

# The Better Tomorrow Plan Case study

January 2012

## We Do

### OUR COMMITMENT:

We will provide and promote varied and balanced food options at all our clients' sites by 2012.

## We Engage

### OUR COMMITMENTS:

We will support our clients' sustainability strategy and contribute to strengthening clients' reputation.

We will help consumers to adopt more healthy and sustainable practices.

## United States

### Future Chefs

**The Future Chefs: Healthy Snack Challenge is a culinary competition that encourages students to learn about good nutrition by creating healthy snacks. After running similar events in schools for years, 2011 marked the first time the program became a national event.**

### Creating value for our clients

Sodexo helps schools improve the learning environment. As a partner in education to nearly 500 school districts across the United States, everything we do is focused on students and their well-being. From nutritious school meals to clean classrooms to safe playgrounds and more, Sodexo enhances their ability to learn and grow.

### General context

Approximately 17% of children in America are obese (source: U.S. Centers for Disease Control). As a champion of student well-being and achievement, Sodexo is very concerned about childhood obesity in the United States.

The Future Chefs program was thus designed to both teach students about the importance of good nutrition and making healthy choices in life, while also encouraging them to get active in the kitchen.

### The 2011 Future Chefs: Healthy Snack Challenge

Sodexo has been using culinary competitions in school districts for years as a fun and interactive way to get students excited about good nutrition, but it has been elevated at national level with the first-ever Future Chefs: Healthy Snack Challenge for elementary school students in 2011.

The challenge consisted of both local district-wide competitions and a national finals round held on a special Future Chefs page on YouTube. The five national finalists all created their own videos showcasing their unique healthy snack recipes. The public voted in March 2011 by selecting the "Like" button under their favorite video. The student with the most votes earned the national champion title. The five students selected as national finalists were aged 9-11 and came from 5 different districts.

### Future Chefs 2011:

- 36 school districts
- 2,602 healthy recipes
- 535 students selected
- 5 finalists



[www.youtube.com/user/SodexoFutureChefs](http://www.youtube.com/user/SodexoFutureChefs)



Dulcie Robertson, 9, a fourth-grader from the Helena School District in Montana won the first-ever challenge. Dulcie's winning recipe, Dulcie's Wrap Duo, received the most votes on the program's YouTube page.



## Results of the challenge

The Future Chefs: Healthy Snack Challenge was well-received by all participating districts in 2011. Not only did it motivate students to make healthy choices, but it also shed light on each district's commitment to nutrition education and well-being.

Additionally, **some of the other district-winning recipes are being adapted for use at Sodexo-served schools** across the country, further extending the program's reach.

## Moving Forward

The Future Chefs: Healthy Snack Challenge program was such a success that Sodexo is continuing again in the new school year. **The 2012 event will focus on middle school students** creating healthy, fun and nutritious breakfast items.



## Recognition

The program was recognized by Sodexo as a highlight of Fiscal 2011 when it was selected for the company's **Spirit of Sodexo** internal recognition program. Future Chefs: Healthy Snack Challenge earned the **2011 Client Segment Gold Award** in the Spirit of Progress category in honor of outstanding performance in support of Sodexo's mission and values.

## Fact & Figures

- ➔ More than **18,100** video views on YouTube during 2-week public voting period
- ➔ More than **22,600** total video views since YouTube page launched

## Partnerships

Sodexo is a partner in **First Lady Michelle Obama's Let's Move program**, an initiative working to end childhood obesity in a generation. Sodexo also helps its partner school districts earn awards in the USDA's HealthierUS School Challenge, a voluntary national certification program established to recognize schools that are creating healthier school environments through their promotion of good nutrition and physical activity. To date, **Sodexo has helped more than 121 partner school districts earn HealthierUS School Challenge awards.**

Sodexo is also the first national student nutrition provider to adopt the **Alliance for a Healthier Generation's guidelines** for snacks and beverages in schools. The Alliance for a Healthier Generation is a joint initiative of the American Heart Association and the William J. Clinton Foundation.

## Testimony

Dulcie Robertson – Winner of the inaugural Future Chefs: Healthy Snack Challenge:

*"It's cool knowing that kids and parents all over America saw my video and liked my recipe enough to vote for me. I really love cooking and I'm proud to be the Future Chefs' champion!"*



## More information

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