



**The National
Resource Center on
Nutrition & Aging**

**MAKE YOUR MARK:
OFFER MORE CHOICES**
MARCH 19, 2020

POLL QUESTION #1

Did you participate in the Tuesday March 17 Senior Nutrition Network COVID-19 Response Townhall?

- Yes
- No





**The National
Resource Center on
Nutrition & Aging**

OPENING REMARKS

Keri Lipperini
Administration for Community Living



**The National
Resource Center on
Nutrition & Aging**

INTRODUCTIONS

SPEAKER INTRODUCTION



Chef Gerald Drummond

- Executive Chef – Campbells Food Service
- America's Division | Campbell Soup Company

Angie Bradford

- Director of Food Service
- Woods County Committee on Aging





Make Your Mark: Offer More Choices
March 19, 2020

Campbell's



Campbell's
FOODSERVICE
MADE TO SERVE™

NUTRITIOUS

Campbells Foodservice Team



Gerald Drummond
Executive Chef
North American Foodservice

Speed Scratch Definition:

“ *Speed Scratch* cooking means using convenience, or ready-made products and adding a few fresh ingredients to personalize it and round out the meal. ”

Source: <https://www.cookwithcampbells.ca/articles/speed-scratch-cooking/>

Speed Scratch Solution for Foodservice Operators

#1

- More than now operators are looking for solutions to offset labor and skill issues that are prevalent in the foodservice industry.
- Speed Scratch Recipes are one way to for operators to maximize / combat these on-going headwinds.
- When developing Speed Scratch recipes, operators should partner with a trusted food company, when possible or leverage resources from reputable sources.

