nutrition high by using great tasting commodity 100% Real Shredded Frozen Lite Mozzarella Cheese in her district’s pizza program. Her program was developed by Brent Craig, now director of Nutrition Services for the Douglas County School District, in 2005-2006. Today, Shelly partners with local Domino’s Pizza franchises to provide a “fresh, not frozen” pizza the students identify with and love.

Implementation

Shelly Allen uses her commodity dollars to purchase 100% Real Shredded Frozen Lite Mozzarella Cheese. Shelly has the cheese diverted to a pizzeria chain who produces the fresh, hot, healthy pizza for all the schools. Each February, Shelly Allen orders either 1,344 30 lb. cases (one semi-truck load) or 2,016 30 lb. cases (one and one-half semi-truck loads) of 100% Real Shredded Frozen Lite Mozzarella Cheese (B035) through the Colorado Food Distribution Program. The cases are drop-shipped to the Domino’s commissary warehouse in Denver in August and if requested, in January. Three locally owned and operated Domino’s franchises in the St. Vrain Valley School District area partner with Allen for the pizza program. The stores requisition cases of the commodity cheese from the Denver commissary warehouse as needed to fulfill the schools’ pizza orders. Pizza is on the menu approximately twice a month in elementary grades, twice a week in middle schools and every day in high schools. Allen offers five kinds of pizza: cheese, sausage, pepperoni, vegetarian and jalapeño. Pizza is bundled with fruits, vegetables and milk as a reimbursable meal. A la carte slices have been eliminated. Each Domino’s Pizza store makes and delivers the pizzas for the schools and deducts the cost of the cheese. That reduces the cost. The cheese is lower in fat than the cheese Domino’s uses on other pizzas. But, according to Allen, students “cannot tell the difference in taste or appearance with the lite cheese; they just love the pizza!”

Impact

“Every time we have pizza on the menu, participation increases 25%” says Allen. “This is a great opportunity to offer fresh, hot pizza in the schools.” Allen sees several advantages to using the commodity 100% Real Shredded Frozen Lite Mozzarella Cheese in her program with Domino’s: “First, I’m able to use our commodity dollars most effectively. I get the most bang for my buck by doing this. Also, since I write the pizza product specification, I’m able to ensure the nutritional content of the pizza as <30% calories from fat and <10% calories from saturated fat. Finally, we are supporting the community by purchasing these pizzas locally.” The school district pizza count increased 100% when first implemented in the 2005-2006 school year.

During the 2007-2008 school year, Allen sold 60,230 whole pizzas from Domino’s, a 39% increase from when the program was implemented in 2005-2006. Allen expects a 2% to 4% increase in pizza sales during this year. “Student’s love the pizza, they identify with the brand and the pizza is a nutritionally sound item. We have also saved on our pizza food costs by using this approach. It increases our sales and our profits.”

Allen is pleased with her pizza program and the opportunities provided by using the commodity 100% Real Shredded Frozen Lite Mozzarella Cheese. Allen plans to maintain the program as long as possible. “Sometimes you just have to think outside the box for success.”



Enhance a child's nutritional intake, bundle pizza with fruits, vegetables and milk to make a reimbursable meal.

PIZZA DAY

A WIN-WIN FOR EVERYONE



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Western Dairy Association
12000 Washington Street, Ste. 175
Thermidor, CO 80581
828-481-1770
1-800-274-6449
www.westerndairyassociation.org



Use 100% Real Mozzarella
Lite Cheese for School
Pizza Programs.

Featuring the Success
of St. Vrain Valley
School District.





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Western Dairy Association
12000 Washington Street, Ste. 175
Thornton, CO 80241
303-451-7711
1-800-274-6544
www.westerndairyassociation.org

