



PRIMARY

SS23

Right here, right now....

Cost of Living

Cost of living crisis
/ Inflation rises to 9.1%, its highest rate in 40 years



Headline CPI rate will add to cost of living crisis, fuelled by rises in food and transport costs

BBC

NEWS

Headlines



Cost of living crisis
Schools in England warn of crisis of 'heartbreaking' rise in hungry children

Headteachers and food aid charities say they are struggling to cope with growing demand from families unable to afford food

UK inflation hits 40-year high as food prices jump

Food, energy and fuel price rises help drive inflation up in May at its fastest pace since 1992.

- Why are prices rising so quickly?
- People cut back on food and fuel as prices rise



Customers looking for help to eat healthily



Tesco shoppers to notice huge changes to everyday items with 'Better Basket' range

18 May, 2022 | by The Retail Bulletin



Children's weight

The percentage of children with obesity in their first year of school has risen by nearly 50% in one year, affecting twice as many children in the most deprived fifth compared with the least deprived fifth.

Year 6 children*

31.3%
are living with obesity in the most deprived areas



NHS Digital

compared with **13.5%** in the least deprived areas

*In England 2021-22

The prevalence of reception-aged children living with obesity¹ in England during 2021-22 was over twice as high in the most deprived areas (13.6%)² than in the least deprived areas (6.2%)³.

NHS November 2022

The Broken Plate 2022



Children's health trajectory

If current trends continue then, amongst children born this year, 1 in 4 will suffer overweight or obesity by the time they start school, rising to 3 in 4 by age 65.

Obesity crisis

Climate crisis



Climate change impact of food

If things continue as they are, by 2050 emissions from the food system will be four times higher than the level that is needed if the UK is to meet its net zero target.

The Broken Plate 2022



What parents say and what parents choose

Comparing data from nationwide parent questionnaires from 2016, 2018 and 2022 showed that parents attitudes towards school food provision remain largely unchanged except increase in preference for vegetarian food.

Parent Questionnaires: 2016, 2018, 2022

TOP 3 REASONS FOR OPTING IN

1) Parents want their child to eat hot meal they enjoy 2) Schools meals are FREE 3) Convenience

TOP 5 DISHES HAVEN'T CHANGED

Burger, Pizza, Fish Fingers, Roast Dinner, Bolognese

RISE OF THE VEGGIES?

28.4% of parents said that vegetarian options are important .v. 13% in 2016.

Recent data (Oct 22) from large LA contract demonstrated that parents choices reflected the national results.

	Monday	Tuesday	Wednesday	Thursday	Friday	Monday	Tuesday	Wednesday	Thursday	Friday	Monday	Tuesday	Wednesday	Thursday	Friday
	Cheese & Tomato Pizza	Chicken Pie with Mashed Potato	Roast Turkey with Roast Potatoes &	Cottage Pie	Golden Fish Fingers & Chips	Mild Bean Chilli with Rice	Pork Sausage & Mashed Potato with Gravy	Roast Chicken with Roast Potatoes &	Beef Bolognese	Battered Fish & Chips	Cheese & Tomato Pizza	Sweet & Sour Chicken with Rice	Roast Gammon with Roast Potatoes &	Beef Burrito	Golden Fish Fingers & Chips
	Vegetable Burrito	Macaroni Cheese	Sweet Potato & Chickpea Roast with Roast	Butternut Squash & Tomato Bake	Quorn Dippers & Chips	Vegetable Supreme Pizza	Veggie Lasagne with Garlic & Herb Bread	Creamy Vegetable Pie with Roast	Mild Chickpea & Potato Curry	Tomato Veggie Burger with Chips	Veggie Pasta Bolognese	Macaroni Cheese	Butternut Squash & Potato Pastry Slice with	Quorn Hot Dog with Potato Wedges	Quorn Hot Dog with Potato Wedges
Main offer 1	69.9%	18.8%	63.2%	42.3%	64.0%	10.7%	68.2%	64.3%	55.5%	80.9%	67.7%	12.6%	61.6%	14.6%	66.2%
Vegetarian	5.5%	53.8%	2.6%	7.4%	22.3%	45.4%	11.1%	4.5%	4.6%	4.8%	10.7%	57.2%	3.0%	49.7%	24.0%
Jacket Potato	10.9%	9.9%	11.6%	20.3%	5.2%	18.7%	6.5%	10.9%	15.5%	5.1%	8.6%	11.2%	13.2%	14.5%	3.1%
Tomato Pasta	0.9%	1.6%	1.7%	3.0%	0.4%	2.1%	0.8%	1.9%	1.8%	1.0%	0.9%	1.7%	2.1%	2.1%	0.4%
Packed Lunch/Sandw/h	11.8%	14.8%	19.8%	25.8%	6.9%	21.9%	12.1%	17.2%	21.4%	7.0%	11.1%	16.2%	18.8%	18.1%	5.3%
Other/Special Diets	0.9%	1.2%	1.2%	1.2%	1.2%	1.1%	1.2%	1.3%	1.2%	1.2%	1.0%	1.1%	1.3%	1.0%	1.1%

