

# Education Foodservice Market in the U.S.: Elementary, Secondary and Higher Education

<https://marketpublishers.com/r/E8DB0EEDC4BEN.html>

Date: January 2011

Pages: 150

Price: US\$ 3,995.00 (Single User License)

ID: E8DB0EEDC4BEN

## Abstracts

Price (Global Site License): \$6,495.00

With restaurant foodservice sales generally under pressure, education foodservice sales remain a bright spot: Packaged Facts forecasts education foodservice sales at primary, secondary, and postsecondary schools will reach \$41.15 billion in 2010, up 2.5% from 2009, according to *The Education Foodservice Market in the U.S.: Elementary, Secondary and Higher Education*.

We view federal food programs and student loans as revenue bulwarks that have helped soften the recessionary blow on educational foodservice, as they have helped shield it from swoons in discretionary spending. In response to the children's obesity crisis and propelled by First Lady Michelle Obama's *Let's Move* campaign, we believe that K-12 foodservice will continue to receive significant attention—and funding—beyond the Obama administration's first term. The wild card concerns state and local revenue: With property tax revenue declining steeply and with many budgets facing significant revenue shortfalls, primary and secondary schools are in a real fight for local and state budgetary dollars.

Within the next five years, nutritional change will continue to aggressively evolve, as policy makers ready their revisions to school meal nutritional guidelines. We believe these changes are widespread and significant enough that they will ripple out of schools and into the home, helping to reshape how consumers interact with food.

As for today's college students, the children of the Restaurant Age expect more than ever from their foodservice programs. But with more families in economic straits and lower college enrollment rates ahead, college foodservice programs will need to

compete more aggressively to grow revenue.

*The Education Foodservice Market in the U.S.: Elementary, Secondary and Higher Education* provides the insight industry participants need to understand today's evolving educational foodservice market, by mapping key trends and policies shaping the K-12 and university sales growth and by profiling a range of school district programs, college foodservice programs, and educational foodservice contractors.

Packaged Facts forecasts educational foodservice to grow 2.7% in 2011 and 2.9% in 2012, with slightly higher estimates for college foodservice than for K-12 foodservice.

## Contents

### CHAPTER 1: EXECUTIVE SUMMARY

Scope and Methodology

Scope

Methodology

Consumer survey methodology

Industry Framework and Drivers

Fast facts

Share of Stomach: Sales Analysis

Fast facts

K12 Programs and Initiatives

Fast facts

K12 Foodservice Program Analysis

New York City Public Schools

Los Angeles Unified School District

Chicago Public Schools

San Francisco Unified School District

Fairfax County Public Schools

University Foodservice Trends

Fast facts

University Foodservice Program Analysis

Duke University

Louisiana State University

Stanford University

University of Colorado

University of Connecticut

University of Miami

University of Michigan

University of Portland

The University of Texas at Austin

Vanderbilt University

Foodservice Contractor Education Profiles

Aramark

North America Education Sector

School Meal Programs

Nutrition Education

Higher Education Overview

Residential Foodservice  
Food Courts & Snack Bars  
Convenience Stores & Vending  
Sodexo Inc  
Education Foodservice  
K-12 Foodservice  
School Lunch Programs  
Age-specific dining programs  
Childhood hunger programs  
Nutrition Education  
North American Higher Education Foodservice  
Residential Foodservice  
Retail Foodservice  
Convenience Stores & Vending  
Compass Group PLC  
Compass Group North America (CGNA)  
K-12 Dining  
Private Schools  
Higher Education  
Education Strategy  
Health & Wellness  
Campus Community  
Dining Programs

## **CHAPTER 2: INDUSTRY FRAMEWORK AND DRIVERS**

Education not immune from revenue problems  
K-12 in a cash crunch  
Higher education calls, but more consumer pocketbooks are empty  
College plans delayed or foregone?  
College saving trends suggest financial difficulties  
Saving for college is a priority for more parents  
Total amount saved for college drops among lower-HH income groups  
K12 struggles to address obesity and food health challenges  
Who's obese? Who's overweight?  
Adults leading the way  
But kids following in their footsteps  
Graph 2-1: Prevalence of Obesity Among Children and Adolescents, 1988-2008  
And they may be obese when they grow up

