





# USDA Commodities Marketing Mission Statement:

**To support USDA commodity  
nutrition assistance programs by  
improving public perception of  
USDA commodity foods.**





# USDA Commodities

## The Perceptions:

- **School lunch and commodities causes obesity**
- **USDA “surplus” commodities are the culprit**
- **Commodities are low quality**

**Need replacing with...**



# USDA Commodities

## The Realities:

- **Healthy Choices and American Grown**
- **Food safety standards are set high**
- **Account for 15-20% of school food purchases**
- **School districts are never required to accept items they do not want**





# USDA Commodities

## The Realities:

- **Can play an important role in meeting wellness standards by offering:**
  - ✓ **More Fruits & Vegetables**
  - ✓ **More whole grains**
  - ✓ **Less sodium**
  - ✓ **Less sugar**
  - ✓ **Less fat**





# USDA Commodity Improvements:

Product offerings are reviewed continuously to ensure each supports “*Dietary Guidelines...*”

- ✓ **Eliminated trans fats in frozen potatoes**
- ✓ **Added a fat free potato wedge**
- ✓ **Eliminated shortening**
- ✓ **Substituted white meat for chicken skin in processed poultry products**





# USDA Commodity Improvements:

Product offerings are reviewed continuously to ensure each supports “*Dietary Guidelines...*”

- ✓ **Purchasing 96-97% lean ham**
- ✓ **Purchasing 95% lean turkey ham**
- ✓ **Evaluating 95% lean beef patty**

## **Reducing sugar**

- ✓ **Unsweetened applesauce**



# USDA Commodity Improvements:

## **Increasing whole grains**

- ✓ **Whole grain spaghetti**
- ✓ **Whole grain rotini**
- ✓ **Whole grain macaroni**
- ✓ **Quicker cooking brown rice**
- ✓ **Dry kernel corn for further processing**







# USDA Commodity Improvements:

## **On the horizon...**

- ✓ **Lower sodium canned vegetables - some effective now, ALL by SY 2010**





# USDA Commodity Improvements:

## Getting the Word Out!





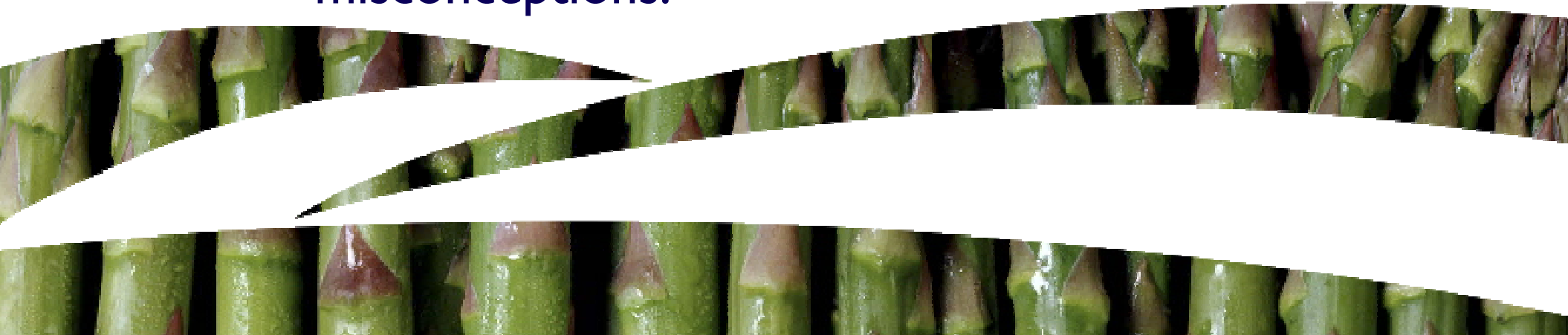
# USDA Commodities

## Marketing Goals:

Improve and modernize the perception about commodities.

Instill within the public eye that commodity foods are healthy options.

Provide customers and stakeholders updated information about commodities that corrects misconceptions.





# USDA Commodities

## Marketing Goals:

Raise stakeholder awareness to the role USDA commodities play in meeting the Dietary Guidelines and supporting various components of local school wellness policies.





# USDA Commodities

## Marketing Work Plan:

To develop resources and activities to promote and implement the marketing plan





# USDA Commodities

## Marketing Goals:

### **We are addressing our image ...**

- ✓ Logo and Slogan
- ✓ "Did You Know..." fact sheet
- ✓ Press releases/press packages





# USDA Commodities

## Marketing Goals:

### **We are addressing our image ...**

- ✓ Commodity image website
- ✓ Commodity Wellness Policy power point
- ✓ Stakeholder partnerships
- ✓ Commodity “Events”





# USDA Commodities

## Marketing Target Audiences:

**We are addressing our image ...  
with:**

- Child Nutrition Professionals
- Parents
- School Board Members and Administrators
- Congressional Representatives
- General Public
- Media





# USDA Commodities

## Marketing Accomplishments:

### Phase I, completed:

- Mission statement
- Work plan and budget
- Logo and slogan
- Commodity Roundtable, March 2008





**USDA COMMODITIES**

**HEALTHY CHOICES • AMERICAN GROWN**



# USDA Commodities

## Marketing Plans:

### Phase II, in process:

- Dedicated website
- Promotional documents
- Positive newsworthy events
- Partnership development





# USDA Commodities Marketing Team:

- Now:** Representatives from FNS FDD, CND, CGA, OSIPO and School Nutrition Association
- Future:** YOU! And additional industry stakeholders to develop resources and activities to promote and implement the marketing plan





# USDA Commodities

## Marketing Website:

<http://www.commodityfoods.usda.gov/>

COMMODITY FOOD FACTS





## Search FNS

Go

- Search all USDA
- Search Tips

## Browse by Subject

- ▶ Community Outreach
- ▶ Data & Statistics
- ▶ Financial Management
- ▶ Forms
- ▶ Food Safety
- ▶ Grants
- ▶ Nutrition Education
- ▶ Regulations & Policy
- ▶ Research
- ▶ Programs & Services

You are here: Home &gt; FD Programs &gt; CI2 &gt; Spotlight on USDA Commodities

## Food Distribution Programs

## Commodity Food Facts

Commodity foods have changed over the past few decades, but public perception about commodity foods has not kept pace. To support the image that commodity foods are American grown, healthy choices, this webpage offers a compilation of links to documents, PowerPoint presentations, brochures, fact sheets, newsletters and the like, that tell it like it is about commodity foods in real time to targeted audiences who need to know the scoop.



- **School Nutrition Professionals**
- **Media**
- **Parents**
- **Resources**
- **Commodity Food Network Website**

## Search FNS

Go

 Search all USDA Search Tips

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## Food Distribution Programs

### School Nutrition Professionals



- **USDA Commodities: Healthy Choices. American Grown.**  
Valuable "Did You Know" information about USDA commodities.
- **Commodity Foods Support Healthy Nutrition in Schools -- COMING SOON**  
If you want to learn more about the healthy benefits of USDA commodities and the Commodity Nutrition Assistance Programs that provide these commodities to States and program participants, check out this power point presentation.
- **National School Lunch Program (NSLP) Commodity Fact Sheets**  
Click here for links to the newly formatted and updated USDA Commodity Fact Sheets developed for commodities expected to be available for schools and institutions participating in the NSLP, other Child Nutrition Programs, and the Nutrition Services Incentive Program.

*Better than ever!!*



*Spread the word!*