

NEWS RELEASE

Douglas County School District Nutrition Services

Contact: Janelle Jones

DCSD Nutrition Services Media Relations

c: (303) 818-6849

janelle.jones@dcsdk12.org

DCSD Nutrition Program way ahead of the National School Lunch Re-vamp

Nutrition Services Director: "...we're always working to create healthful meals kids like."

DOUGLAS COUNTY, CO: September 25, 2012-Amid national headlines depicting students in many school districts taking issue with the recent revamp of the National School Lunch Program, students in Douglas County have long enjoyed DCSD Nutrition Services Department's innovative approach to both please palates and serve healthy food.

"To begin with, we are an enterprise — *a business*— and we run accordingly. We strive to serve the students. Just like parents at home, we're always working to seek a balance, to create healthful meals kids like," said DCSD Nutrition Services Director Brent Craig.

Douglas County was among the first in the country to employ a chef when it hired Chef Jason K. Morse, CEC, as part of the *Chefs Move to Schools Program*.

"Not only does Chef Jason bring culinary expertise to our menu design process, he runs a boot camp for staff aimed at refining technique, all in an effort to turn out delicious fare every day," said Craig, "...and the kids adore him. He has the ability to get them excited about trying new foods."

The popularity of the food network has brought certain celebrity to those "...wearing the big white hats and wielding knives. Chefs are rock stars to kids as well as parents," Craig said.

DCSD's mantra is 'partnering with parents'. Recent comments like that of Kym Chappler, whose son attends Coyote Creek Elementary, keep those in DCSD Nutrition Services buoyed:

"I just thought you'd appreciate some high praise from a very finicky eater's mom. My 5 year-old decided to try school lunch Monday. He usually lives on hot dogs, chic nuggets and cucumbers and is quite reluctant to try new things. Yet, he's proclaimed school lunch 'AWESOME' and wants to eat 'school food' everyday. He even wants me to volunteer in the lunch area to see how to cook new things."

"Harvest Bars, Taste Testings, BerryBlendz, Subway, ala carte offerings, Nutrition Breaks and more, we are truly 'cutting edge' ... we communicate and we believe in our products and our community. We go to great lengths to serve 'our' students," said Craig, noting, "...better nutrition means healthier, happier and more productive kids."

In October, DCSD Nutrition Services will host a “friendly competition” — ***DCSD’s FIRST-EVER Fruits & Veggies Challenge*** — between the district’s fifty-three (53) elementary schools. “We’ll be encouraging students to sample one fruit and one veggie at each meal. We plan to measure which school ‘eats’ the most fruits and veggies per capita and offer an all-inclusive free lunch to the students, teachers and administration at the winning school.”

-30-

Photo of Chef Jason K. Morse, CEC, in action, available upon request.

*For specific school info pertinent to DCSD Nutrition Services,
contact Janelle Jones at (303) 818.6849 or janelle.jones@dcsdk12.org*