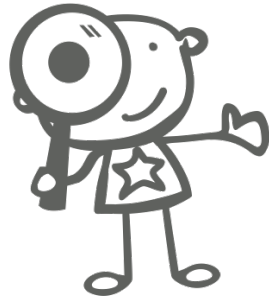


The Principal's Guide to the Real Food Lunch Club



1. A fresh new approach to school lunch

Who is Real Food for Real Kids and what's the Real Food Lunch Club?

Real Food for Real Kids (RFRK) is Canada's leading caterer of delicious, healthy, all-natural meals and snacks for kids. We make food for kids in childcare centres, elementary schools and camps. The Real Food Lunch Club (RFLC) is a first-of-its-kind program that provides all-natural, litter-less meals to kids in their school lunchroom, keeping them energized for their busy day.

How does the Real Food Lunch Club work?

It's simple. RFRK cooks up inspired lunches – fresh from scratch – and delivers them in time for your school's lunch. At the school, an RFRK-trained Lunch Club Coach (LCC) arrives to set up lunch (which comes with a side helping of nutrition education). At lunchtime, kids dig into a delicious hot lunch using their own reusable lunchware and cutlery. When they're finished, kids pack up their lunchware (to get washed at home), and head straight out for recess.

What's the difference between RFRK and other catered lunch providers?

Other caterers seem content to reheat ready-made, highly processed foods and call it "cooking". To us, that's like calling a floor lamp "sunshine".

RFRK makes all natural lunches fresh from scratch with recipes we've dreamed up ourselves. We're obsessed with the quality of our ingredients: no artificial, highly processed, or factory farmed anything, and we dismiss the status quo of salty, highly-refined, high-fat school lunches (they're linked to poor school performance and more health problems anyway). And to top it off, our lunches are litter-less. We give schools, parents, and even kids, something (good) to brag about.

What's a Lunch Club Coach?

A LCC is an inspired, enthusiastic ambassador of Real Food! Hired and trained by RFRK, LCCs:

- are full of nutritional knowledge and bite-size tips that help inspire kids (and teachers) to try new things and build lifelong healthy food habits
- hold current Toronto Police Reference Checks (under the Vulnerable Sector Screening Program)
- lead the lunchtime set up, serving, and clean up. You get to sit back and relax (or line up and dig in!)

What kind of variety is offered on the menu?

Each hot meal has four parts: a meat or legume protein (like our Moroccan Chicken or Chickpea Chowder), a whole grain (like whole wheat pasta, quinoa, or brown rice), delicious vegetables and fresh fruit. Every child in the program (unless they have a dietary restriction) eats the same 4-part meal and healthy food becomes the lunchroom norm. The RFRK menu rotates through a 4-week cycle. And since we change our menus seasonally, kids will see three entirely different menus throughout the school year.



How much do lunches cost?

Prices range from \$4.⁰⁰ to \$5.²⁵ + HST per child per day. The exact price depends on which Board your school falls under, the type of menu selected, and the number of kids a family is registering in the Lunch Club.

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Are there any minimum registration requirements?

Yes, the minimum enrollment to start and maintain a RFLC is 50 kids each day, two days per week.

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What happens if registrations drop below 50 kids over the course of the year?

First, we'll work to see if we can find the root of the problem. Then, we'll partner with your school community to encourage more parents to sign up their kids. Parents can register at any time throughout the school year; but often families aren't aware of this late entry option. If we still can't raise the enrollment to 50 kids, we'll meet with you to figure out the best way to transition the RFLC out of your school.



2. Admin and logistical details

Does RFRK have (or need) approval from my school board before offering their service in the school?

If your school administration and parent council approve a RFLC for your school, you're set.

Toronto District School Board (TDSB) schools require that catered lunch providers be approved at Board level. Not to worry, we've been serving up lunches in TDSB schools with (grand) approval from the Board since 2009.

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Who manages all of the registrations? How much work will this be for our admin team?

We do! And zero... leave it all to us. RFRK manages all registrations via our online registration site and takes care of all administrative work and troubleshooting with parents.

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Can staff participate in the Lunch Club?

Absolutely. And as our way of saying thanks for their year-round hard work and healthy role modeling, school staff are offered a special discount: just \$3 + HST per lunch. Staff portions are 1½ the size of student portions, and staff register online (just like the kids).



Our school is stuffed! What kind of space will the Lunch Club require in the school?

All that's needed is a small (and we mean small) space with a power outlet, a sink with running water for hand washing and a communal dining space where kids can gather to eat together. A fridge and oven or microwave are added bonuses.



Does the program require volunteer help?

Depending on the layout of your lunchroom and the timing of your lunch breaks, the Lunch Club may need parent volunteers to keep it running smoothly. Once we've had a chance to visit your school, we'll be able to let you know if you'll need to recruit volunteers. Our goal is to keep the need for volunteers to a minimum.



