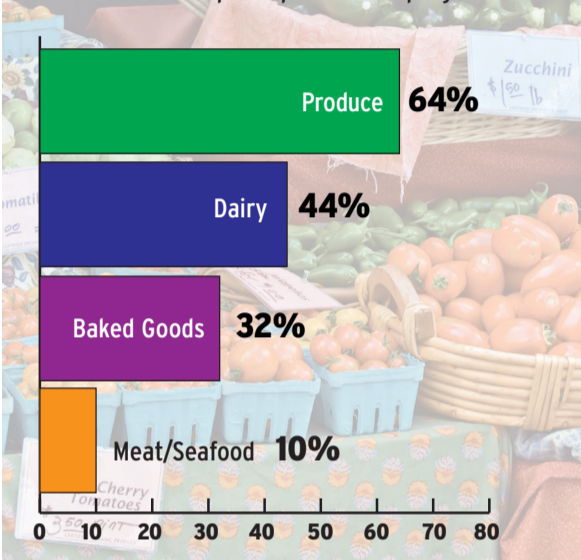


INSTANT EXPERT / FSD CENSUS

2010 School District Report

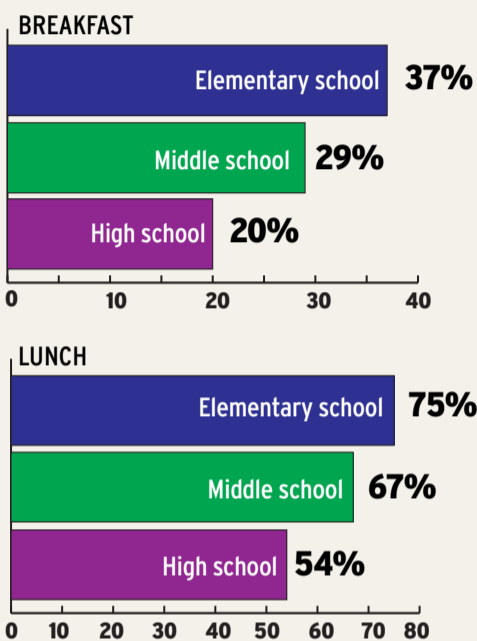
GOING TO THE (LOCAL) SOURCE

Farm-to-school programs are becoming more and more popular among school districts; 72% of our survey respondents say they source some products locally. Products sourced, by percentage, among those schools that participate in such programs:



IT'S A KID THING

As students get older, they are less likely to buy their meals at school. The participation rates for breakfast and lunch, by type of school:

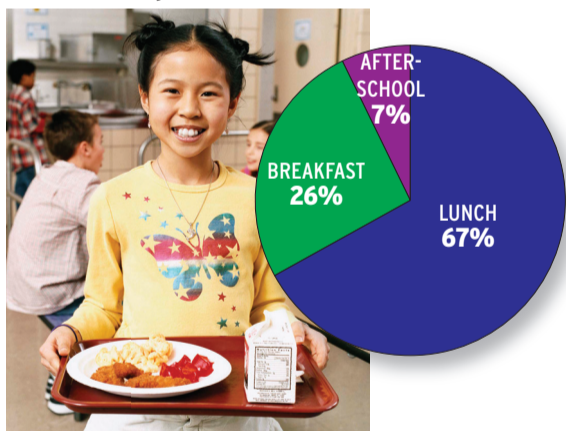


SCHOOL CENSUS HIGHLIGHTS

- Food cost for lunch averaged **\$1.43** among the surveyed schools. The average food cost for breakfast was **82 cents**, and the average food cost for after-school snacks was **43 cents**.
- On average, **49%** of the students attending the schools in the census qualify for either free or reduced-price meals.
- At **52%** of the schools surveyed, meal counts increased last year, by an average of **4%**. At only **8%** of schools did meal counts decrease, and by an average of less than **2%**.
- 48%** of the districts in the census operate a summer feeding program. Those districts served an average of **7,900** meals per day.
- A look at vending numbers indicates why school foodservice directors struggle with teaching students to eat more healthfully: **88%** of the districts surveyed offer vending, but in only **39%** of those schools does the foodservice department control vending.
- Breakfast in the classroom has been seen by some operators as a way to ensure that more students eat before they begin their academic day. However, in the 48 districts that serve breakfast, only **17%** of the breakfasts served to elementary students, **9%** to middle school students and **8%** to high school students are eaten in a classroom.
- For the first time, FSD asked whether school foodservice employees belong to a union; **58%** said yes.

HOW THE DAY BREAKS OUT

Percentage of meals served each day, by day part (excludes summer feeding and others such as senior meals):



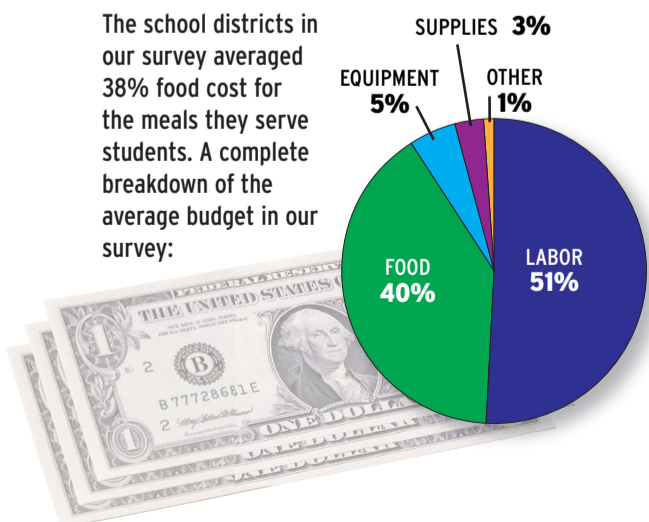
2009 SCHOOL DISTRICT CENSUS REPORT

SCHOOL DISTRICT	Food Purchases (excluding commodities) (x000)	Total Foodservice Expenses (x000)	% of Total Foodservice Expenses:		Avg. Food Cost (including commodities)		% of Meals		% Eligible for Free or Reduced Price Meals
			Food Costs (excluding commodities)	Labor & Benefit Expenditures	Breakfast \$	Lunch \$	Breakfast	Lunch	
ANNUAL PURCHASES MORE THAN \$1 MILLION									
New York City DOE	\$147,367	\$409,811	36%	52%	0.73	1.09	na	na	74%
Los Angeles USD	\$121,235	\$292,133	41%	53%	0.87	0.83	23%	48%	79%
Philadelphia	\$31,395	\$65,047	48%	46%	0.75	1.41	27%	55%	76%
Henrico County SD, Va.	\$8,123	\$16,866	48%	50%	na	na	17%	68%	38%
Seminole County, Fla.	\$8,000	\$18,930	42%	53%	na	na	20%	60%	37%
Cullier County SD	\$7,000	\$16,875	41%	55%	na	na	26%	71%	55%
ANNUAL PURCHASES \$300,000 - \$1 MILLION									
Jackson SD, N.J.	\$1,000	\$2,380	42%	55%	a	na	0%	100%	12%
Gilmer County SD, Ga.	\$900	\$3,315	27%	42%	0.60	1.50	26%	65%	70%
Burlington SD, Vt.	\$850	\$1,646	52%	49%	0.70	1.15	na	na	50%
Lebanon R-III SD, Mo.	\$800	\$1,650	48%	42%	1.00	1.25	na	na	65%
Espanola SD, N.M.	\$700	\$1,520	46%	44%	1.09	1.81	28%	68%	100%
Gloucester SD, Mass.	\$600	\$1,212	50%	45%	0.78	1.40	13%	87%	29%
ANNUAL PURCHASES \$100,000 - \$299,999									
Harlan Comm. SD, Iowa	\$280	\$507	55%	39%	0.70	1.75	18%	82%	47%
Gravette SD, Ark.	\$275	\$650	42%	54%	0.60	na	7%	93%	49%
Sweeny ISD, Texas	\$263	\$465	57%	43%	na	na	23%	77%	57%
Red Bank Valley SD, Pa.	\$200	\$550	36%	63%	0.22	0.90	29%	69%	44%
Carbon County SD, Wyo.	\$200	\$426	47%	47%	1.10	1.35	12%	83%	60%
Port Townson SD, Wash.	\$200	\$402	50%	50%	0.60	1.25	22%	78%	45%
AVERAGES [all 50]	\$7,637	\$19,139	40%	51%	0.82	1.43	19%	72%	49%

