

Kennedy students got a taste of healthier school snack standards to give feedback

March, 2014 – Bloomington – To give students a better opportunity for good health, the Federal Government increased healthy foods in school food standards. Foods sold as snacks, in vending machines and from school stores must meet the new, healthier standards by fall of 2014. The healthy foods will be lower in fat, sugar and salt than what students are used to. The key to success of the healthy foods depends on whether students accept the changes.



Kennedy students wait in line to taste-test Aspire, a lower sugar replacement for Gatorade in the school food program. Company representative, Ali (not pictured), said, "I was so impressed with everyone today. I am glad it went so well. I hope the students had fun and loved ASPIRE!"

Successful change is a matter of taste

Accepting healthier foods can be hard for students to swallow when they are used to sweeter, saltier and fattier tastes. SHIP funds are supporting Bloomington Public Health's participation in a unique project that will make the changes easier for students.

A collaborative marketing project helps make change palatable

Giving students a say in new, healthy foods sold outside the meal program is critical to successful change. Kennedy's Marketing Class and Food Production Staff, Brand Labs Marketing and a Bloomington Public Health Nutritionist collaborated to give students that opportunity.

"I was really surprised that something healthy would taste okay!"

They worked together so the Marketing Students could plan a taste-test event for all students to say if they would purchase two new healthier options: a cookie and a Gatorade replacement.

One of the students' biggest surprises was that they liked the healthier cookie. One student said, "I was really surprised that something healthy would taste okay!" Most students said they would buy it. Success!