

Davis Joint Unified School District School Lunch Menu and Marketing Definition of Terms Used

Goal: to educate the eaters of DJUSD School Lunch and provide them with accurate information; to define commonly used terms in the DJUSD school lunch menu as it relates to marketing and evaluating for the purpose of Measure Q reporting and clear messages to the school lunch purchasing community; to foster the use of these terms by both the Davis Farm to School Connection and DJUSD in marketing materials; to be able to clearly and uniformly answer any questions that might arise from the public.

Terms:

Artisan Bread - bread that is crafted, rather than mass produced. Baked in small batches rather than on a vast assembly line, artisan bread differs from prepackaged supermarket loaves in a number of ways. Special attention to ingredients, process, and a return to the fundamentals of the age-old bread-making tradition set artisan bread apart from soft, preservative-laden commercial breads. Made with whole grain where possible.

Crunch Mix – refers to the recipe used for the primary base of greens used in the Seasonal Salad Bar. Part of the mix is purchased locally and the mix is freshly prepared by staff.

Deli Sandwich – freshly prepared sandwich using whole grain bread, commodity meat, green leaf lettuce, and condiments.

Farm to School – with regard to the lunch format, one or more ingredients is purchased locally. More broadly, it refers to a healthy school environment which supports increasing local foods in school food offerings, reducing solid waste through a comprehensive recycling program and providing educational opportunities to promote a healthy lifestyle and develop the whole child. This includes programs that implement the DJUSD Student Nutrition Services goal of “Eating to Learn and Learning to Eat” such as tastings local product offered in the school lunch, school gardens and farm visits.

Farm to School Pizza – pizza freshly prepared to USDA NSL specifications using seasonal raw vegetables or herbs and contain commodity product such as pineapple, meat, cheese, tomato sauce. These pizzas include: Hawaiian Pizza (ham, cheese, pineapple, sage, mozzarella cheese); Seasonal Vegetarian Pizza (e.g. Winter Vegetarian – seasonal, local vegetables and or mushrooms, herbs, cheese, tomato sauce); Cheese Pizza (mozzarella cheese, tomato sauce, herbs)

Freshly Prepared – when a menu items is assembled in the Central or Satellite DJUSD Kitchens from minimally processed ingredients and delivered for use the same or following day.

Local – product raised or grown within a roughly 300 mile radius of Yolo County, which incorporates growing regions such as the Central Coast, Central Valley, Sierra Foothills. It goes north to the Oregon boarder and south to Bakersfield and encompasses the Central Valley.

Made from Scratch – when a menu item is created in the Central or Satellite DJUSD Kitchens using whole foods that are raw, fresh and seasonal ingredients, including meats, vegetables, fruits, whole grains, dairy products (with few additives), herbs, spices with no or minimal use of additional prepared products such as sauces and mixes.

Seasonal – refers to three seasons:

- Fall – August, September, October, November
- Winter – December, January, February
- Spring – March, April, May, June

Seasonal Salad Bar – (Fall, Winter, Spring) will contain at least:

- Crunch Mix
- Local fruit and vegetables (one each)
- Two “Made from Scratch” Salads: one based on a seasonal vegetable and one based on a whole grain in combination with seasonal fruit or vegetables
- Cheddar or Cottage Cheese
- Meat, Fish or Eggs
- Canned Beans