



A National Initiative to Advance Culinary-Driven Healthy, Flavorful Foods for Kids

ANNUAL MEMBER MEETING | DECEMBER 10-12, 2024

The Culinary Institute of America at [Copia](#)

MEETING AGENDA

THEME: "THINKING FORWARD FOR THE BROADER K-12 COMMUNITY"

*Unless otherwise indicated, all meeting sessions will take place
in the Napa Valley Vintners Theater (1st floor).*

Tuesday, December 10th

2:15 PM **Registration and Refreshments**
Atrium (1st floor)

2:45 PM **Welcome and Opening Remarks: HKC Overview and Meeting Priorities**
Presenters: **Tarrah Westercamp** (Program Manager, Healthy Kids Collaborative)
 Abby Fammartino, MBA, MSFS (Director of Health and Sustainability Programs and Research, Strategic Initiatives Group, CIA)

HKC Goal: Advancing culinary-driven, healthy, flavorful foods for kids.

HKC working groups: Culture & culinary training, food & nutrition quality, flavor exploration, plant-forward cuisine. (maybe the names will change after this conference)

Help us update our HKC data with [this survey!](#)

2024 HKC Priorities:

- 1. Maintain an active and engaged Healthy Kids Collaborative membership.*
- 2. Improve the HKC outreach to the broader school nutrition community.*
- 3. Continue to expand the reach of the culinary training program.*

Membership Overview:

- 45 Operator Members*
- 11 Alliance Members*
- 16 Corporate Members*

HKC Members by state: *Nominate a food service director from our missing states!*

2024 Survey Results: *We have done a good job in keeping our goals, but we think we can do more.*

Top Priorities for Districts/Organizations for 2025:

- *Sustainability and Local Sourcing: Increase use of fresh, local ingredients and promote eco-friendly practices.*
- *Scratch Cooking and Menu Innovation: Expand scratch cooking, reduce processed foods, and meet new USDA regulations.*
- *Student Engagement and Health: Improve meal appeal and participation with diverse, nutritious options, while promoting healthy eating habits.*

Top Ways HKC can Support:

- *Menu Innovation and Collaboration: Offering more menu testing opportunities and recipe development, especially for healthier options.*
- *Networking and Partnerships: Connecting with K-12 food service directors and fostering partnerships, especially in underserved regions.*
- *Resources and Support: Providing data insights, trend reports, and educational resources, along with financial support for technology and resources.*

Top Ways HKC can Support through Impact Measurement:

- *Menu and Recipe Metrics: Measure the reduction of added sugars, increase in fresh/scratch dishes, and frequency of plant-based options on menus.*
- *Staff Training and Development: Track participation in professional development, and measure improvements in kitchen efficiency, safety, or menu quality post-training.*
- *Collaboration and Outreach: Monitor the sharing of recipes, production resources, and best practices, and gauge the impact of CIA's social media outreach on the membership.*

Additional Webinar Topics of Interest

- *HKC Working Group-focused Webinar for the Wider School Nutrition Community*
- *HKC Member Spotlights*
- *Important Updates on School Nutrition*
- *Research*

95% of respondents believe HKC is extremely or very valuable to their organization. Find resources [here](#).

3:05 PM

Member Introductions and New Member Spotlight

All HKC members and corporate members will be invited to briefly introduce themselves.

3:25 PM **10-year Retrospect: A Look Back on Where We've Been and Where We are Now**

Presenter:

Cathy Powers, MS, RDN, LD (Outgoing HKC Co-Chair)
Lisa Feldman '91 (Senior Director of Culinary, Menu Systems, and CSR, Sodexo; Co-Chair, Healthy Kids Collaborative)
Rachel Petraglia (Culinary Specialist, Georgia Department of Education)
Matt Poling (Nutrition Director, Durango School District)

HKC 10-Year Anniversary

2011- San Antonio was the first meeting.

