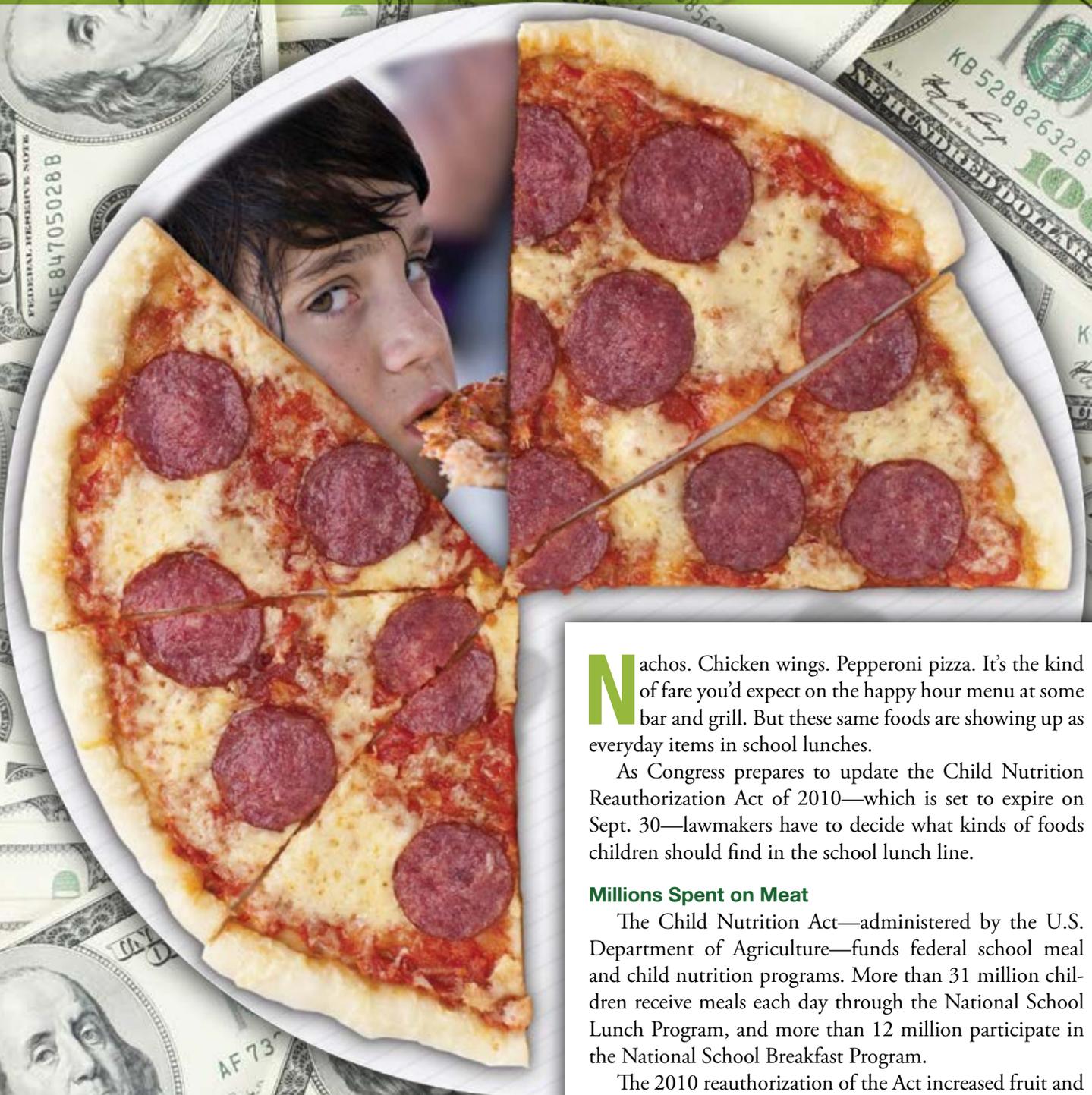


# Who's Making Money from Overweight Kids?



**N**achos. Chicken wings. Pepperoni pizza. It's the kind of fare you'd expect on the happy hour menu at some bar and grill. But these same foods are showing up as everyday items in school lunches.

