

Using Marketing Strategies To Boost Demand for School Lunch

School Nutrition Policy Webinar Series

Please join us for the second in a series of webinars brought to you by The Los Angeles County Department of Public Health's RENEW Initiative.

Join us for a Webinar on January 26, 10-11 AM Pacific Standard Time

Space is limited.

Reserve your Webinar Seat Now at:

<https://www3.gotomeeting.com/register/945039006>

Speakers:

Alexandra Castillo, Researcher, National Food Service Management Institute

Rodney Taylor, Student Nutrition Director, Riverside Unified School District

Scott Soiseth, Director of Child Nutrition, Turlock Unified School District

Learning Objectives:

-Understand how research-based marketing strategies can be used to increase overall participation in your district's cafeterias.

-Identify cost-effective marketing strategies to increase sales of specific healthy items.

-Hear from food services directors who have successfully changed the image of school food in their districts.

Title: *Using Marketing Strategies To Boost Demand for School Lunch*

Date: Thursday, January 26, 2012

Time: 10:00 AM - 11:00 AM PST

System Requirements

PC-based attendees

Required: Windows® 7, Vista, XP or 2003 Server

Macintosh®-based attendees

Required: Mac OS® X 10.5 or newer