



Evaluating “Value”

More than just Price





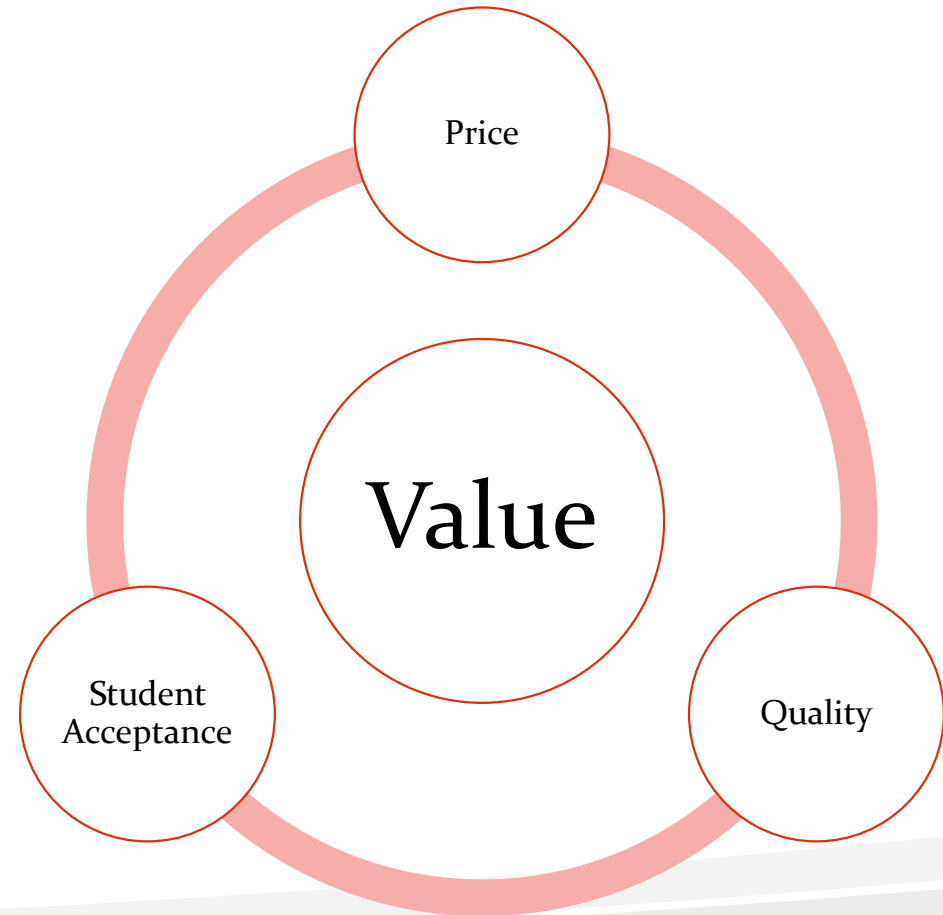
What is “Value”

- the monetary worth of something : MARKET PRICE
- relative worth, utility, or importance
- estimated or assigned worth; valuation



Value

- Price
- Quality
- Student Acceptance





Crispy Chicken Patties

Chopped and Formed

- \$0.25-\$0.39
- Highly Processed
- 3.06 oz = \$0.08 per ounce
- “Bite”: Soft, mealy

MWWM or Whole Muscle

- \$0.45-\$0.58
- Minimally Processed
- 3.75 oz = \$0.12 per ounce
- “Bite”: Juicy, Firm



Comparison

Chopped and Formed



MWWM or Whole Muscle





Our Decision...

- ❖ Quality of Product warranted the \$0.19 increase
- ❖ Quality of product acknowledged by Administration, Students, and Staff
- ❖ Improves perception of “School Food”
- ❖ Aligns with our goal of cleaner labels and better quality products

Peanut butter and Jelly Sandwiches

Twin-Pack Uncrustables

- \$0.82 (\$0.7117)
- 5.6 oz



Full-size PB&J Sandwich

- \$0.63 (\$0.52)
- 5.0 oz





Our Decision.....

- We opted for the Single PB & Jelly Sandwich
- Saved \$0.19 per serving.
- Believed packaging appealed to secondary grade levels
- HS sell 1 case + a day on average

 An Item to Share..



COBB SALAD