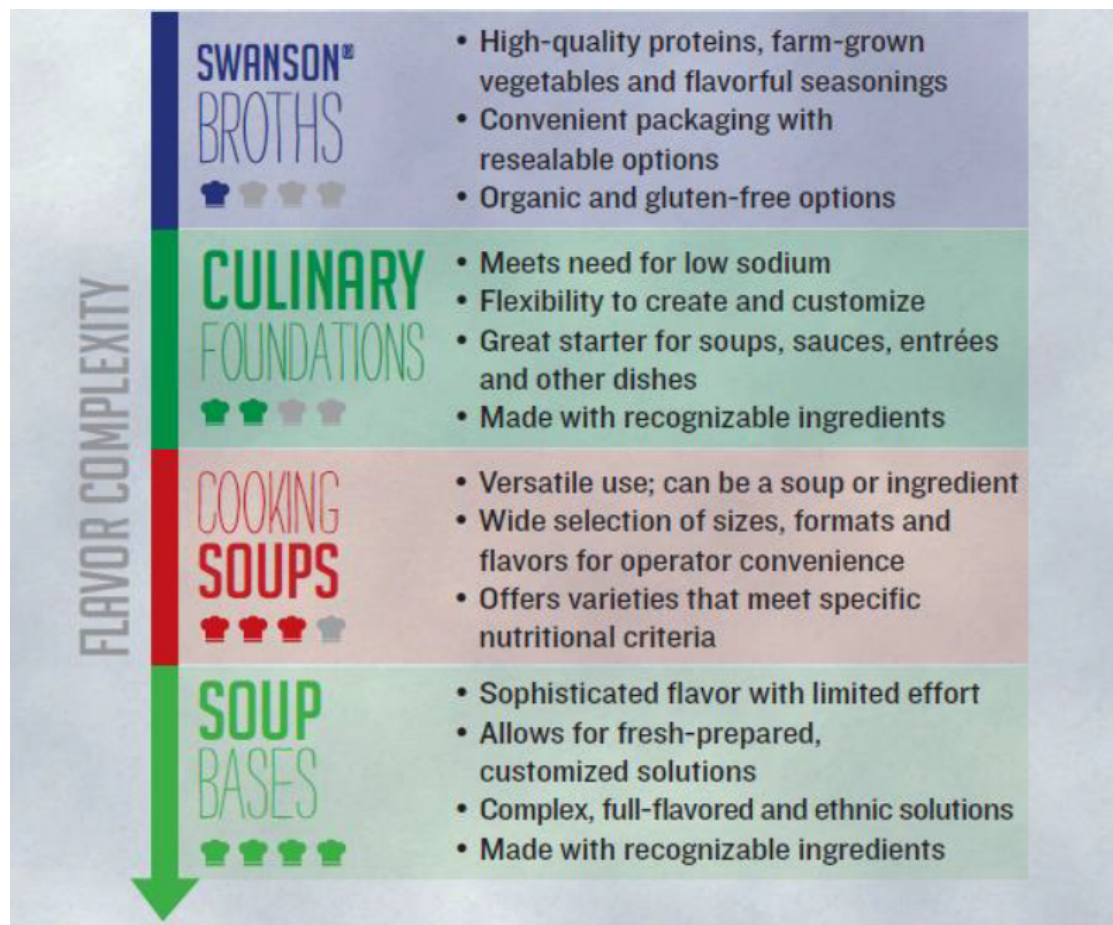
Benefits of Speed Scratch Cooking

- Save time and labor costs
- Adds value and quality
- Helps assure consistency
- Supports seasonal flexibility
- Simplifies menu development and design
- Lowers need for inventory and equipment
- Easily implemented in BOH operations
- Exceeds customer expectations

What is a Speed Scratch Recipe?

Components:

- Ingredients
- Directions
- Speed scratch ingredient highlighted



Speed Scratch Solution for Foodservice Operators

#2

- Keep these 3 things top of mind when developing Speed Scratch recipes.
 - Minimal ingredients, preferably ingredients already in inventory
 - Minimal steps/procedures to the recipes
 - Minimal time to complete the recipes

Following these 3 things will benefit the operator when it comes to menu development & labor / skill control.



Campbell's Chef-Driven Culture Focused on Bringing Trends to Life

Campbell's *Culinary* TRENDSCAPE 2019

**MODERN
MUSHROOMS**



**NORTH AFRICAN
FLAVORS**



**ALL-DAY
DINING**



**NEXT LEVEL
TEXTURE**



**VEGETABLE
EVOLUTION**



**WELLNESS
SIPS**



Certified Master Chef Leadership / Culinary Insights & Trends / Innovation, Recipe Development, Menu Ideation / Active Collaboration & Co-Development

Meal Planning Issues



Top Operator Concerns

Senior Living Operators

Base: 450 (All respondents)

Q: With regard to your foodservice department today, how concerning are each of the following factors:

<u>Rank</u>	<u>Concern</u>	<u>Fastest risers</u>
1	Satisfying residents	#5
2	Managing food costs	#9
3	Rising food costs	#10
4	Motivating healthier eating	
5	Rising labor costs	
6	Retaining qualified labor	
7	Shrinking budgets	
8	Improving value	
9	Keeping up with menu trends	
10	Aligning the menu with resident interests	

Where possible, work with a food company that will partner with you on all aspects of planning and development, implementation and customized on-going support



*Key competitive advantages

Healthcare, Aging Services and Senior Living Evolving Quickly

	Long-Term Care	Senior Living	Aging Services
Role of Foodservice	Primarily nutrition	Recruitment, engagement, satisfaction	Nutrition, engagement, satisfaction, socialization
Health	Focused on traditional dietary definitions (e.g., diabetic, low in sugar, etc.)	Traditional and new better-for-you definition (e.g., fresh, wholesome)	Adhering to national nutrition guidance, and local tastes/preferences
Menu	Traditional, safe, diet-driven	More vibrant, experimental flavors, 'restaurant-like'	Varied: traditional, regional/local character, evolving interests
Organizational Needs	Simple BOH solutions; little skilled labor	Easy but creative solutions	Simple but creative BOH solutions; limited labor

Understanding Healthcare Foodservice Technomic 2018

Two Critical Issues in Food and Aging Services

Sodium content in prepared foods

“When purchasing premade foods the **most consistent complaint** among operators was that many of these products contain well **beyond** what they consider to be a **healthy level of sodium**”

Balancing dish complexity with staff skill level

“ Given the **shortage of skilled foodservice laborers**, many operators are forced to redesign the menu with dishes that **require less skill** to create. ”

Understanding Healthcare Foodservice Technomic 2018

Summary

- Speed Scratch Recipes can be very beneficial for operators to simplify menu development, optimize available resources, and address evolving client tastes.