- *2011-2013 Healthy Flavors and Healthy Kids*
- *2014-2015: Healthy Flavors, Healthy Kids for School Foodservice Professionals*
- *2015 to present: Healthy Kids Collaborative (first meeting at the Greystone Campus on 2015); 2016 first meeting at the CIA at Copia, new facility*

Open vote: HKC Footprint: Why Are You Here?:

- *Thought Leadership (13)*
 - *Culinary Competences*
 - *Trends in K12*
 - *MOC Principles in K12*
 - *Culinary Culture in K12*
- *Networking (13)*
- *Culinary Innovation (11)*
 - *Recipe Demonstrations*
 - *Plant Forward Recipe Project*
 - *Flavor Exploration*
 - *Member Partnerships*
- *Industry Leadership (8)*
 - *School Nutrition Magazine*
 - *Culinary Institute of Child Nutrition*
 - *Urban School Food Alliance*

Our HKC Community: learning together, friendly competition, sharing meals, friendship and support.

Honoring Cathy Powers.

4 PM **Short break**

4:15 PM **Flavor Boosting Ideation Activity**

Reduce sodium and sugar with natural flavor boosting ingredients and techniques that help reduce waste, save time, and make the most of the ingredients you have on menus throughout the

week. Session includes a hands-on activity and take-home materials for you to replicate the session with both staff and students!

Presenters: **Lisa Feldman '91** (Senior Director of Culinary, Menu Systems and CSR, Sodexo; Co-Chair, Healthy Kids Collaborative)
Jamie Hartz (Manager of Culinary Systems, Sodexo)

Pickling workshop!

5 PM

Framing Session: Live Brainstorm on the Theme of the Meeting, "Thinking Forward for the Broader K-12 Community"

Moderators: **Tarra Westercamp** (Program Manager, Healthy Kids Collaborative)
Abby Fammartino, MBA, MSFS (Director of Health and Sustainability Programs and Research, CIA)

What we're hearing: In thought leadership conferences, K-12 school nutrition is being recognized for its scale and potential to impact the eating behaviors and preferences of the youngest generations.

HMI-CIA Consulting and HKC were represented in a presentation and in the exhibition hall; attendees were eager to see more CIA-HKC recipes. Many also expressed interest in activity resources for staff (training on boosting flavor within new sodium and sugar limit requirements) and for students and their families (to extend healthy eating opportunities at home).

Menus of Change in 2024 and Worlds of Flavor had a strong contingency of K-12 representatives. An idea was shared to show short CIA chef videos in cafeterias to connect what's being served to a culinary tradition around the world to encourage trial and adoption of new menu items.

Upcoming Menus of Change 2025 will include a case study from NYC public schools, and there's potential to feature one more HKC district. At the Food Lab at Google, the Chef Ann Foundation was represented, and CIA's HKC was acknowledged.

People want more recipes. At the MOC Summit and conferences like Food at Google, there is growing recognition of the importance of feeding large populations in K-12 settings. Amplify the work being done.

What's new from the CIA:

New president, Michiel Bakker, gave a shoutout to HKC.

Valentina Córdoba is the new Research and Community Manager, focusing on an engagement calendar, newsletter, and connecting working groups to share what each group is working on.

The goal is to include more member spotlights on the website and in webinars.

Plans to broaden the types of webinars in 2025, based on survey feedback, to allow more member updates. Some sessions will be broadly accessible to the K-12 community outside of HKC to serve the goal of being thought leaders in the industry.

Collaboration between HLC and CIA Consulting continues to strengthen. A Teams Nutrition Grant in Texas and a grant with Johns Hopkins were received, with HKC serving as an advisory committee.

You can find [new brand assets](#) in the Member Portal: A “Proud Member” button is now available and ready for use.

5:15 PM **Networking Wine Reception with Corporate-Operator Member Speed Solutions Exchange**
The Grove at Copia Restaurant (1st floor)

6:30 PM **Meeting Adjourns for the Evening**

Wednesday, December 11th

8:15 AM **Napa Valley Breakfast**
Atrium (1st floor)

8:45 AM **Overview of the Day’s Agenda**
Presenter: **Tarra Westercamp** (Program Manager, Healthy Kids Collaborative)

9:00 AM **From K-12 to C&U, Where Kids Are Today: Datassential Presentation on Menu Trends and Young Consumer Interests**
A current look at the culinary, flavor, and menu trends resonating with Gen Z and the younger demographics, providing inspiration for winning recipes and strategies to incorporate into K-12 menus this upcoming year.

