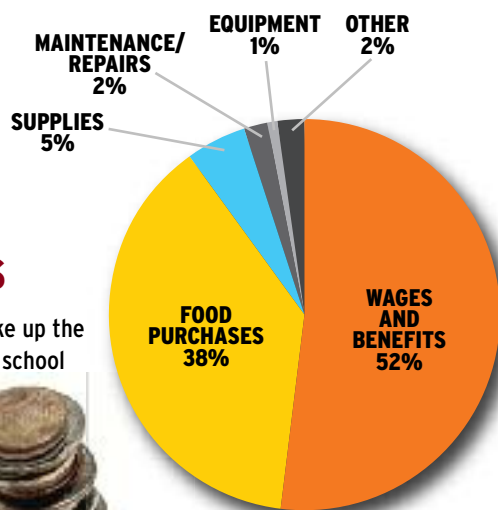


FSD's 2010 School District Report

FoodService Director's 2010 School District Census is a snapshot of the K-12 schools market, based on information supplied by 50 large, medium and small districts.

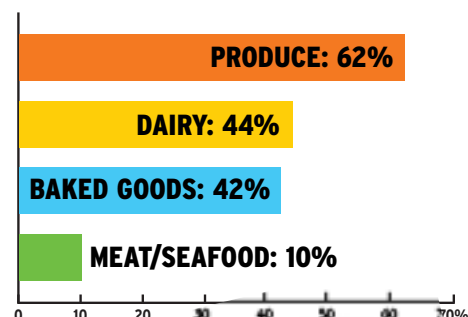
WHERE THE MONEY GOES

Wages and benefits take up the majority of the money school districts spend on foodservice. A percentage breakdown of annual expenses, by category:



THINKING LOCAL

72% of operators in our census—the same percentage as last year—say they source at least some of their foodstuffs from local farms and purveyors. Produce continues to be most popular, but baked goods have taken a leap forward, with a 10-percentage-point rise, perhaps as more operators turn to locally produced artisan breads. Here's what is being sourced locally:



■ Food cost for lunch, including commodities, averaged **\$1.62** among the surveyed schools, a dramatic increase over last year's cost of **\$1.43**. The average food cost for breakfast was **89 cents**, compared with **82 cents** last year, and **47 cents**—up from **43 cents**—for after-school snacks.

■ On average, **51%** of the students attending the schools in the census qualify for either free or reduced-price meals.

■ **48%** of the districts in the census—the same percentage as last year—operate a summer feeding program. However, the average number of meals per day rose markedly, to about **15,900**, compared with only **7,900** meals per day last year.

■ **84%** of the districts surveyed say they offer vending, but in only **43%** of those schools does the foodservice department have full or partial control over vending. In those districts, vending generates an average of **\$63,400** in annual revenue.

■ Of the **92%** of districts serving breakfast, more serve it in the classroom than last year, with **41%** offering this service. Only **37%** of districts in our survey last year offered this service. Among those that do, on average **17%** of breakfasts served to elementary students, **10%** to middle school students and **7%** to high school students are eaten in a classroom.

■ **88%** of districts surveyed say they offer students and parents a cashless payment option. In those districts, an average of **63%** of meals are purchased using the cashless option.

■ The larger the district, the more likely it is to be unionized; **52%** of districts have union employees, and the average number of schools in those districts is **136**. The average size of a non-unionized district in the survey is **17**.