Thank You

Chef Gerald Drummond
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POLL QUESTION #2

Do you use Speed Scratch cooking techniques at your organization?

- Yes
- No

If yes, please share with us specific ways this technique helps your organization offer a variety of meals for the seniors you serve.





MAKE YOUR MARK-- ENHANCE CHOICES

ANGIE BRADFORD

Director of Food Service

Wood County Committee on Aging

Bowling Green, Ohio

WOOD COUNTY COMMITTEE ON AGING, INC.

Mission & Services

The mission of the Wood County Committee on Aging, Inc., shall be to provide older adults with services and programs which empower them to remain independent and improve the quality of their lives.

Services include:

Noon Meals- Home delivered & Congregate (M-F)

Evening Meals- at the Wood County Senior Center (T,W,Th)

Social Services/Nursing

Transportation-to congregate sites, grocery shopping, medical

Programs- fitness, technology, support groups, etc.



WCCOA - PRODUCTION KITCHEN



Meals are distributed out of the Production Kitchen to our eight congregate sites and to over 525 homebound clients daily.



NO RESERVATIONS REQUIRED!

Lunch meals require NO reservations at our eight congregate sites

- Sites call in a “guesstimate” count based on:
 - Menu
 - Programs at Site
 - Other area programs

Able to keep “waste” at about a 7% average



WCCOA - LUNCH MENU CHOICES

PROS:

Choice of red meat/ non red meat options – nonmeat option during Lent

Even out food cost with a lower cost entrée item

Easier on the kitchen staff when one is a harder prep item

Variety and choice!

Not everyone likes liver & fish

Can cater to older seniors and younger seniors by providing two options

CONS:

Difficulty in menu writing to ensure both entrée choices go with the other menu items

Guesstimating the amount of each entrée needed to order

If serving out restaurant style harder to serve

Serving TWO favorites . . . Oh no!



WCCOA - EVENING MEAL OPTION

- Evening meal is served at 5:30 pm only at the Bowling Green location
- Reservations are required by 2 pm the day of
- Prepared on site
- More upscale than the lunch menu
- Catered more towards the younger seniors
- No choice of entrée but can ask for a chicken breast when placing reservation
- Served restaurant (sit down) style
- Many organizations come in to help with serving of the meals
- Easier to attend for working seniors



BGSU ROTC GROUP SERVING DINNER



WCCOA - MEASURING CLIENT SATISFACTION

- Menu Talk is conducted at all eight congregate sites annually— during this program the Director of Food Service explains the requirements set forth by the federal and state departments (Older American’s Act, Ohio Dept. of Agriculture, etc.) and asks for input regarding the menus
- Surveys are distributed and completed by the participants at Menu Talk. These surveys are tallied; which helps to incorporate suggestions and ideas into upcoming menus
- The ACL POMP survey (edited to fit my needs) is distributed annually to the home delivered meal clients -- <https://acl.gov/programs/pomp>



CONTACT INFORMATION

WOOD COUNTY
COMMITTEE
ON
Ageing

Angie Bradford

Director of Food Service

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<http://wcco.net/>



POLL QUESTION #3

What barriers do you face to offering a choice menu to the seniors you serve?

- Staffing
- Equipment
- Training
- Other

If you selected other, please let us know what specific barriers you face.



KEEP ON CELEBRATING: JOIN US NEXT WEEK

All of March, the Administration for Community Living has prepared a series of weekly webinars.