Presenter: **Bridget Hegg** (Associate Director, Client Experience, Datassential)

Menu Adoption Cycle (MAC)

The MAC tracks menu trends through four stages:

- 1. Inception: Fine dining, mixology, and specialty items appear first.*
- 2. Earliest adopters include fine dining restaurants and specialty grocers.*
- 3. Adoption: Trendy restaurants and specialty grocers embrace new items.*

4. *Proliferation: Items appear in mainstream grocery stores and chain restaurants.*
5. *Ubiquity: Items become widely available, including on K-12 school menus.*

Changing Palates Among Young Consumers

- *Hispanic influences are prominent on kids' menus (e.g., quesadillas, nachos).*
- *Emerging megatrends on kids' menus:*
- *Inception: Separate menu sections, authentic global meals, smaller portions of adult dishes.*
- *Adoption: "Play with your food" options, apps/entrées, and modified global items.*
- *Proliferation: Seasonal, customizable options.*
- *Modified Global:*
 - *Restaurants are adapting recipes for kids with fun, separate presentations (e.g., PB&J sushi rolls).*
 - *Services like Nurture Life deliver kid-friendly meals directly to families.*

Protein Preferences & Generational Shifts

Most loved proteins among U.S. consumers:

- *Chicken (61%)*
- *Bacon (59%)*
- *Steak (58%)*

Generational differences:

- *Millennials/Gen Z: Chicken*
- *Gen X: Steak*
- *Boomers: Bacon*
- *Shrimp ranks 5th as a preferred protein.*
- *Gen Z favorites: Crispy dragon shrimp.*
- *Gen Alpha trends:*
- *Chicken remains #1, but fish and seafood are gaining popularity.*
- *Many kids eat out 1-2 times per week with families.*
- *Parental involvement:*
- *52% let kids pick meals independently.*
- *40% provide some parameters.*

Outside dining challenges: Limited menu variety and inappropriate portion sizes.

Kid-Friendly Motivators for Parents:

- *Build-your-own combos.*
- *Tailored kids' menus for different age groups.*

Trend Comebacks

Newstalgia: Retro trends making a comeback.

- *Shirley Temples (43% popularity increase).*
- *Baked Alaska (+67% on menus in the past year).*
- *Patty Melts (71% of Gen Z are familiar).*
- *Caesar Salad (+14 points; variations include shrimp or salmon).*
- *Pot Pies (+5 points in 2 years).*

Popular emerging ingredients:

- *Spicy Ranch: 44% interested.*
- *Tahini: 38% (e.g., tahini maple coconut snack bites).*
- *Yuzu: 42% (e.g., yuzu cranberry sauce).*
- *Mochi: 41% (different colors and flavors).*
- *Black Garlic: 40%.*
- *Pineapple: 70% (well-loved).*
- *Harissa: 26% (used in soups, stews, dips).*
- *Focaccia: 60% (viral moment on social media).*
- *Ponzu: 36% (sauce for seafood and bowls).*

Key Findings

- *Make global flavors more accessible.*
- *Seafood consumption is increasing among younger generations.*
- *Parental preferences heavily influence menu choices.*
- *Old trends are returning alongside new, modern options.*
- *Consider emerging "new classics."*

Q&A Highlights

- *Kids' menu sizes: Are they changing? Menus increasingly cater to different age groups and preferences.*
- *Growth in cultural influences: Gen Alpha shows growing interest in Hispanic and Asian cuisines, while previous generations favored Italian.*
- *Data breakdown: Data is regionalized and varies by fast-casual trends.*
- *Data sources: Menu database: Menus scraped quarterly. Consumer database.*
- *Definition of "healthy": Previously about weight loss; now focuses on holistic well-being, including mental health.*
- *Website insights: Findings can be general or detailed, depending on user preferences.*

9:45 AM

Culinary Demo: "Schoolifying" the Trends of today

Chefs Rebecca and Rebecca take on the challenge of 'schoolifying' key trends from the Datassential presentation, including inspired riffs on 'old is new' updated classics and globally inspired recipes that kids will love, and that can be executed within K-12 menu guidelines.

