Abstract
With increased pressure on school food programs to provide healthful, delicious foods while also maintaining participation programs like Chefs Move to Schools (CMTS) have been promoted as viable options.

Objectives
To determine if the CMTS program will encourage school lunch sales and consumption of fruits and vegetables.

Methods
- Four-week rotation of main dishes, with many sides appearing daily.
- Three types of pizza were always offered: cheese, garlic, and pepperoni, but each Thursday the school chef would prepare her own specialty pizza.
- There was a total of 10,674 student day observations, with 3,330 in the high school, 3,281 in middle school, and 4,063 in elementary school.

Results
- 19.3% increase in school lunch sales.
- Savings of 8¢ per serving of lunch entrée
- ROI of event was 5.86%
- 57.6% increase in vegetable selection

Conclusions
The program increased lunch sales in the high school, and also increased vegetable consumption, suggesting the potential for success in getting children to consume more fruits and vegetables and increasing revenue to the school food service. Based on time volunteered and the cost to implement the program, there was a return on investment, at least in terms of additional revenues generated from increased purchases of school lunches.

References