Webinar #4

Title: Make Your Mark on Food Insecurity

Date: Wednesday March 25

Time: 3:30pm – 4:30pm ET

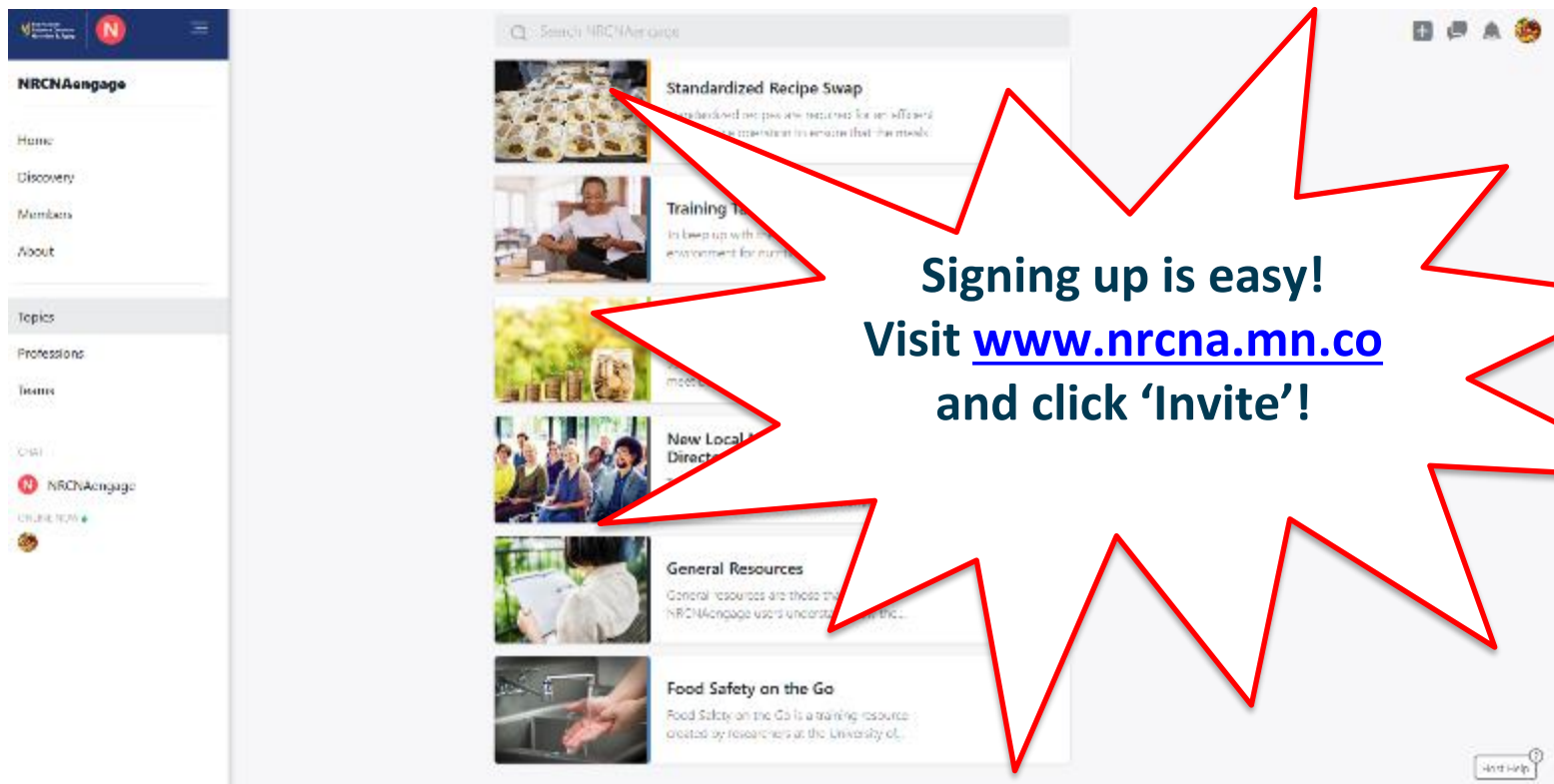
Register:

<https://register.gotowebinar.com/register/8308572170612103181>



CONNECT WITH YOUR PEERS VIA NRCNAengage

NRCNAengage is an online venue for senior nutrition program staff, nutrition and aging professionals across the country to connect, share best practices, resources, recipes and ideas for action!



The image shows a screenshot of the NRCNAengage website. On the left is a navigation menu with links for Home, Discovery, Members, About, Topics, Professions, Issues, and a list of users including NRCNAengage. The main content area features a search bar and several article cards: 'Standardized Recipe Swap', 'Training in...', 'New Local Direct...', 'General Resources', and 'Food Safety on the Go'. A large red starburst graphic is overlaid on the right side of the page, containing the text: 'Signing up is easy! Visit www.nrcna.mn.co and click 'Invite'!'.



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THANK YOU