Data: LA contact October 2022

THE BRIEF

NUTRITION+ :

develop the most nutritionally positive meal possible.

SUSTAINABLE :

integrate a plant forward ethos to minimise menu impact on the environment for all clients and customers.

SENSORY :

create and serve delicious – and familiar - dishes that children will enjoy from a flavour and sensory perspective.

NUTRITIOUS + DELICIOUS

MEXICAN BEEF | VEGETABLE TORTILLA PIE

- **What:** Hearty, wholesome and accessible version of the Tex-Mex burrito
- **Opportunity:** Increasing fibre with extra kidney beans **plus** Baked Beans + swapping out white rice for brown rice
- **Extra nutrition:**
 - Extra beans = more fibre = good gut health **plus** swapping brown rice for white rice = more fibre.
 - Baked Beans add more flavour, create better consistency and texture.
 - 1 of your 5 a day
 - Beef is a source of iron.
- **Sustainable:** Plant forward with more beans / less beef means new recipe is packed full of fibre for a healthy gut.

BEEF PIE
25% = daily fibre

FRUIT & VEG:
1 of 5 a day

VEG PIE
33% = daily fibre

CHINESE CHICKEN & VEGETABLE RICE

- **What:** A healthy alternative to a Chinese - the UK's no.1 favourite take-away.
- **Opportunity:** Familiar ingredients – rice, chicken, egg omelette, vegetables. Colourful and visually appealing.
- **Extra nutrition:**
 - Lean chicken plus egg omelette = over ½ daily protein requirement.
 - Low in saturated fat.
 - Brown rice – healthy wholegrain carb for slow-release energy.
 - 1 portion of 5 a day

FRUIT & VEG:
1 of 5 a day

50% DAILY PROTEIN

LOW SAT FAT

All dishes come served with two vegetables meaning that each pupil can enjoy 3 of their 5 a day at lunch alone.

CAULIFLOWER MACARONI CHEESE

- **What:** Mac n Cheese is always a hit/ Cauliflower Cheese is childhood favourite.
- **Opportunity:** Combine two cheesy comfort classics with added vegetable and minimise waste by using both florets and leaves
- **Extra nutrition:**
 - 1 portions of 5 a day + vital vitamins C and B6
 - Cheesy Sunflower crumb = sunflower seeds are great source of healthy unsaturated fat
 - Cheese - source of calcium important for strong teeth and bones
- **Sustainable:** Plant based dish using whole cauliflower = minimal waste

FRUIT & VEG:
1 of 5 a day

24% DAILY CALCIUM SOURCE

MINIMUM WASTE



What else is NEW?

PIZZA MONDAY

What?

Every meat-free Monday, we will offer our nutritious wholewheat, cheese and tomato pizza

Why?

Parents tell us they want their children to enjoy familiar food. We think ensuring full tums is really important – now even more than ever.

Our pizza uses a wholewheat base – providing essential fibre for a healthy gut, topped with tomato sauce packed with vitamins and calcium from the cheese – it is well balanced meal.

Plus...

Serving pizza on Monday as one of the hot options is operationally easy - supporting front line teams.

ROAST PICNIC PLATE

What?

The classic Wednesday roast with herby roasted potatoes but served in a bun with crunchy coleslaw

A fresh perspective

The Roast Picnic plate is basically a roast in a bap like children and parents can regularly enjoy at family events, fairs, festivals and, outdoor gatherings. Roast meat in a bun with crunchy salad on the side.

Why?

We know that 2022 was the hottest on record. We also know that 'hand held' food is really popular + the data shows that parents often pick a roast all year round - this is simply the spring summer version.