Presenters: **Rebecca Peizer** (Strategic Initiatives Chef Consultant, CIA)

Rebecca Polson (Chef Rebecca K12 Consulting)

As a chef, it's important to understand the budget constraints while introducing new flavors and cultural variety to kids' menus. Small changes can make a big impact in expanding their palates.

Dish 1: Red Red

A popular Ghanaian dish found across West Africa

Main ingredients: Black-eyed peas, red kidney beans, and red palm oil (which is rich in vitamins).

Tip: Red palm oil can be substituted with other oils if needed, but it adds a distinct flavor and nutritional boost.

Dish 2: Hawaiian Bowl

A flavorful, vibrant dish inspired by Hawaiian cuisine.

10:30 AM **Networking and Refreshment Break**
Atrium (1st floor)

10:45 AM **Unlocking Culinary Potential: Dynamic Research and Partnerships for Building K-12 Culinary Capacity**

A hot off the press session delving into new research on elevating the perception of school nutrition workers and improving job quality. Presenters will share early insights from the first federally sponsored research on the school workforce, which explores the impact of professional development, compensation, retention, and recruitment on the delivery and elevated value of school nutrition programs. Learn actionable strategies to discuss workforce investments with key stakeholders, get involved in the research, and support your workforce in providing healthy, sustainable school meals for all.

Moderator: **Jennifer Miller**, Food and Nutrition Quality WG lead
Presenters: **Reece Lyerly** (Director of Research and Evaluation, Chef Ann Foundation)
 Jennifer Gaddis (Associate Professor, University of Wisconsin-Madison)

What do we know:

- *Roughly 339,000 public school food service workers (SFWs)*
 - *# has declined over the past decade, although not uniformly across states; mainly PT workers*
- *Public SFWs are:*
 - *older than the overall workforce (median age of 52 compared to 28 for other food service workers)*
 - *almost entirely female (93%)*
 - *more likely to be Black or Latino than the overall workforce*

- *more likely to work part time than other public school staff and workers generally*
- *Median hourly wage for SFWs is just \$12.78*
 - *Wages have declined slightly (in real terms) since 2008-12.*
 - *SFWs earn less than other food service workers (\$13.08), and well below other classified workers (\$16.98) and institutional cafeteria workers (\$16.01).*
- *Scratch cooking varies widely, partly due to staff shortages*
- *Part-time staff are the backbone (4 out of 5)*
- *Seasonal employment significantly reduces annual earnings. Hourly workers at ~80% of schools work 9 months or less/year.*
- *Full-time work at \$12.74 per hour pays \$26,500 (with a 12-month contract)*
- *Full time jobs have a wage premium. But schools are not offering strong seniority or incentive pay to retain employees.*

Beth Katz led a project in California focusing on housing affordability and they found:

- *94% of surveyed city and suburban districts had one or more jobs that paid below the basic housing wage (in their locality).*
- *55% of town and rural districts had a job that paid below the basic housing wage.*

How can we actually change things: 3 inputs:

- *Free school meals for all students*
- *Workforce development and improved compensation*
- *Local purchasing incentives to support farms and schools*

District Examples of Success:

California (2022-23 budget)

- *\$600 million for school kitchen and equipment upgrades to support scratch cooking*
- *\$611.8 million on an ongoing basis to supplement federal reimbursement rates*
- *\$45 million to support the California Healthy School Meals Pathway program for school foodservice workers*
- *Local purchasing grants*

Colorado (scheduled 2024-25; canceled?)

- *Wage boost grants*
- *School districts are eligible to receive grants to boost wages and benefits for front-line cafeteria workers*

- *Parent & student advisory committees*
- *These committees give decision-making power to students and parents to advise their district on food selection to ensure meals are culturally relevant, healthy and appealing.*
- *Local purchasing grants*

Systemic Change Approach: 3 Key Components:

- *Recruitment*
- *Training*
- *Breaking barriers (e.g., addressing challenges in the workforce).*

Healthy School Food Pathway Campaign:

- *A comprehensive career development program:*
- *Pre-apprenticeship, apprenticeship, and fellowship.*
- *Phases: Design, Piloting, Implementation.*

California HSFP Findings (Progress Report, Late Summer 2024):

