

NORTHEAST IOWA

# Food & Fitness INITIATIVE

W.K. Kellogg Foundation Food & Community Partner

## NE Iowa FFI YOUTH Create School Concession Changes

Students at four NE Iowa schools proposed changes in their concession stands to Booster & Music Clubs. Central of Elkader, Starmont, Cresco and Decorah have reported the following results from the efforts of students. Profits were minimal with great response to healthy options from the customer. "Try it...they like it!" is the advice of these schools.

### Our Vision:

Northeast Iowa is a unique place where all residents and guests experience, celebrate and promote locally grown food with abundant opportunity for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.

### Starmont

Vacuum-sealed salads, turkey sandwiches and fruit cups are now offered as concessions at Starmont High School. Youth & staff work to package options. Salads are offered as vegetable or grilled chicken with prices from \$1.50 to \$3.00. Turkey sandwiches sell for \$1.50 and fruit cups are priced at \$1.00.

### Central of Elkader

FFI youth introduced a turkey sandwich at a cost of \$1.50 with support of their Booster Club. Students and staff sold sandwiches with break-even profits. Ingredients were purchased at the local grocery store and the demand for more has also allowed them to increase their price and increase profits.



### Cresco

More fruits, vegetables and dairy products are offered as healthy options at the Cresco Concession Stands. FFI youth presented information and the need for healthy options to their Booster Club. Gradually more items are being added.

### Decorah

A healthy meal option is offered at the Decorah Concession Stand thanks to the FFI Youth and staff. The meal deal includes a turkey sandwich, cheese stick, apple or raisins and carrot sticks for \$3.00. Proceeds benefit Boosters.

### Contact

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