



How do we get ideas for changes to USDA Foods?

- Commodity Improvement Plan
- School Surveys and Complaints
- Industry



How does USDA consider new products?

- Meet level of demand
- Support "Dietary Guidelines for Americans"
- FDD Nutrition Initiatives:
 - More fruits & vegetables
 - More whole grains
 - Less salt, sugar and fat
- Successful commercial market history



Product Development Steps

1. FDD requests product from industry
OR Industry asks FDD to try new product
 2. Industry does R&D or develops product if necessary
 3. FDD & Industry taste test new products:
 - ☺ **GO:**
 - FNS does test buy
 - FNS surveys schools
 - ☹ **NO GO:**
 - Back to R&D
 - Abandon project
- ☺ **GO:**
offer to all States
- ☹ **NO GO:**
Back to R&D
Abandon project



Initiatives with Manufacturers

😊 **GO:**

Whole Grain Pasta

1. Informal school testing
2. Requested formulation
3. Wrote solicitation with new information
4. Test buys
5. Surveys
6. Added to foods available list

✘ **NO GO:**

Chicken Burgers

1. Industry approached USDA for market support
2. Informal taste testing
3. Test buys
4. Surveys
5. Took off foods available list



USDA Foods FDD contributions:

- Low sodium canned vegetables
- Whole Grain pasta
- Parboiled brown rice
- Low Sat Fat Soy Bean Oil
- Unsweetened Applesauce
- Reduced Fat Bakery Mix
- Low Fat Meats and Poultry
- Reduced Fat Cheese

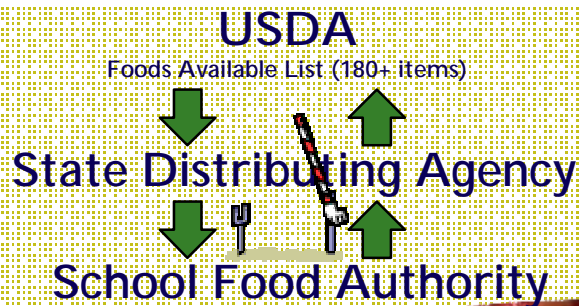


USDA Foods Industry contributions:

- Fat Free Potato Wedges
- 95% Fat free beef patty
- “Combo” Beef for processing
- Bulk potatoes for processing
- Bulk sweet potatoes for processing



USDA Food How are ordering decisions made?





Not all USDA Foods are offered by SDAs to SFAs

How do SDAs Decide?

- Order History
- Demand
- Questionnaires and Surveys
- Nutrition Advisory Groups
- Informal input from SFA



USDA Commodity Processing

Why are 50%+ of USDA Foods diverted to processors?

- Quality Control with Food Safety
- Same manufacturer for USDA Foods and commercial = Product and Menu Consistency
- Cost Benefit Analysis





USDA Commodity Processing

Should USDA regulate end products?

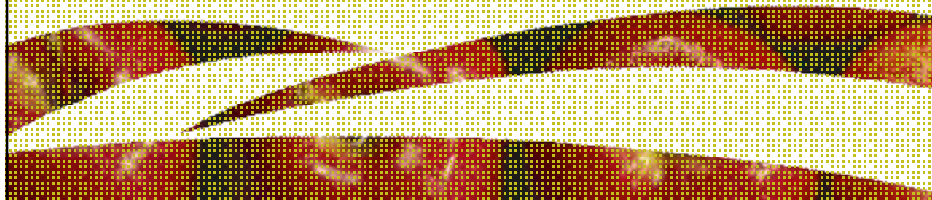
NO!

- SFAs are required to meet the DGA Standards
- SFAs are responsible for the nutrient profile of the foods they order
- SFAs work with industry to develop healthy products



USDA Foods

Department of Defense
Fresh Fruits & Vegetables
Program Changes





USDA Foods DoD Fresh Program

- In SY 2009, schools to spend \$56 million through the DoD Fresh Program
 - Due to Farm Bill increases
 - Previous cap = \$50 million
- DoD is transitioning to a new business model: Prime Vendor
 - few implementation issues
- Prime Vendor model transition projected completion: by the start of SY 2010.



USDA Foods Summary

- Schools are offered a wide variety of food
- Schools can make choices
- Orders are demand driven not pushed
- USDA Foods can help schools market healthy foods
- Schools and SDAs should work together





Questions?

<http://www.commodityfoods.usda.gov>