- *Evaluation Objectives:*
 - *Identify barriers and facilitators to program participation.*
 - *Track changes in knowledge, skills, and attitudes about school food careers.*
 - *Follow participant career trajectories.*
- *Outcomes:*
 - *58% of pre-apprentices have entered apprenticeship programs.*
 - *Increased self-reported competency in school food management and cooking.*
 - *High likelihood that apprentices will continue working in school food for 1-5 years.*

Key Insights from USDA Listening Sessions

- *Job Satisfaction:*
 - *Negatively impacted by poor compensation, lack of respect, autonomy, training, and stressful work conditions.*
 - *Positively impacted by fair compensation, alignment with caregiving responsibilities, strong school-community relationships, and connection to the mission of feeding children healthy, local food.*
- *Program Impact:*
 - *Fresh preparation and values-aligned procurement can improve job quality, increase participation, and support resilient local food systems.*

- *Financial and Policy Solutions:*
 - *Effective financial arrangements and policy interventions are necessary to improve labor conditions and support culinary-driven menus.*

Discussion Questions and Action Steps

- *Strategy to Elevate Jobs: How can we upskill workers, offer higher wages, and provide more autonomy to school food directors?*
- *Collaboration: How can we elevate and better communicate the professionalism within the school food workforce to recruit and retain skilled operators?*
- *Data: What data is most critical for driving positive change within the school food workforce?*
- *Communication: How can we reframe the conversation about school food workers to highlight their culinary potential and the community value of HKC-style school meals?*

USFW Key Objectives:

- *Increase understanding of the current state of the school food workforce and the structure of their jobs*
- *Increase understanding about how, if at all, recruitment, retention, and job satisfaction are impacted by school/school food authority characteristics/employment structure*
- *Identify the most promising strategies for creating a stable and respected school food workforce equipped to provide fresh, healthy meals to students that support resilient local and regional food systems*

Q&A:

Strategy to elevate jobs, enhance skills, and increase pay: This is a recurring theme from our listening sessions. Many have expressed concerns about the limited autonomy of school directors to make changes within their programs. There is a clear desire to elevate the workforce—providing higher skill development and corresponding pay raises.

Barriers vs. Technical Changes in Schools: A major topic that came up is the need to identify barriers that seem fundamental and insurmountable versus areas where technical changes could make a significant difference. Understanding what truly stands in the way of progress will help us focus efforts where they can have the most impact.

The Role of Data: Without data, we struggle to gather the collective information needed to advocate effectively. How can we better connect the pieces within the

data we have? It's crucial that we show how our work translates into measurable impacts. By improving how we present and analyze this data, we can strengthen our ability to lobby for the necessary changes.

Federal Policy and Advocacy: On the federal level, there is a noticeable vacuum in leadership. Who do you think should be the primary voice advocating for this cause? The lack of clear direction from federal policymakers makes it difficult to rally support and drive the needed changes.

11:45 AM **Member Debrief and Brainstorm**

Abstract TBD Allowing for themes and ideas to emerge, note taking, etc

Facilitators: Tarrah Westercamp, Jennifer Miller

12 PM **Walk Around Networking Lunch**

Atrium (1st floor)

1 PM **Working Group Breakout Session 1 of 2**

The first set of breakout sessions will focus on group reflections on the prior year's group work and the case studies heard thus far, with a goal to consider how HKC can lead the K-12 industry through resource development in 2025. Note: to fill out the google form!

Working Group Breakout Session Meeting Locations

WG leads to have google drive links (included below as well) to agendas for note-taking for WG meetings:

- [Planet-Forward](#) | Private Dining Room 1 (1st floor)
- [Flavor Exploration](#) | Private Dining Room 2 (1st floor)
- [Culture & Culinary Education](#) | Founders Boardroom (2nd floor)
- [Food & Nutrition Quality](#) | Napa Valley Vintners Theater (1st floor)

During the next session, Valentina to help organize the findings from the google form to prep topics on the easels for the afternoon group session; find top 3-4 priorities/themes

2 PM **A Look Outside and In: Promoting Plant-Rich Menus and Sustainability Effort through Storytelling**

An exploration of K-12 foodservice in the UK and how districts are promoting plant-rich dishes to students through menu and operation design as well as storytelling, and the impact, challenges, and opportunities of these efforts, including how to take action. We'll hear updates on how the planet-forward working group is telling the story of sustainability efforts including promoting more fruits, vegetables, and plant-rich menus.