As Congress prepares to update the Child Nutrition Reauthorization Act of 2010—which is set to expire on Sept. 30—lawmakers have to decide what kinds of foods children should find in the school lunch line.

## Millions Spent on Meat

The Child Nutrition Act—administered by the U.S. Department of Agriculture—funds federal school meal and child nutrition programs. More than 31 million children receive meals each day through the National School Lunch Program, and more than 12 million participate in the National School Breakfast Program.

The 2010 reauthorization of the Act increased fruit and vegetable requirements, set limits on saturated fat, allowed students to use a note from their guardian to request non-

## USDA School Meal Payments to Meat and Dairy Producers



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dairy milk, and allowed commercial tofu and soy products to meet all or part of the meats/meat alternates component. But it also allowed for unhealthy meat and dairy products to continue to infiltrate school lunches through USDA commodities.

In 2013, the USDA paid more than \$500 million to 62 meat and dairy producers for beef, chicken, turkey, pork, fish, dairy, eggs, and lamb that ended up in school meals.

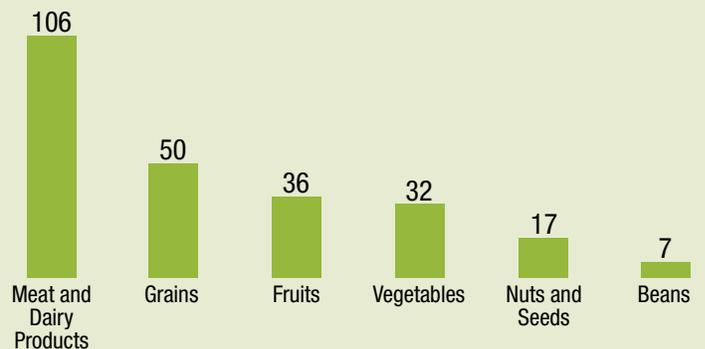
Six of those 62 companies received a combined \$331 million:

Supplier	Product	Amount Received
Tyson Foods Inc.	Chicken, Beef, Pork	\$89,321,702.49
Pilgrim's Pride Corporation	Chicken	\$70,103,087.60
Cherry Meat Packers Inc.	Beef	\$56,191,707.61
Central Valley Meat Co. Inc.	Beef	\$42,515,108.41
American Beef Packers Inc.	Beef	\$42,222,111.00
Jennie-O Turkey Store LLC	Turkey	\$30,724,025.20

### Targeting the School Nutrition Association

Some of these same suppliers—including Tyson Foods and Jennie-O Turkey Store—are also targeting the School Nutrition Association—an organization with 55,000 school food service members.

### Number of Ads by Category in 2014 Issue of SNA's School Nutrition



The Physicians Committee recently reviewed advertisements in each 2014 issue of SNA's *School Nutrition* magazine. While there were some ads for pasta, beans, blueberries, sweet potatoes—and even hummus and soy milk—they were outnumbered by ads for pepperoni pizza, corn dogs, and other junk foods.

Of 106 ads for unhealthy meat and dairy products, 23 were full-page ads for Domino's or Pizza Hut pepperoni pizza.

Pizza is the number-two source of calories for children and adolescents ages 2-18, according to the 2010 Dietary Guidelines for Americans. It is also the second-leading source of saturated fat and the third-leading source of sodium.

A Domino's ad in one issue of the magazine even urges "Help us take a slice out of cancer," despite the fact that a daily serving of pepperoni or other processed meat is linked to colorectal cancer risk. Similarly, women who consume the most red meat during childhood are at

higher risk for developing breast cancer.

