POLL QUESTION #1

Did you participate in the Tuesday March 17 Senior Nutrition Network COVID-19 Response Townhall?

• Yes

• No
OPENING REMARKS

Keri Lipperini
Administration for Community Living
SPEAKER INTRODUCTION

Chef Gerald Drummond
• Executive Chef – Campbells Food Service
• America’s Division | Campbell Soup Company

Angie Bradford
• Director of Food Service
• Woods County Committee on Aging
Make Your Mark: Offer More Choices
March 19, 2020
Campbells Foodservice Team

Gerald Drummond
Executive Chef
North American Foodservice
Speed Scratch Definition:

"Speed Scratch cooking means using convenience, or ready-made products and adding a few fresh ingredients to personalize it and round out the meal."

Source: https://www.cookwithcampbells.ca/articles/speed-scratch-cooking/
Speed Scratch Solution for Foodservice Operators

• More than now operators are looking for solutions to offset labor and skill issues that are prevalent in the foodservice industry.

• Speed Scratch Recipes are one way to for operators to maximize / combat these on-going headwinds.

• When developing Speed Scratch recipes, operators should partner with a trusted food company, when possible or leverage resources from reputable sources.
Benefits of Speed Scratch Cooking

- Save time and labor costs
- Adds value and quality
- Helps assure consistency
- Supports seasonal flexibility
- Simplifies menu development and design
- Lowers need for inventory and equipment
- Easily implemented in BOH operations
- Exceeds customer expectations
What is a Speed Scratch Recipe?

Components:
• Ingredients
• Directions
• Speed scratch ingredient highlighted
Speed Scratch Solution for Foodservice Operators

• Keep these 3 things top of mind when developing Speed Scratch recipes.
  – Minimal ingredients, preferably ingredients already in inventory
  – Minimal steps/procedures to the recipes
  – Minimal time to complete the recipes

Following these 3 things will benefit the operator when it comes to menu development & labor / skill control.
Campbell’s Chef-Driven Culture
Focused on Bringing Trends to Life

Certified Master Chef Leadership / Culinary Insights & Trends / Innovation, Recipe Development, Menu Ideation / Active Collaboration & Co-Development

MODERN MUSHROOMS
ALL-DAY DINING
VEGETABLE EVOLUTION
NORTH AFRICAN FLAVORS
NEXT LEVEL TEXTURE
WELLNESS SIPS

Culinary TRENDSCAPE 2019
### Meal Planning Issues

- **We are always looking for new recipes and menu ideas to add variety to our menus**: 81%
- **We are always looking for new food and beverage products to add variety to our menus**: 79%
- **We are always looking for new food and beverage products that can lower our food costs**: 75%
- **We are always looking for lower-cost versions of the products we buy**: 75%
- **We are always looking for menu ideas that will enable us to raise our average check or transaction amounts in our cash operations**: 72%
- **We rarely change the food and beverage products we purchase or use**: 51%
## Top Operator Concerns

### Senior Living Operators

**Base:** 450 (All respondents)

**Q:** With regard to your foodservice department today, how concerning are each of the following factors:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Concern</th>
<th>Fastest risers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Satisfying residents</td>
<td>#5</td>
</tr>
<tr>
<td>2</td>
<td>Managing food costs</td>
<td>#9</td>
</tr>
<tr>
<td>3</td>
<td>Rising food costs</td>
<td>#10</td>
</tr>
<tr>
<td>4</td>
<td>Motivating healthier eating</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Rising labor costs</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Retaining qualified labor</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Shrinking budgets</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Improving value</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Keeping up with menu trends</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Aligning the menu with resident interests</td>
<td></td>
</tr>
</tbody>
</table>
Where possible, work with a food company that will partner with you on all aspects of planning and development, implementation and customized on-going support.

- **Planning and development**
  - Industry trends and menu insights*
  - Menu recommendations*
  - Culinary expertise
  - Custom recipe development

- **Implementation**
  - Operational support*
  - Product training*
  - Merchandising materials
  - Promotional support*

- **On-going support**
  - Quality assurance*
  - Account management
  - Consumer testing*

*Key competitive advantages
# Healthcare, Aging Services and Senior Living Evolving Quickly

<table>
<thead>
<tr>
<th>Role of Foodservice</th>
<th>Long-Term Care</th>
<th>Senior Living</th>
<th>Aging Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>Primarily nutrition</td>
<td>Focused on traditional dietary definitions (e.g., diabetic, low in sugar, etc.)</td>
<td>Recruitment, engagement, satisfaction</td>
</tr>
<tr>
<td>Menu</td>
<td>Traditional, safe, diet-driven</td>
<td>More vibrant, experimental flavors, ‘restaurant-like’</td>
<td>Varied: traditional, regional/local character, evolving interests</td>
</tr>
<tr>
<td>Organizational Needs</td>
<td>Simple BOH solutions; little skilled labor</td>
<td>Easy but creative solutions</td>
<td>Simple but creative BOH solutions; limited labor</td>
</tr>
</tbody>
</table>

Understanding Healthcare Foodservice Technomic 2018
Two Critical Issues in Healthcare and Aging Services

Sodium content in prepared foods

“When purchasing premade foods the most consistent complaint among operators was that many of these products contain well beyond what they consider to be a healthy level of sodium.”