Presenters: **Colette Fox** (Head of Programme, ProVeg UK)
 Matt Poling (Nutrition Director, Durango School District)

ProVeg Goal: To increase the quantity, quality & uptake of plant-rich food in schools.

Everything we do is evidence-based.

Overview of how school food works in the UK.

- *Local authorities (LAs): local government, high volume, high impact, achieved efficiency*
- *Individual schools in-house: lower volume, therefore lower impact*
- *Contract catering companies: high volume, and therefore high impact, historically less open to engage*

Common challenges:

- *We have a different situation. It won't work here.*
- *Food policy restrictions: focus on what you can do. Not what you can't.*
- *Lack of kitchen equipment.*
- *Fear of change. Especially with food.*
- *Children won't like it. Food will be wasted. They will bring a packed lunch instead.*
- *Plant-based food tastes funny.*
- *There's not enough protein.*
- *It will be more expensive.*
- *We don't have any vegan children.*

Why we do this:

- *For Children's Health:*
 - *Plant-based foods are packed with nutrients and fibre.*
 - *Lowers the risk of lifestyle diseases.*
 - *In England, almost 1/4 of children are overweight.*
 - *Processed meat is a group 1 carcinogen.*
 - *Red meat is a group 2 carcinogen.*
- *For Planetary Health:*
 - *Plant-based meals have a way lower environmental impact.*

How we do this:

- *Menu Consultation*
- *Recipe Development*
- *Training for Caterers*
- *School plates awards: nudging positive behaviors, meat-reduction and plant-based promotion*
- *Peer-to-peer support*
- *Teaching materials*

We had one partner when we started out in 2018, we then added 3 partners, and 7 years on we've acquired a significant number.

- *75 major catering partners*
- *Over 7,500 schools*
- *Over 1.25 million children*
- *37,502,730 meals swapped*

Top 10 Takeaways:

- *Where are you now? Where do you want to get to? What steps can you take? Break it down.*
- *Start with small changes + build (naming + positioning)*
- *If concerned how it will land, do it quietly.*
- *Focus on the positives of what you are adding, not what you are taking away.*
- *Focus on familiar favourites.*
- *Try 'blending' + increase plant protein over time.*
- *Taste testing sessions with kids + involve parents/ teachers.*
- *Food education + involvement will increase buy in.*
- *Try to collect data + evidence as you go.*
- *It takes time. There will be setbacks. Things will sometimes go wrong. But keep going! Things will suddenly click!*

Plan(e)t Forward in Action – Matt Poling

- *WG name change to more accurately reflect our mission*
- *Storytelling Through Short Videos*
- *Produced by both SFA's and Industry Members*
- *Shared on socials and local outlets*

The parents and the district support the school program and the local initiatives in the town, which makes the job easier.

Durango School District Plan(e)t Forward Initiatives

- *School To Farm Waste Diversion: the company approached us to take school food waste, but it was very expensive, we had to say no. There had to be a way to do that in our own way → started collecting food scraps in all the kitchens for chickens and ducks → formalized the process to track food waste.*
- *SOIL Lab*
- *All New Buildings Will Meet Sustainability Standards (CHPS, etc.)*
- *All Schools Have A Student Led Green Team*
- *Solar Parking Lots*
- *Electric Busses*

- [Sustainable Landscape Challenge](#)

[Plant Forward Youtube Channel.](#)

- 2:45 PM **Full/Small Group Discussion Around HKC Progress and Priorities**
A full group session to discuss the results from the google form responses, to discuss potential priorities for 2025 and beyond where HKC can lead the K-12 industry in further expanding sustainable operations and menus, based on new ideas from prior presentations. Outcomes from this session could 'seed' the final working group session for tomorrow, so WG report-outs help solidify the broader HKC priorities.
Facilitators: Leadership Advisory Council
- 3 PM **Kitchen Session Overview**
- 3:05 PM **Break/Time to Move to Kitchen**
- 3:15 PM **Kitchen Orientation for Hands-on Activity**
Hestan Kitchen (2nd floor)
- 3:30 PM **Hands-On Kitchen Session**
5 teams (Should have sponsor feature products by Monday 9/11; included those in menu items by team below.

