The Smarter Lunchrooms Movement...

- Is easy and inexpensive to implement
- Grows school meals participation
- Increases student satisfaction
- Uses simple evidence-based strategies to gently nudge students to make healthy choices
- Empowers, energizes, and engages school nutrition staff
- Increases the amount of healthy food students eat and reduces waste

5 Easy Smarter Lunchroom Changes

- Offer sliced or cut fruit
- Offer fruits and vegetables in all service lines
- Keep milk coolers full throughout meal service
- Offer at least 2 types of fruit and 2 types of vegetables
- Offer pre-packaged salads or a salad bar to all students

It’s not nutrition until it’s eaten!
THE SMARTER LUNCHROOMS MOVEMENT - IT WORKS!

Offering vegetables in two locations can result in students taking up to 40% more

Holding recess before lunch can increase vegetable and fruit consumption by 54%

Moving fruit from a stainless steel tray to a colorful fruit bowl can double sales

Giving healthy food choices fun, descriptive names - for example, calling green beans "supercharged green beans" - can increase consumption by over 30%

Offering sliced fruit can increase student consumption by over 70%

Suggesting students take a fruit can increase the number of students eating (not just taking) a fruit by as much as 70%

“I really appreciate the partnership with the B.E.N. Center and the work Smarter Lunchrooms has done across this country to encourage children to eat healthier meals. What’s really beneficial is that the whole entire initiative has science to back it up.”

Tom Vilsack
United States Secretary of Agriculture

“We started implementing the Smarter Lunchrooms Movement techniques and we saw an increase in our fruit selections by putting those fruits at the point of sale. We’ve also seen an increase in the white milk... so we are seeing choices made by the students have improved drastically.”

Melinda Bonner
Director of Child Nutrition
Hoover City Schools

VISIT SMARTERLUNCHROOMS.ORG TO GET STARTED!