



# Santa Barbara School Districts

---

Date: 3/3/08  
To: Dr. J. Brian Sarvis, Superintendent  
From: Nancy Weiss, Director of Nutrition Services  
Subject: Approval of Paid Meal Price Increase for 2008-09 School Year

Action Agenda: x (*Time Required, 10 minutes*)

---

## Background:

The Nutrition Services Department is currently challenged with two objectives; providing the most nutritious meals for our student population and decreasing our dependency on the District's General Fund. With this in mind, we have evaluated the current pricing structure of our paid meals and are now proposing that a modest price increase be implemented effective with the 2008-09 school year.

## Plan:

Our Elementary student population carries 60% of our reimbursements. This is a significant number and has the capacity to grow with an assertive campaign aimed at enrolling all potential applicants in an organized out-reach program under the National School Lunch Program. Secondary schools too, have a great potential for increased participation, especially if we were able to de-stigmatize "Free Lunch" and create an efficient, student friendly, cafeteria and dining program for all students. That can be accomplished through eliminating a la carte sales. In any event, this plan to increase our paid meal price would not impede the success of a program such as "Universal Breakfast", in which the primary goal is to capture as complete a "Reimbursable" student population as possible and ensure that all students begin with a healthy breakfast each morning.

The last increase in the price of paid meals was the 2006-07 school year. It was a .25 increase across the board. Based on Sales and Participation from 8/28/06 through 6/30/07, excluding our Provision 2 Schools and Peabody, our Elementary participation was 86,759 lunches @ \$2.25 totaling, \$195, 207.75. Sales and Participation from the same year in our Secondary Schools was 40,228 lunches @ \$3.00, totaling \$120,684.

If participation remains the same, a total increase of revenue from a .25 price adjustment per paid meal would total \$31,746.75. Raising prices on already inflated a la carte items would not be cost effective. We need to move away from ineffectual food cost items and toward a system that encompasses as much reimbursable meal business as possible. Our goal should be to

increase participation while managing food and labor costs. Raising the price of School Lunch from \$2.25 to \$2.50 in our Elementary Schools and \$3.00 to \$3.25 in our Secondary Schools is reasonable, especially in lieu of our expanding nutritionally based menu format.

There is, too, an opportunity to raise revenue through the sales of "Adult Meals". This is an under utilized market and could create serious, positive fiscal impact if managed toward that outcome.

Fiscal Impact:

\$31,746.75 added revenue from a .25 increase for paid meals, across the board and depending on enrollment.

Funding Source:

The Department of Nutrition Services "Cafeteria Fund"

Recommendation:

That the board of education approve an increase of .25 per paid meal.

<b>Attachment(s)?</b>	<b>Yes</b> (if so, please attach)	<input checked="" type="checkbox"/> <b>No</b>	Powerpoint	Overhead	Consultant
-----------------------	-----------------------------------	---	------------	----------	------------