







# SuperFood




HEROES

## Increasing Consumption, Preference, and Knowledge of powerful VEGETABLES

### SuperFood HEROES Outcomes




-  **Increase** student recognition of targeted vegetables
-  **Increase** proportion of students consuming the targeted vegetables at school and home
-  **Increase** student preferences for targeted vegetables
-  **Increase** knowledge students have about the benefits of eating the targeted vegetables

### Benefits of Implementing SFH

-  **Increase** the number of students selecting specific vegetables offered in the USDA school meal program
-  **Provide** valuable feedback to food service employees regarding the vegetables most enjoyed by students
-  **Enhance** the HEROES initiative efforts

### INCENTIVES

*Track and reward healthy behaviors*

-  Utilize selected Reward Path
-  Encourage and reward students throughout the program
-  Set attainable yet challenging milestones





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### TASTE TESTS

*20 weeks of 40 taste tests*

-  3-5 targeted SFH vegetables
-  Taste tests prepared in a variety of ways
-  Focus on offering each vegetable 8-10 times\*
-  Targeted vegetables also served on cafeteria menu

### TALKING POINTS




*Increase knowledge with fun facts*

-  Use in daily announcements
-  Incorporate into classroom media
-  Add to menus, healthy bulletin boards, newsletters



### VEGGIE POWER BREAKS

*Quick interactive lesson plans that incorporate SFH into subject areas*

-  Use as ice breakers or end of day trivia
-  Collaborate a lesson with taste test
-  Increase knowledge, awareness, and recognition of vegetables



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HEALTHY, ENERGETIC, READY, OUTSTANDING, ENTHUSIASTIC SCHOOLS