Continued on p. 14

2010 SCHOOL DISTRICT CENSUS REPORT

SCHOOL DISTRICT	Food Purchases (excluding commodities) (x000)	Total Foodservice Expenses (x000)	% of Total Foodservice Expenses:		Avg. Food Cost (including commodities)		Avg. Food Cost % change from 2009		%		% Eligible for Free or Reduced Price Meals
			Food Costs (excluding commodities)	Labor & Benefit Expenditures	Breakfast \$	Lunch \$	Breakfast %	Lunch %	Breakfast	Lunch	
ANNUAL FOOD PURCHASES MORE THAN \$1 MILLION											
New York City DOE	\$149,372	\$412,756	36%	53%	\$0.73	\$1.09	0.0%	0.0%	na	na	74%
Los Angeles USD	\$89,523	\$262,162	34%	56%	\$0.63	\$1.05	na	na	87%	83%	74%
Philadelphia	\$36,292	\$71,051	51%	44%	\$0.78	\$1.46	4.0%	3.5%	30%	52%	78%
Prince William City SD, Va.	\$12,800	\$30,200	42%	52%	\$0.67	\$1.10	1.1%	1.9%	20%	77%	35%
Washington County, Md.	\$8,000	\$16,682	48%	48%	\$2.10	\$3.25	10.5%	10.2%	28%	68%	44%
Manatee County SD, Fla.	\$8,000	\$15,050	53%	33%	na	na	na	na	20%	46%	64%
ANNUAL FOOD PURCHASES \$300,000 - \$1 MILLION											
Euclid City Schools, Ohio	\$1,100	\$3,050	36%	57%	\$1.10	\$1.65	4.8%	1.1%	43%	52%	67%
Jackson SD, N.J.	\$1,000	\$2,380	42%	55%	na	na	na	na	0%	100%	12%
Lebanon R-III SD, Mo.	\$1,000	\$1,900	53%	42%	\$1.00	\$1.60	0.0%	28.0%	21%	62%	65%
Gilmer County SD, Ga.	\$900	\$2,355	38%	59%	\$0.60	\$2.00	0.0%	33.3%	26%	63%	70%
South Panola SD, Miss.	\$900	\$2,078	43%	48%	\$1.00	\$2.14	0.0%	0.0%	36%	59%	79%
Johnson City SD, N.Y.	\$600	\$1,207	50%	45%	\$1.05	\$1.40	31.3%	16.7%	27%	68%	58%
ANNUAL FOOD PURCHASES \$100,000 - \$299,999											
River Valley SD, Wis.	\$299	\$585	51%	45%	\$0.74	\$1.50	19.4%	0.0%	17%	83%	34%
Harlan Cmty. SD, Iowa	\$280	\$495	57%	40%	\$0.80	\$2.25	14.3%	28.6%	18%	82%	45%
Sweeny ISD, Texas	\$270	\$470	57%	43%	\$1.00	\$1.00	na	na	28%	72%	57%
Perryville SD, Ark.	\$250	\$562	44%	53%	\$0.80	\$1.20	0.0%	0.0%	31%	69%	51%
Red Bank Valley SD, Pa.	\$200	\$578	35%	60%	\$0.30	\$1.00	36.4%	11.1%	31%	67%	44%
North Conejos SD, Colo.	\$200	\$501	40%	50%	\$0.90	\$1.90	0.0%	11.8%	37%	63%	75%
AVERAGE (50 School Districts)	\$7,269	\$19,089	38%	54%	\$0.89	\$1.62	9.7%	6.3%	23%	71%	51%

Key: na - Not available

To view the complete Performance Report click on Research then CENSUS REPORTS at:

FOODSERVICEDIRECTOR.COM

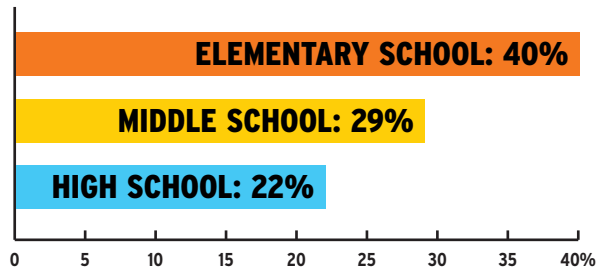
INSTANT EXPERT / FSD CENSUS

Continued from p. 12

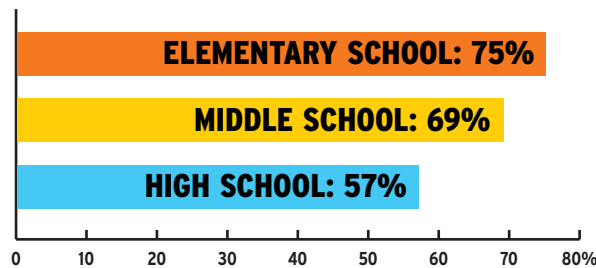
EATING IN SCHOOL-OR NOT

Older students continue to be less likely to eat meals in schools than younger students. The breakdown, by education level and daypart:

BREAKFAST

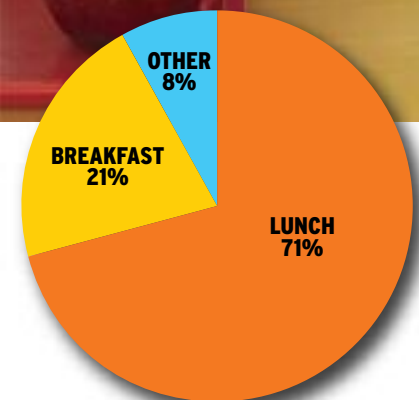


LUNCH



BREAKING THE DAY OUT

Lunch continues to make up the lion's share of school foodservice programs. Percentage of meals served, by daypart:



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2010 SCHOOL DISTRICT CENSUS REPORT

SCHOOL DISTRICT	Food Purchases (excluding commodities) (x000)	Total Foodservice Expenses (x000)	% of Total Foodservice Expenses:		Avg. Food Cost (including commodities)		Avg. Food Cost % change from 2009		% of Meals		% Eligible for Free or Reduced Price Meals
			Food Costs (excluding commodities)	Labor & Benefit Expenditures	Breakfast \$	Lunch \$	Breakfast %	Lunch %	Breakfast	Lunch	
New York City DOE	\$149,372	\$412,756	36%	53%	\$0.73	\$1.09	0.0%	0.0%	na	na	74%
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Prince William City SD, Va.	\$12,800	\$30,200	42%	52%	\$0.67	\$1.10	1.1%	1.9%	20%	77%	35%
Washington County, Md.	\$8,000	\$16,682	48%	48%	\$2.10	\$3.25	10.5%	10.2%	28%	68%	44%
Manatee City SD, Fla.	\$8,000	\$15,050	53%	33%	na	na	na	na	20%	46%	64%
Seminole County SD, Fla.	\$6,832	\$20,890	33%	60%	\$0.70	\$1.10	na	na	18%	72%	42%
Minneapolis Schools, Ind.	\$6,000	\$15,250	39%	43%	na	na	na	na	23%	42%	64%
Gaston County SD, N.C.	\$5,500	\$12,900	43%	50%	\$0.80	\$1.00	60.0%	17.6%	26%	69%	56%
Sumner County BOE, Tenn.	\$5,000	\$11,840	42%	33%	\$0.95	\$2.39	18.8%	3.9%	29%	70%	37%
Madison Metro SD, Wis.	\$4,600	\$10,907	42%	50%	\$0.69	\$0.96	7.8%	9.1%	17%	54%	55%
Archdiocese of New Orleans	\$4,535	\$17,257	26%	51%	\$0.53	\$1.06	0.0%	0.0%	10%	86%	18%
Fargo SD, N.D.	\$3,500	\$5,205	67%	24%	\$0.60	\$1.25	20.0%	13.6%	22%	78%	46%
Baldwin Park USD, Calif.	\$3,000	\$7,145	42%	53%	\$0.60	\$0.95	na	na	21%	54%	75%
New Bedford SD, Mass.	\$3,000	\$6,210	48%	49%	\$0.75	\$1.25	0.0%	0.0%	37%	57%	65%
Columbia Schools, Mo.	\$2,505	\$5,194	48%	48%	\$1.50	\$1.95	-17.1%	-27.2%	19%	57%	36%
Longwood Central SD, N.Y.	\$1,500	\$3,800	39%	47%	\$0.85	\$1.75	0.0%	6.1%	23%	75%	38%
Euclid City SD, Ohio	\$1,100	\$3,050	36%	57%	\$1.10	\$1.65	4.8%	1.1%	43%	52%	67%
Jackson SD, N.J.	\$1,000	\$2,380	42%	55%	na	na	na	na	0%	100%	12%
Lebanon R-III SD, Mo.	\$1,000	\$1,900	53%	42%	\$1.00	\$1.60	0.0%	28.0%	21%	62%	65%
Gilmer County SD, Ga.	\$900	\$2,355	38%	59%	\$0.60	\$2.00	0.0%	33.3%	26%	63%	70%
South Panola SD, Miss.	\$900	\$2,078	43%	48%	\$1.00	\$2.14	0.0%	0.0%	36%	59%	79%