Racial/ethnic disparities  
Socioeconomic disparities  
Health consequences  
Don't forget: It's about money  
Obese kids cost money, too  
Physical activity on the ebb  
Education: a trillion dollar business  
Table 2-1: Expenditures of Educational Institutions  
Public elementary and secondary education expenses  
Per pupil expenses pass \$10,000  
Postsecondary expenses highest at public 4-year institutions  
Average cost of post-secondary enrollment starts at \$2,400, goes up to \$18,700  
Table 2-2: Undergraduate Tuition & Required Fees,  
Public & Private, Residency, 2005-06 v. 2008-09  
One-quarter of U.S. is enrolled in school  
More students in college than in high school  
Table 2-3: Enrollment Status of the Population 3 Years Old and Over, 2008  
Women dominating postsecondary ranks  
Table 2-4: Enrollment at Title IV Institutions, by Level of Institution, Student Level,  
Attendance status, Gender, and Race/Ethnicity, Fall 2008

## **CHAPTER 3: FOODSERVICE USAGE & OUTLOOK TRACKER**

Packaged Facts' Consumer Restaurant Tracker  
Table 3-1: Foodservice Categories and Types  
February 2010 food retail momentum continues through October 2010  
Graph 3-1: Consumer Restaurant Tracker: Current Behavior: A Top Line View  
Looking ahead: Consumers more likely to save & spend on groceries than spend at restaurants  
Intended behavior portends full-service restaurant pullback  
Graph 3-2: Consumer Restaurant Tracker: Next 3 Months: A Top Line View  
Saving money remains at the forefront; intention to save spreads  
Graph 3-3: Consumer Restaurant Tracker: Future Behavior: Saving Money  
Students  
Graph 3-4: Consumer Restaurant Tracker: Current Behavior: Students  
Saving intentions match spending behavior  
Graph 3-5: Consumer Restaurant Tracker: Future Behavior: Students  
Foodservice usage and usage frequency  
Overview

Limited-service restaurants  
Full-service restaurants  
Snack and beverage concepts  
Institutional foodservice

Table 3-1: Foodservice Establishment Usage and Mean Use, 2010

Foodservice and institutional foodservice usage analysis

Note on reading charts

Foodservice category use by demographic

Age

Graph 3-6: Foodservice Usage in Last Month, by Foodservice Category, Age 2010

HH income

Graph 3-7: Foodservice Usage in Last Month, by Foodservice Category, HH Income, 2010

Work status

Graph 3-8: Foodservice Usage in Last Month, by Foodservice Category, Work Status, 2010

Population density

Graph 3-9: Foodservice Usage in Last Month, by Foodservice Category, Population Density, 2010

Institutional foodservice category use, by demographic

Gender

Graph 3-10: Institutional Foodservice Use in Last Month, by Foodservice Category, Gender, 2010

Age

Graph 3-11: Institutional Foodservice Use in Last Month, by Foodservice Category, Age, 2010

HH income

Graph 3-12: Institutional Foodservice Use in Last Month, by Foodservice Category, HH Income, 2010

Work status

Graph 3-14: Institutional Foodservice Use in Last Month, by Foodservice Category, Work Status, 2010

Population density

Graph 3-15: Institutional Foodservice Use in Last Month, by Foodservice Category, Population Density, 2010

Student usage of foodservice categories and types

Table 3-2: Foodservice Establishment Usage, All Users v. Students, 2010

Table 3-3: Foodservice Establishment Mean Usage, All Users v. Students, 2010

## **CHAPTER 4: SHARE OF STOMACH: SALES ANALYSIS**

Market size and overview

Educational foodservice

- Discretionary spending less relevant

- Loans and grants more relevant

Educational foodservice passes \$40 billion in sales

Graph 4-1: Educational Foodservice Sales, K-12 and College, 2005- 2012

Graph 4-2: Educational Foodservice Sales, K-12 and College, % Change, 2005- 2012

Primary and secondary education foodservice

- A steady history with enormous funding support

- Shaped strongly by population growth trends and public sentiment

- But local and state revenue shortfalls dampen prospects

Graph 4-3: Primary and Secondary School Foodservice Sales, Public and Private Schools, 2005- 2012

Graph 4-4: Primary and Secondary School Foodservice Sales, Public and Private Schools, % Change, 2005- 2012

College and university foodservice

- The expense of college cuts both ways

- Loans to the rescue

- Marketing colleges to compete for students

- Affluence and restaurant savvy heighten student expectations

- But economic conditions weigh on families

Graph 4-5: College and University Foodservice Sales, 2005- 2012

## **CHAPTER 5: K12 PROGRAMS AND INITIATIVES**

K12 meal cornerstones

National School Lunch Program & National School Breakfast Program

- Overview

- How they work

- Nutritional requirements

- Free and reduced price meals qualification

- Reimbursement from government

Table 5-1: Free, Reduced Price and Paid Reimbursement Rates:

