

DISTRICT PROFILES as of 12-10-08	With 35 of the 38 Districts Reporting
What months do you consider new products?	Number of Districts looking at new products in that month
July	15
August	13
September	13
October	20
November	19
December	16
January	18
February	23
March	22
April	23
May	21
June	16
How do you prefer to receive product info.?	# of Districts
E-Mail	20
Regular Mail	8
In Person	17
Trade Show	15
House Show	6
Other (Explain)	0
What product information needs to be included in the initial contact?	# of Districts
Unit cost	34
Nutritional information	33
Menu suggestions	11
Pack size	31
Minimum order	23
Other (Explain)	0
How far in advance does your district develop a promotional activity?	# of Districts
1-3 months	23
4-6 months	12
6-9 months	0
What types of marketing materials do you prefer?	# of Districts
Signage	25
POS materials	21
Rebates per case	29

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Classroom materials	15
Other (Explain)	1
Organize the following items relating to purchasing new products, with "10 being most important and "1" being least important.	Gross Total of all rankings
Price	299
Past buying experience	161
Quality	288
Ease of preparation	219
Value	232
Personal service	145
Vendor reputation	154
Recommendations	150
Nutritional values	248
Trade show sample	113
How many and what category of schools will you open next year (2009/2010)?	Number of Schools opening
High Schools	2
Middle Schools	5
Elementary Schools	10
Other (Explain)	0
What items do you plan to "commodity process"?	# of Districts Processing this Item.
Beef	25
Chicken	23
Cheese	25
Pork	18
Flour	3
Tomato paste	9
Eggs	16
Potatoes	15
Turkey	19
Peanut Butter	17
Other (Explain)	0
Total food budget for current (2008/2009) Year	\$118,668,711
District's enrollment	828,148
Total number of Schools	985
Number of High Schools	161
Number of Middle Schools	180
Number of Elementary Schools	533

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Number of K-8 Schools	32
Number of K-12 Schools	25
Number of Charter Schools	71
Number of Satellite Programs	117
Number of Summer Program Sites	567
Average daily total student breakfasts served in all schools	176,929
Of the above number, how many breakfast are Grab & Go?	18,035
Breakfast participation % of enrollment	21.36%
Average daily student lunches served in all schools	463,321
Of the above number, how many are "Grab & Go"?	18,873
Average total daily ala carte revenue	\$718,166
How much ala carte revenue for an equivalent meal?	\$2.39
Lunch participation % of enrollment	55.95%
Average daily total after school program snacks served in all participating sites	17,090
Total number of after school snack sites	123,343
Select the meal pattern followed thru DOE agreement.	# of Districts
Food based (More importance for CN labels)	27
Enhanced food based (CN labels and need for more breads)	2
NuMenus (Less need for CN Labels, more need for nutritional compliance)	6
Select the ala carte philosophy that best describes your district's policies.	# of Districts
Power Buying Guidelines	10
Alliance for Healthier Generation Guidelines	8
35-10-35 rule	17

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Less than 200 calories	0
Other (explain)	0
What is your target food cost percentage for ala carte items?	# of Districts
25% of selling price	1
30% of selling price	1
35% of selling price	5
40% of selling price	12
45% of selling price	0
50% of selling price	14
Other (explain)	1
What is your target food cost percentage for after school snack items?	# of Districts
25% of selling price	5
30% of selling price	5
35% of selling price	2
40% of selling price	4
45% of selling price	2
50% of selling price	4
Other (explain)	0
What is your target food cost percentage for meals ?	# of Districts
30% of total revenue	1
35% of total revenue	8
40% of total revenue	18
45% of total revenue	2
Other (explain)	0
What is your target cost price for a breakfast entrée?	# of Districts
\$0.25	6
\$0.30	11
\$0.35	11
\$0.40	5
Other (explain)	0
What is your target cost price for a lunch entrée?	# of Districts
\$0.30	5
\$0.40	13
\$0.50	9
\$0.60	6
\$0.70	0
\$0.80	0
Other (explain)	0
What is your target cost price for a meal side?	# of Districts

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\$0.10	3
\$0.15	10
\$0.20	12
\$0.25	4
\$0.30	1
\$0.35	2
Other (explain)	0
What is your districts policy on trans fats?	# of Districts
We do not buy any food items containing Trans Fats.	10
We allow limited levels of Trans Fats.	18
We have no restrictions on Trans Fats.	6
If you have restrictions on sugar in cereal, how many grams do you allow?	9
What is your philosophy on high fructose corn syrup?	# of Districts
We do not buy anything containing high fructose corn syrup.	3
We allow limited high fructose corn syrup.	15
We have no restrictions on high fructose corn syrup.	16
If you have sodium limits, what is the maximum allowed per serving?	230-600 mg.