Pizza isn't the only culprit. There are ads for sausage, egg, and cheese breakfast sandwiches, beef ravioli, macaroni and cheese, chicken nuggets...and the list goes on:

## Twenty Companies Making Money from Unhealthy School Meals



Advertisements from these 20 companies in the 2014 issues of the School Nutrition Association's *School Nutrition* magazine promoted unhealthy meat and dairy products for school meals. Following is a sampling of the products:

Suppliers	Products
AdvancePierre Foods	<ul style="list-style-type: none"> <li>• Egg and Cheese on Roll</li> <li>• Beef and Mushroom Patties</li> </ul>
American Egg Board	<ul style="list-style-type: none"> <li>• Egg, Cheese, and Bean Tacos</li> </ul>
ConAgra Foodservice	<ul style="list-style-type: none"> <li>• Chef Boyardee Beef Ravioli</li> <li>• Gilardi Stuffed-Crust Pepperoni Pizza</li> <li>• Gilardi Cheese-Filled Breadsticks</li> </ul>
Domino's	<ul style="list-style-type: none"> <li>• Pepperoni Pizza</li> <li>• BBQ Smokehouse Pizza</li> <li>• Cheeezzilla Pizza</li> <li>• Kick'n Chicken</li> </ul>
E.S. Foods	<ul style="list-style-type: none"> <li>• Turkey Salami and Cheese Tortilla</li> <li>• Mac and Cheese</li> <li>• Cheese Sauces</li> </ul>
Foster Farms Food Service	<ul style="list-style-type: none"> <li>• Chicken Corn Dogs</li> </ul>
General Mills Food Service	<ul style="list-style-type: none"> <li>• Old El Paso Fold 'N Go Breakfast Tacos (Turkey Chorizo Sausage, Mozzarella Cheese)</li> <li>• Pillsbury Sunrise Flatbread Features Cheese, Turkey, and Scrambled Eggs</li> <li>• Yoplait Yogurt</li> </ul>
Gold Kist Farms	<ul style="list-style-type: none"> <li>• Dark Meat Chicken Smackers</li> </ul>
High Liner Foods	<ul style="list-style-type: none"> <li>• Viking Sa-Weet! Potato Crusted Seafood</li> </ul>
Jennie-O Turkey Store LLC	<ul style="list-style-type: none"> <li>• Turkey Crumbles</li> </ul>
Jones Dairy Farm	<ul style="list-style-type: none"> <li>• Pork and Turkey Sausage</li> </ul>
J.T.M. Food Group	<ul style="list-style-type: none"> <li>• Maple Pancake Sausage Sandwich</li> <li>• Biscuit Sausage Sandwich</li> <li>• Sausage Patties (Beef, Pork, Turkey)</li> <li>• Mediterranean Turkey Wrap</li> <li>• Mushroom Blended Beef Turkey Burgers, Taco Fillings, Meatballs, and Pasta Sauces</li> </ul>

Suppliers	• Products
Land O' Lakes Foodservice	<ul style="list-style-type: none"> <li>• Italian Cheese Sauce</li> </ul>
M.C.I. Foods Inc.	<ul style="list-style-type: none"> <li>• Los Cabos Mexican Foods Breakfast Wraps (Egg, Cheese, and Sausage)</li> </ul>
Nature Raised Farms Facilitated by Tyson Foods Inc.	<ul style="list-style-type: none"> <li>• Chicken Nuggets</li> </ul>
Pizza Hut	<ul style="list-style-type: none"> <li>• Pepperoni Pizza</li> </ul>
Ruiz Food Products Inc.	<ul style="list-style-type: none"> <li>• El Monterey</li> <li>• Egg and Cheese Rolled Tacos</li> <li>• Egg, Cheese, Potatoes, and Turkey Sausage Rolled Tacos</li> <li>• Beef and Bean Burritos</li> </ul>
Sarah Lee Foodservice a Division of Hillshire Brands	<ul style="list-style-type: none"> <li>• Hot Dog</li> <li>• Corn Dog</li> </ul>
Schwan's Food Service Inc.	<ul style="list-style-type: none"> <li>• Big Daddy's Primo Pepperoni Pizza</li> <li>• Beacon Street Café</li> <li>• Three Meat Italian Flatbread Sandwich</li> <li>• Turkey Sausage, Egg, and Cheese Slider</li> <li>• Turkey Sausage, Egg, and Cheese Flatbread</li> <li>• Turkey Sausage, Egg, and Cheese Stuffed Sandwich</li> <li>• Cheese Stuffed Sandwich</li> </ul>
Tyson Foods Inc.	<ul style="list-style-type: none"> <li>• Tyson Beef</li> </ul>