Breakfast, Lunch and Snack

Participation

- Program costs

Breakfast program availability reduces tendency to skip breakfast

Convenient breakfast options increase participation  
Sweeping change at hand: Move It!  
Large-scale initiatives  
But still falling short  
    Lax fruits and vegetables policies  
    Competitive foods requirements  
    Beverages still an issue at middle schools and high schools  
Enough! Let's Move!  
Task Force on Childhood Obesity  
    Goal specifics: solve childhood obesity in a generation  
How? Less added sugar; more fruit and vegetables  
    Tweak school meals  
    Recommendations  
Where's the incentive? HealthierUS Schools Challenge  
Table 5-2: HealthierUS Challenge,  
Award Levels & Amounts  
Strengthen legislation  
    Healthy, Hunger-Free Kids Act  
Chefs Move to Schools & Recipes for Healthy Kids  
A garden to emulate  
School meal program nutrition revisions on the horizon  
    Calories  
    Fats and cholesterol  
    Salt content  
    Whole grain labeling  
What to do about competitive foods?  
A significant presence  
But options are on the table

## **CHAPTER 6: K12 FOODSERVICE PROGRAM ANALYSIS**

New York City Public Schools  
Table 6-1: New York City Department of Education,  
Food Service Expenses, 2009  
    Breakfast in the Classroom a hit  
    But competitive foods a significant health issue  
Los Angeles Unified School District  
Table 6-2: Los Angeles Unified School District, by the Numbers  
    Not food service; it's Café LA



Competitive food services: beware!

LA goes high-tech with Cafeteria Management System

Policy goals

Second Chance Breakfast

Operational and financial challenges

Chicago Public Schools

Budget crunch

Table 6-3: Chicago Public Schools, by the Numbers

Nutrition Support Services

New nutritional standards for USChallenge Gold

A head start on IOM recommendations

Cooking up Change

San Francisco Unified School District

Table 6-4: San Francisco Unified School District, by the Numbers, Fiscal Year 2010

Student Nutrition Services

Electronic POS system in place

Leave it to San Francisco: slow food in schools!

Nutrition initiatives

Table 6-5: San Francisco Unified School District,  
Food Service Menu Highlights

What is Grab n Go?

Table 6-6: San Francisco Unified School District,  
Grab n Go Breakfast Program, by the Numbers

Super Choice menu rollout

Salad bar implementation

Other initiatives

Fairfax County Public Schools

Nutrition initiatives

Competitive food policy

## **CHAPTER 7: UNIVERSITY FOODSERVICE TRENDS**

Students' and college foodservice food and foodservice attitudes and behaviors

Table 7-1: Food & Foodservice Attitudes & Behaviors: All Users, Students & College  
Foodservice Users, 2010

University Foodservice Trends

Foodservice contractors on the radar, but under the radar

New brands introduced

Flexibility, variety and convenience

Flexible meal plans  
Prepaid debit accounts going off-campus  
Catering  
Late night munchies  
Food allergies and special diets meet Meal Plans  
Vegetarians and vegans  
Kosher and Halal  
Food Allergies  
Building community with university dining  
Entertainment value  
Floor-plan makeovers yield results  
Foodservice contractors partners in remodeling  
Feedback, comments and the power of Twitter  
Sustainability on campus  
Trayless and to-go cups  
Biodiesel  
Let the locals be your sourcing—even as close as campus  
Healthy options  
Student Issues that contribute to weight gain  
Stress and schedule changes

## **CHAPTER 8: UNIVERSITY FOODSERVICE PROGRAM ANALYSIS**

Duke University  
Table 8-1: Duke University Student Profile  
Duke University Meal Plans and Card Features  
Table 8-2: Duke University Meal Plans - Food Point Chart  
Merchants on Points Delivery  
Duke University Dining Stations  
Clamshell To-Go and Composting  
Legal to Drink? Come to Campus  
Louisiana State University  
Student profile  
Table 8-3: Louisiana State University Student Profile  
Foodservice programs and services  
Table 8-4: Louisiana State University Meal Plans  
Louisiana State University Dining Tenets  
Like them (on Facebook)  
Stanford University