Balancing dish complexity with staff skill level

“Given the shortage of skilled foodservice laborers, many operators are forced to redesign the menu with dishes that require less skill to create.”

Understanding Healthcare Foodservice Technomic 2018
Summary

- Speed Scratch Recipes can be very beneficial for operators to simplify menu development, optimize available resources, and address evolving client tastes.
Thank You

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(856) 346-6163
POLL QUESTION #2

Do you use Speed Scratch cooking techniques at your organization?

• Yes
• No

If yes, please share with us specific ways this technique helps your organization offer a variety of meals for the seniors you serve.
MAKE YOUR MARK-- ENHANCE CHOICES

ANGIE BRADFORD
Director of Food Service
Wood County Committee on Aging
Bowling Green, Ohio
Mission & Services

The mission of the Wood County Committee on Aging, Inc., shall be to provide older adults with services and programs which empower them to remain independent and improve the quality of their lives.

Services include:

Noon Meals - Home delivered & Congregate (M-F)
Evening Meals - at the Wood County Senior Center (T, W, Th)
Social Services/Nursing
Transportation - to congregate sites, grocery shopping, medical
Programs - fitness, technology, support groups, etc.
Meals are distributed out of the Production Kitchen to our eight congregate sites and to over 525 homebound clients daily.
NO RESERVATIONS REQUIRED!

Lunch meals require NO reservations at our eight congregate sites

• Sites call in a “guesstimate” count based on:
  • Menu
  • Programs at Site
  • Other area programs

Able to keep “waste” at about a 7% average
PROS:
Choice of red meat/ non red meat options – nonmeat option during Lent
Even out food cost with a lower cost entrée item
Easier on the kitchen staff when one is a harder prep item
Variety and choice!
Not everyone likes liver & fish
Can cater to older seniors and younger seniors by providing two options

CONS:
Difficulty in menu writing to ensure both entrée choices go with the other menu items
Guesstimating the amount of each entrée needed to order
If serving out restaurant style harder to serve
Serving TWO favorites . . Oh no!
WCCOA - EVENING MEAL OPTION

- Evening meal is served at 5:30 pm only at the Bowling Green location
- Reservations are required by 2 pm the day of
- Prepared on site
- More upscale than the lunch menu
- Catered more towards the younger seniors

- No choice of entrée but can ask for a chicken breast when placing reservation
- Served restaurant (sit down) style
- Many organizations come in to help with serving of the meals
- Easier to attend for working seniors
Menu Talk is conducted at all eight congregate sites annually—during this program the Director of Food Service explains the requirements set forth by the federal and state departments (Older American’s Act, Ohio Dept. of Agriculture, etc.) and asks for input regarding the menus.

Surveys are distributed and completed by the participants at Menu Talk. These surveys are tallied; which helps to incorporate suggestions and ideas into upcoming menus.

The ACL POMP survey (edited to fit my needs) is distributed annually to the home delivered meal clients -- [https://acl.gov/programs/pomp](https://acl.gov/programs/pomp)
CONTACT INFORMATION

Angie Bradford
Director of Food Service
abradford@wccoa.net
http://wccoa.net/
POLL QUESTION #3

What barriers do you face to offering a choice menu to the seniors you serve?

• Staffing
• Equipment
• Training
• Other

If you selected other, please let us know what specific barriers you face.
All of March, the Administration for Community Living has prepared a series of weekly webinars.

**Webinar #4**

**Title:** Make Your Mark on Food Insecurity  
**Date:** Wednesday March 25  
**Time:** 3:30pm – 4:30pm ET  
**Register:**  
[https://register.gotowebinar.com/register/8308572170612103181](https://register.gotowebinar.com/register/8308572170612103181)
CONNECT WITH YOUR PEERS VIA NRCNAengage

NRCNAengage is an online venue for senior nutrition program staff, nutrition and aging professionals across the country to connect, share best practices, resources, recipes and ideas for action!

Signing up is easy!
Visit [www.nrcna.mn.co](http://www.nrcna.mn.co) and click ‘Invite’!