Key: na - Not available; a - Do not serve

WHERE THE MONEY GOES

The school districts in our survey averaged 38% food cost for the meals they serve students. A complete breakdown of the average budget in our survey:



To view the complete Performance Report click on Research then CENSUS REPORTS at: **FOODSERVICEDIRECTOR.com**

2009 SCHOOL DISTRICT CENSUS REPORT

SCHOOL DISTRICT	Food Purchases (excluding commodities) (x000)	Total Foodservice Expenses (x000)	% of Total Foodservice Expenses:		Avg. Food Cost (including commodities)		% of Meals		% Eligible for Free or Reduced Price Meals
			Food Purchases (excluding commodities)	Labor & Benefit Expenditures	Breakfast \$	Lunch \$	Breakfast	Lunch	
New York City DOE	\$147,367	\$409,811	36%	52%	0.73	1.09	na	na	74%
Los Angeles USD	\$121,235	\$292,133	41%	53%	0.87	0.83	23%	48%	79%
Philadelphia	\$31,395	\$65,047	48%	46%	0.75	1.41	27%	55%	76%
Henrico County SD Richmond, Va.	\$8,123	\$16,866	48%	50%	na	na	17%	68%	38%
Seminole County Sanford, Fla.	\$8,000	\$18,930	42%	53%	na	na	20%	60%	37%
Collier County SD Naples, Fla.	\$7,000	\$16,875	41%	55%	na	na	26%	71%	55%
Manatee City SD Bradenton, Fla.	\$7,000	\$13,500	52%	37%	na	na	20%	46%	54%
Minneapolis Public Schools	\$6,000	\$15,400	39%	42%	na	na	23%	42%	68%
Gaston County SD Gastonia, N.C.	\$5,500	\$12,900	43%	50%	0.50	0.85	26%	69%	54%
Sumner County BOE Gallatin, Tenn.	\$5,000	\$11,840	42%	33%	0.80	2.30	30%	68%	36%
Archdiocese of New Orleans	\$4,535	\$17,257	26%	51%	0.53	1.06	10%	86%	18%
Madison Metro SD Madison, Wis.	\$4,500	\$10,617	42%	51%	0.64	0.88	16%	58%	53%
Fargo SD Fargo, N.D.	\$3,500	\$5,200	67%	24%	0.50	1.10	na	na	40%
Baldwin Park USD Baldwin Park, Calif.	\$3,000	\$6,995	43%	44%	na	na	na	na	75%
New Bedford SD New Bedford, Mass.	\$3,000	\$6,110	49%	41%	0.75	1.25	37%	57%	65%
Columbia Public Schools Columbia, Mo.	\$2,500	\$5,128	49%	74%	1.81	2.68	16%	57%	36%
Longwood Central SD Middle Island, N.Y.	\$1,300	\$3,400	38%	50%	0.85	1.65	18%	79%	35%
Jackson SD Jackson, N.J.	\$1,000	\$2,380	42%	55%	-	na	0%	100%	12%
Gilmer County SD Ellijay, Ga.	\$900	\$3,315	27%	42%	0.60	1.50	26%	65%	70%
Burlington SD Burlington, Vt.	\$850	\$1,646	52%	49%	0.70	1.15	na	na	50%
Lebanon R-III SD Lebanon, Mo.	\$800	\$1,650	48%	42%	1.00	1.25	na	na	65%