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## The Physicians Committee's Position on School Lunch Reform

**T**he Physicians Committee works with school districts across the country by offering plant-based recipes, resources, and marketing materials. We advocate for changes in the school lunch program in the following areas:

### Offer a daily plant-based entrée as an option for all children.

Including a daily plant-based entrée such as a veggie burger, bean burrito, or fresh garden salad from the salad bar not only addresses inadequate consumption of healthful plant-based foods and helps form healthier eating habits, but can also lower children's fat, calorie, sodium, and cholesterol intake by reducing consumption of processed meat and dairy products such as cheesy pizza, sausages and bacon, and fried chicken nuggets. It is an easy way for schools to meet the new nutrition standards based on the most recent Dietary Guidelines.

### Offer nondairy milk as an option for all children.

Schools must offer nondairy beverages to children. As many as one-third of American children are lactose intolerant or have allergies to dairy milk, and many more parents are choosing to have their children drink nondairy milks. Soy milk is the only plant-based milk deemed "nutritionally equivalent" to dairy milk in order for reimbursement. In fact, soy milk is superior by providing key amounts of calcium, vitamin D, potassium, and protein without any of the health risks posed by dairy milk. Despite soy milk being reimbursable, students currently

must have permission from a guardian or doctor and there is no guarantee the school will provide soy milk due to cost.

### Improve USDA foods.

USDA purchases should facilitate the consumption of healthful foods that are lacking in children's diets—fruits, vegetables, whole grains, and beans. 🌱

 **Read more**  
about the Physicians  
Committee's position on  
school lunch reform at  
[HealthySchoolLunches.org](http://HealthySchoolLunches.org).



Researchers have found that replacing foods like these with healthful plant-based options can help children dramatically improve their health.

The Cleveland Clinic's Michael Macknin, M.D., reported in the *Journal of Pediatrics* that obese children who excluded added fat and animal products and focused on fruits, vegetables, and whole grains lowered their blood pressure and cholesterol levels, improved their weight, and lowered their sensitivity to two biomarkers for cardiovascular disease.

### Helping Kids "Veg Out" at School

The Physicians Committee's Healthy School Lunches campaign continues to work with schools to bring healthier plant-based options into cafeterias.

This spring, Cameron Wells, M.P.H., R.D., and other Physicians Committee nutrition experts partnered with a school in Washington, D.C., to show how delicious dishes

rich in vegetables, fruits, whole grains, and legumes can be. With the school's support, they tracked how students responded to having plant-based, high-fiber vegan options added to the cafeteria's daily menu.

The offerings—including Powered-Up Pasta, Veg-Out Chili, Southwest Energy Burgers, and Barbecue Tofu Bites—were a hit with students who jumped at the chance to choose nutritious, plant-based meals. For many students, this was the first time they tried foods rich in vitamins, minerals, complex carbohydrates, and heart-healthy plant protein.

Hopefully, vegetables, fruits, whole grains, and legumes will replace "happy hour" junk foods as the new mainstays of school lunch menus, and America's children will take a big step toward better health. 🌱

 [HealthySchoolLunches.org](http://HealthySchoolLunches.org)