Johnson City SD, N.Y.	\$600	\$1,207	50%	45%	\$1.05	\$1.40	31.3%	16.7%	27%	68%	58%
Sanford SD, Maine	\$531	\$1,252	42%	53%	\$0.97	\$2.69	0.0%	10.7%	21%	61%	55%
Twin Valley SD, Pa.	\$501	\$1,404	36%	46%	\$0.92	\$1.20	0.0%	0.0%	32%	68%	22%
Wolcott SD, Conn.	\$500	\$1,053	47%	46%	\$1.25	\$2.75	0.0%	0.0%	9%	91%	20%
McPherson USD, Kan.	\$500	\$820	61%	33%	\$1.00	\$1.25	66.7%	-3.8%	12%	84%	60%
Humboldt SD, Nev.	\$495	\$833	59%	36%	na	\$2.25	na	0.0%	0%	100%	36%
Wissahickon SD, Pa. (CHT)	\$450	\$836	54%	45%	\$0.85	\$0.95	13.3%	11.8%	3%	97%	13%
Harbor Creek SD, Pa.	\$436	\$828	53%	41%	\$0.68	\$1.30	4.6%	4.0%	5%	91%	25%
Laurel SD, Del.	\$350	\$1,210	29%	66%	na	na	na	na	41%	59%	62%
Gravette SD, Ark.	\$316	\$704	45%	50%	\$0.73	\$2.60	21.7%	na	42%	58%	46%
Western SD, Mich.	\$300	\$596	50%	46%	\$0.75	\$1.60	0.0%	6.7%	15%	85%	42%
Holley Central, N.Y. (PTF)	\$300	\$545	55%	26%	\$0.54	\$0.85	0.0%	0.0%	21%	77%	50%
South Delta SD, Miss.	\$300	\$500	60%	40%	\$1.00	\$1.75	0.0%	16.7%	32%	45%	97%
River Valley SD, Wis.	\$299	\$585	51%	45%	\$0.74	\$1.50	19.4%	0.0%	17%	83%	34%
Harlan Community, Iowa	\$280	\$495	57%	40%	\$0.80	\$2.25	14.3%	28.6%	18%	82%	45%
Sweeny ISD, Texas	\$270	\$470	57%	43%	\$1.00	\$1.00	na	na	28%	72%	57%
Perryville SD, Ark.	\$250	\$562	44%	53%	\$0.80	\$1.20	0.0%	0.0%	31%	69%	51%
Red Bank Valley SD, Pa.	\$200	\$578	35%	60%	\$0.30	\$1.00	36.4%	11.1%	31%	67%	44%
North Conejos SD, Colo.	\$200	\$501	40%	50%	\$0.90	\$1.90	0.0%	11.8%	37%	63%	75%
Carbon County SD, Wyo.	\$200	\$426	47%	47%	\$1.10	\$1.35	0.0%	0.0%	12%	83%	60%
Essex County SD, Va.	\$200	\$310	65%	32%	na	na	na	na	26%	74%	61%
Eastwood Lake, Ohio	\$190	\$565	34%	53%	\$0.60	\$1.85	na	5.7%	3%	97%	18%
School Admin. 37, Maine	\$163	\$407	40%	52%	\$1.00	\$3.41	na	0.0%	20%	60%	60%
Louise ISD, Mo.	\$160	\$329	50%	50%	na	\$1.20	na	3.0%	0%	100%	65%
Morenci USD, Ariz.	\$160	\$199	80%	20%	na	\$1.60	na	na	0%	100%	43%
Johnson City SD, Wyo.	\$150	\$500	30%	60%	\$1.70	\$1.30	0.0%	0.0%	4%	83%	33%
Trona Joint USD, Calif.	\$144	\$260	55%	41%	\$1.30	\$1.85	4.0%	2.8%	37%	41%	71%
Elgin Local SD, Ohio	\$140	\$232	60%	38%	\$0.80	\$2.00	na	na	28%	62%	61%
Average (50 Districts)	\$7,269	\$19,089	38%	54%	\$0.89	\$1.62	9.7%	6.3%	23%	71%	51%

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

To view the complete Performance Report click on Research then CENSUS REPORTS at:

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