

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

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Abstracts

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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.

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