Espanola SD Espanola, N.M.	\$700	\$1,520	46%	44%	1.09	1.81	28%	68%	100%
Gloucester SD Gloucester, Mass.	\$600	\$1,212	50%	45%	0.78	1.40	13%	87%	29%
Johnson City Community SD Johnson City, N.Y.	\$600	\$1,200	50%	45%	0.80	1.20	27%	67%	56%
Sanford SD Sanford, Maine	\$529	\$1,242	43%	53%	0.97	2.43	20%	58%	50%
Twin Valley SD Elverson, Pa.	\$500	\$1,400	36%	36%	0.92	1.20	32%	68%	20%
Wolcott SD Wolcott, Conn.	\$500	\$1,140	44%	57%	1.25	2.75	6%	94%	20%
Humboldt SD Winnemucca, Nev.	\$460	\$798	58%	38%	1.55	2.25	6%	94%	36%
Wissahickon SD Ambler, Pa. (CHT)	\$450	\$796	57%	43%	0.75	0.85	2%	98%	11%
Harbor Creek SD Harbor Creek, Pa.	\$436	\$780	56%	42%	0.65	1.25	10%	86%	24%
Laurel SD Laurel, Del.	\$350	\$1,060	33%	61%	na	na	41%	59%	50%
McPherson USD McPherson, Kan.	\$300	\$620	48%	44%	0.60	1.30	12%	84%	60%
River Valley SD Spring Green, Wis.	\$300	\$586	51%	45%	0.62	1.50	17%	83%	34%
Western SD Parma, Mich.	\$300	\$577	52%	46%	0.75	1.50	15%	85%	38%
Holley Central SD Holley, N.Y. (PTF)	\$300	\$540	56%	37%	0.54	0.85	20%	73%	48%
South Delta SD Rolling Fork, Miss.	\$300	\$500	60%	28%	1.00	1.50	35%	43%	97%
Harlan Community SD Harlan, Iowa	\$280	\$507	55%	39%	0.70	1.75	18%	82%	47%
Gravette SD Gravette, Ark.	\$275	\$650	42%	54%	0.60	na	7%	93%	49%
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Red Bank Valley SD Bethlehem, Pa.	\$200	\$550	36%	63%	0.22	0.90	29%	69%	44%
Carbon County SD Rawlins, Wyo.	\$200	\$426	47%	47%	1.10	1.35	12%	83%	60%
Port Townsend SD Port Townsend, Wash.	\$200	\$402	50%	50%	0.60	1.25	22%	78%	45%
Essex County SD Tappahannock, Va.	\$200	\$310	65%	32%	na	na	25%	75%	na
Eastwood Lake Pemberville, Ohio	\$190	\$565	34%	53%	na	1.75	1%	99%	18%
North Conejos SD La Jara, Colo.	\$175	\$525	33%	65%	0.90	1.70	37%	63%	75%
School Admin. District 37 Harrington, Maine	\$163	\$407	40%	52%	na	0.34	23%	69%	52%
Morenci USD Morenci, Ariz.	\$160	\$199	80%	20%	-	na	0%	100%	39%
Johnson City SD Buffalo, Wyo.	\$150	\$500	30%	60%	0.70	1.30	4%	83%	26%
Trona Joint USD Trona, Calif.	\$140	\$250	56%	32%	1.25	1.80	37%	41%	71%
Elgin Local SD La Rue, Ohio	\$120	\$204	59%	49%	na	na	20%	71%	61%
Average (50 School Districts)	7,637	19,139	40%	51%	0.82	1.43	19%	72%	49%

Key: na - Not available; CHT - Chartwells; PTF - Personal Touch Foodservice