See kitchen session handout for attendee instructions and details

Team	Chef Lead	Director Lead	Corporate member products to utilize	Recipes Submitted
1	Jason Hull	Jamie Hartz	PepsiCo <ul style="list-style-type: none"> • <i>Tostitos</i> 	1 breakfast and lunch recipe with Tostito's 1 lunch recipes (in above link) as updated classic
2	Andrew Urbanetti	Juan Gonzalez	National Peanut Board <ul style="list-style-type: none"> • <i>Peanut butter</i> 	1 lunch recipe with peanut butter 1 breakfast recipe as updated classic
3	Bertrand Weber	Jessica Shelly	National Peanut Board <ul style="list-style-type: none"> • <i>Peanut butter</i> 	1 breakfast recipe with peanut butter (pancake and compote) 1 lunch recipe as updated classic
4	Rebecca Polson	Jennifer Miller	PepsiCo <ul style="list-style-type: none"> • <i>Tostitos</i> 	1 breakfast and lunch recipe with Tostito's 1 breakfast recipe (in above link) as updated classic

- 4:45 PM **Teams Dishes Complete for Judging/Tasting**
- 4:45 PM **Networking Wine Reception and Kitchen Session Tastings**
Hestan Kitchen (2nd floor)
- *Each team to set out 20-25 small tasting size portions of each of their dishes for tasting at the reception by 4:45 pm, and then enjoy reception, and vote for people's choice*
- 5:30 PM **Meeting Adjourns for the Evening**

Thursday, December 12th

- 8:00 AM **Napa Valley Breakfast**
Atrium (1st floor)
- 8:30 AM **Kitchen Session Presentations and Winner Announcement**
- Breakfast item winner: Team 2: Peanut Butter & Jelly French toast muffins*
Lunch item winne: Team 4 Pork Chilaquiles
People's choice breakfast winner: Jalapeño cheddar biscuits and gravy
People's choice Lunch: pork chilaquiles
- 9:00 AM **Flavor Exploration Kitchen Demo Session – All About Kolaches!**
Abstract TBD
Presenter: **Rachel Petraglia** (Culinary Specialist, Georgia
Department of Education)
[Recipes here](#)
- [History of Kolaches:](#)
As Czech immigrants founded communities during the 1880s in rural Texas, later known as the Texas Czech Belt, the flavors and fillings evolved. Pineapple, blueberry, strawberry and cream cheese are just a sampling of flavors available today.
Kolaches are very popular in Texas, having over 250 Czech communities.
While traditional kolaches are fruit-filled, a Texan twist evolved when they were made with sausage, cheese and jalapeños.
- The flavor exploration group realized that there was a need for better breakfast items for students, less chocolate and sugar, but still keeping the flavor.*
Kolaches were brought up as something hitting the market place.
- California provided some funding for scratch cooking, and in the working group we started cooking fresh baked dough. It was exciting to have a product that was so versatile and appealing to kids.*
- [K-12 Schools in the Top 50 Currently Serving Kolaches](#)
- *Austin ISD: Sausage Kolache, Sausage & Cheese Kolache*
 - *Cypress-Fairbanks (Houston): Sausage & Cheese Kolache*

- *Houston ISD: Jalapeno Cheese Kolache*
- *Northside ISD (San Antonio): Breakfast Kolache*
- *Cupertino USD: Jalapeno Cream Cheese*

The kitchen figured out using measuring cups for a large production. The kitchen teams learned to perfect the execution of working with the dough.

Some kolaches we made: meatball, pear, peach, blueberry, buffalo chicken, sausage and cheese (a little spicy).

Cooking demo: Jalapeño Honey and Pear Kolache.

9:30 AM

Report Out on 2024 Operator-Corporate Member Collaborations

5-min rapid fire presentations from operators who want to present off website stories and photos.