What do I need to know about Public Health regulations?

Nothing, really, because we've got it covered. At RFRK, we want to make sure that our food is not only delicious and all natural, but safe too. It's why we've created a fantastic relationship with Toronto Public Health (TPH). The Lunch Club is a far cry from your stock order pizza delivery, so TPH might choose to visit your school to see how things are running. They'll want to know that the food is hot when it's hot and cold when it's cold, that our Lunch Club Coach has easy access to a hand washing sink and that we're sanitizing our serving table. Our Lunch Club Coaches know what TPH is looking for and can walk them through the program at your school if an inspector drops by. Please let us know if you'd like more details. We're here to help.



Does RFRK's menu fulfill the new requirements of the Ministry of Education's School Food and Beverage Policy?

Fulfill them? But of course – we helped write them! In 2009/10, RFRK was invited to consult with the Ministry of Education alongside Ontario principals, registered dieticians and other food service professionals, to develop

the guidelines (and raise the bar) for their new and improved School Food and Beverage Policy. Effective in all Ontario schools in September 2011, the Policy outlines requirements for the kinds of foods that are approved for sale to kids at your school. All of our menu items meet and exceed the highest evaluation criteria set by the Ministry. If you'd like help navigating the new standards, give us a ring. You can read about the new standards at: <http://www.edu.gov.on.ca/extra/eng/ppm/150.html>



How does RFRK address issues of equity?

With each Lunch Club, RFRK has a built-in subsidy to help out families for whom cost may be a barrier. For every 20 children registered in your school's Lunch Club, one child can join free of charge (subsidized 100% by RFRK). We ask your school's administration to select the children who will benefit.

We'll also match dollar-for-dollar any funds that your parent council chooses to allocate towards registering kids-in-need in the Lunch Club.

In addition to the donations RFRK offers to kids at your school, our Real Food Forward (RFF) non-profit program raises funds to feed entire communities in need. Individuals and community members can choose to donate to RFF so we can continue to bring smiles and lunches where they're needed most.



Can the Lunch Club provide fundraising dollars to the school?

RFRK can't raise the price of each lunch in order to raise funds for your school. The reason is simple: we prefer to keep our meal prices as affordable as possible so more families in your community can access the program. That being said, we know that many schools rely on fundraising to provide important programs for kids at school. We're working on a new ordering system that will allow parents the *option* to add additional cents to each lunch and donate them to their school (under construction for 2011).



The program is great! It seems to run so smoothly, and the boys are trying new things and eating more adventurously as the weeks go by."

Heather, Parent



I notice a big difference in my daughter's mood on the days that she has the hot lunch. She is much calmer, happier and more focused."

Ali, Parent



3. Accommodating Special Diets

Can children with food restrictions participate in the Lunch Club?

Of course! Yes, our kitchen is nut- and shellfish-free. But we also cook and bake special meal replacements (fresh from scratch) for children with allergies and food restrictions. From the most common (vegetarian, lactose intolerance, and gluten intolerance, just to name a few) to the most obscure (ever heard of sea buckthorn? It's a type of berry, and, yes, some people are allergic), our kitchen will have meal replacements ready.

However, for safety reasons, we can't provide lunches for kids with severe anaphylactic allergies to an ingredient we use in our Real Food Kitchen. Parents with concerns can contact us for more details about their kids' food restrictions.

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Does RFRK serve Halal and Kosher food?

The short answer is, not currently. We haven't found Halal or Kosher meat that *doesn't* come from a factory farm. Instead, we've chosen meat that's raised using ethical, sustainable practices. Our meat also comes from animals that are fed vegetarian diets and haven't received any artificial hormones or routine antibiotics.

For now, children from families who wish to observe Halal and Kosher traditions can choose the vegetarian (Herbivore) menu. RFRK doesn't serve items containing gelatin, and serves artisanal cheeses made only with bacterial rennet (not animal rennet).



4. Getting you on your way

How do we get started?

How about a dinner date? We'd love to come to a Parent/School Council meeting or any gathering of parents and staff to make a short presentation, answer all of your questions, and give you a chance to taste Real Food for yourselves. We're happy to present to groups of any size, whether it's 5, 10 or 1000!

If our dinner date is a hit, we can start the RFLC in as little as four weeks. Pilot programs are the best way to launch the RFLC at your school (a minimum of 8 weeks long, at least two times per week).

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Anything else...?

Once the RFLC is established at your school, we'll encourage you to look into some of our education program offerings. We want to help you help kids make connections between healthy food and healthy bodies. Give us a call to talk about participating in one (or more) of the following:

- Field trips to the Real Food Kitchen
- Inspiring school assemblies performed at your school by our Healthy Habit Heroes
- In-class workshops for kids, linked with Ontario curriculum objectives (under construction for 2011)