## Student profile

Table 8-5: Stanford University Student Profile

## Meal Plans

Table 8-6: Stanford University Campus Undergraduate Meal Plans

Dining Units and Food Retail at Stanford

No Gluten, No Nuts, Kosher and Halal

Technologic Stanford

Sustainability

University of Colorado Boulder

## Student profile

Table 8-7: University of Colorado Student Profile

## Meal Plans

## Dining Services

Table 8-8: University of Colorado Meal Plans

Sustainability at the University of Colorado

I Love Food/I Hate Waste Program

University of Connecticut

## Student profile

Table 8-9: University of Connecticut Student Profile

University of Connecticut Meal Plans and Units

Nutrition information and Recipes

Green Dining

University of Connecticut Campus Foodservice by the numbers

Table 8-10: University of Connecticut Campus Foodservice, by the Numbers

University of Miami

## Student profile

Table 8-11: University of Miami Student Profile

Chartwells and the Compass Group

University of Miami Meal Plans

Table 8-12: University of Miami Meal Plans

Tray-less

Be a Flexitarian

University of Michigan

## Student profile

Table 8-13: University of Michigan Student Profile

## Meal Plans

Table 8-14: University of Michigan Meal Plans, Fall 2010

Dining Halls

Dining and Religious Observances

Web-driven Communication  
Gluten-Free and Dietitians  
University of Portland  
Student profile  
Table 8-15: University of Portland Student Profile  
Big Changes at the University of Portland  
Meal Plans Breakout  
Table 8-16: University of Portland Campus Foodservice, by the Numbers  
Bon Appétit Management Company  
Slug Club  
University of Texas  
Student profile  
Table 8-17: University of Texas Student Profile  
Foodservice Venues  
Dine-In-Dollars and Bevo Bucks  
Table 8-18: University of Texas Campus Foodservice Prices,  
All You Care To Eat Dining Centers  
Eco2Go  
Composting Two Ways  
What's Next in Texas  
University of Texas Campus Foodservice by the numbers  
Table 8-19: University of Texas Campus Foodservice, by the Numbers  
Vanderbilt University  
Student profile  
Table 8-20: Vanderbilt University Student Profile  
Foodservice programs and services  
The Taste of Nashville Program at Vanderbilt University  
Vanderbilt Dining Applications for the i-phone  
2009-10 foodservice offerings  
Future trends at Vanderbilt  
Vanderbilt University Campus Foodservice by the numbers  
Table 8-21: Vanderbilt University Campus Foodservice, by the Numbers

## **CHAPTER 9: FOODSERVICE CONTRACTOR EDUCATION PROFILES**

Aramark  
Overview  
Foodservice Operations  
Sales analysis

North America Business and Industry Sector

North America Health Care Sector

North America Education Sector

K-12 Education Overview

School Meal Programs

Expanded Meal Opportunities

Nutrition Education

K-12 Strategy: Health & Nutrition, Boosting Student Participation, Age Differentiation

Health & Nutrition

Boosting Student Participation

Age-Segmented Dining Brands

Higher Education Overview

Residential Foodservice

Food Courts & Snack Bars

Convenience Stores & Vending

Higher Education Strategy: Green Thread Program, Health, Technology

Green Thread Program

Health

Technology

Table 9-1: Aramark by the Numbers

Sodexo Inc

North American Health Care

Corporate Foodservice

Education Foodservice

K-12 Foodservice

School Lunch Programs

Age-specific dining programs

Childhood hunger programs

Nutrition Education

North American Higher Education Foodservice

Residential Foodservice

Retail Foodservice

Convenience Stores & Vending

Education Foodservice Strategy: Student Board of Directors, CustoMenu, Autonomy

Student Board of Directors

CustoMenu

Autonomy

Sodexo's Retail Brand Group

Pandini's

- Jazzman's Café and Bakery
- Salsa Rico
- Original Burger Company
- Mein Bowl
- Market Trends and Sodexo Response
  - Obesity and Health
  - Globalization and Diversity
  - Sustainability
- Table 9-2: Sodexo by the Numbers
- Compass Group PLC
- Compass Group North America (CGNA)
  - Sales analysis
- Foodservice Strategy
  - Room for growth
  - It Takes You - Eat Local
  - Leveraging role of single-source provider
  - Selective acquisitions
- North America Business & Industry Sector
- North America Health Care Sector
- North America Education Sector
  - K-12 Dining
  - Private Schools
  - Higher Education
- Education Strategy
  - Health & Wellness
  - Campus Community
  - Dining Programs
- Table 9-3: Compass Group by the Numbers
- Subsidiaries

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