

Economic Impact

Child Nutrition Programs have an impact on business on a national, state and local level. To communicate the effects, first cite national statistics and then tailor your presentation to your state and local area.

National statistics are detailed below with suggested areas for customization on both the state and local level. Developing the customized information will take some work on your part, but it should prove to be extremely valuable in communicating and educating the important impact child nutrition programs have on business.

National Scope

School foodservice executives spent \$6.6 billion on food in 2002, according to Technomic Consultants. This equates to equivalent consumer expenditures of approximately \$13.2 billion in retail sales. The Primary and Secondary School Segment represents approximately 14% of the non-commercial market and about 4.1% of total foodservice. Growth in the segment in recent years has been realized from increases in breakfast program participation and the increased penetration of quick service restaurant brands.

State and/or Local Scope

To translate the numerous business issues affected by Child Nutrition Programs, we suggest you explore the following areas and define them specific to your local area.

1. Foodservice Distributors and Equipment Dealers

Contact the distributors/dealers you do business with. Discuss with them what percentage of their business your district(s) represents. What if-as a customer-you cease to exist tomorrow. What impact would that have on their business? Even further, how would that impact their local suppliers?

2. Suppliers and Manufactures

Address the same questions you posed for distributors and dealers. Thoroughly evaluate local businesses that might supply you food, services, and/or equipment. What percentage of their business does your purchasing represent? You might even want to evaluate a supplier from the state level. While a supplier might not be in your local area, they might be a major business entity for the State as a whole and greatly impacted by Child Nutrition Programs (i.e. the Dairy Industry in Wisconsin, the Potato Industry in Idaho, etc.)

3. Community

Look to Allied Organizations in your community to establish a value link with Child Nutrition Programs (i.e. Elderly Feeding Programs, Meals on Wheels, Day Care, Food Banks, etc.) How does your partnering efforts with these groups contribute to the effectiveness of the programs? How do you support each other to best serve the community? Explore the source of employment in the community represented by Child Nutrition Programs. Quantify the employment impact on the community. Overall, in general, thoroughly evaluate businesses in your community and pose the same questions you asked of distributors and dealers.