Presenters: **Matt Poling** (Nutrition Director, Durango School District) with Voyage Foods
Jodi Green (Sales Development Manager, Okanagan Specialty Fruits) with Cincinnati Public Schools
Bertrand Weber (Culinary and Wellness Services Director, Minneapolis Public Schools) with **Jodi Batten** (National Sales & Marketing Director, Red Gold)

Matt Poling - Voyage Foods, using unique ingredients like grape seeds, the hazelnut free spread tastes like a Nutella product. We created a quinoa breakfast bar and it turned out to be successful.

Jodi Green - Cincinnati Public School & Okanagan Specialty Fruits - Arctic Apples, three varieties, already sliced. We partnered with the Cincinnati Public Schools to come up with recipes and we came up with 4: Waldorf salad, Granny apple carrot salad, apple yogurt parfait, roasted granny apples. We had a great feedback.

Bertrand Weber with Jodi Batten - Minneapolis Public Schools & Red Gold. Red Gold was developing a pea crumble pasta sauce. Having a collaboration between a manufacturing and a school is a great example of what this collaborative is about. We came up with 4 plant-based recipes.

Kevin Jenknis with Susan Renke - Garland ISD with Pacific NW Canned Pears. Creating gourmet dishes from everyday local ingredients. Kids loved it.

Rachel Huber - San Diego Recipe Testing, Pepsico foodservice - Savory Breakfast Quaker cheesy buds and tots bake (125 samples). Multigrain pita chips and hummus platter.

10:00 AM

Networking and Refreshment Break

Atrium (1st floor)

10:15 AM

Working Group Breakout Session 2 of 2

Working groups will meet to discuss how to take learnings from the meeting and discuss top priorities and action plans in service of the broader K-12 community for the upcoming year.

Working Group Breakout Session Meeting Locations

WG leads to have google drive links (included below as well) to agendas for note-taking for WG meetings:

- [Planet-Forward](#) | Private Dining Room 1 (1st floor)
- [Flavor Exploration](#) | Private Dining Room 2 (1st floor)
- [Culture & Culinary Education](#) | Founders Boardroom (2nd floor)
- [Food & Nutrition Quality](#) | Napa Valley Vintners Theater (1st floor)

[Food & Nutrition Quality Working Group](#) - New Name: Pro-motion - try to get out all the work that is being done within the Collaborative to a broader K12 Community.

- Website Updates
- Newsletter
- LinkedIn
- Storytelling
- Project: Toolkit or Best Practices

[Flavor Exploration Group](#): co-chairs: Kristen and Marlo

- Flavor Hacks: really focusing on reducing sodium and sugar, showcasing cultural appreciation, food history
- Be accessible to all schools: share elaborate and non-elaborate recipes, all sizes and abilities

[Planet-Forward Group](#): co-chairs: Vanessa, Jason, Jaime

- Youtube Channel
- 2 year-Project : create resources for school districts to have a sustainable cafeteria
 - First year: setting a foundation
 - Second year: producing
- Be accessible
- Stay positive

[Culture & Culinary Education](#): co-chairs: Kevin, Juan

- *Creating online resources for all HKC: training for other school districts*
- *Collaboration of Flavor Exploration*

11:00 AM **Working Group Report Outs and
Final HKC Member Reflections on 2025 Goal Setting**

HKC Goals 2025:

- *Storytelling*
- *Resources - amplify what's out there*
- *Accessibility - reach, mapping the ecosystem, getting more states represented, and more chefs*
- *Not duplicating efforts*
- *Funding - share opportunities among collaboratives*
- *Culinary inspiration and Nutrition*
- *Highlight what each different member brings and can offer (by professional affiliation?)*
 - *Webinars quarterly: open audience*
- *Strategic Plan that can help lead the overall group and subgroups*
 - *Amplify impact by aligning on a topic*
 - *Ideas: pickle day; come up with culturally diverse recipes*
 - *Media: marketing team, media partners, press release*
 - *Marketing through the CIA*
 - *Best Practices by HKC Conference (or represent at existing events)*
 - *Ready to use ppt*
- *Content Calendar*
 - *Open access webinars*
 - *Dan Giusti - Brigaid: reach out*
- *Culinary strategies and ways to procure an item*
- *Connecting across the WG's all year long*

11:45 AM **Closing Remarks**

12 PM **Meeting Adjourns/Lunch on Your Own**