

Missouri School Nutrition Association NESSENGER

The Voice of Child Nutrition in Missouri

SPRING 2022

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PRESIDENT'S CORNER

Wow! Can you believe spring is just around the corner? I thought we would be back to normal. But no, we are all still having shortages on our product and staffing issues. I know they are working hard to get things fixed for us, but we are feeding kids and working very hard to do what we do. We need to come together even more and help support each other through our difficult times, listen to each other's problems and maybe somebody can help us.

Don't forget about our learning centers. There are some great trainings to earn CEUs to choose from on the SNA website and through the Institute of Child Nutrition. I have used them a lot, and they are easy to navigate.



If anyone would like to be on our state board this next fall, please reach out to Linda Webster, president-elect at www.lwebster@stjschools.org You would be volunteering with a great group of people, and we try to achieve great things for our members.

SNA NEWS: On Feb. 4th, USDA announced a Final Rule establishing new temporary milk, grain and sodium standards for SY 2022-2023 through 2023-2024.

- Whole Grains At least 80% of the grains served in school lunch and breakfast each week must be whole grain rich.
- Sodium The weekly sodium limit for the school lunch and breakfast will remain Target 1 in SY 2022-2023 and SY 2023-2024.
- Milk school and childcare providers serving participants ages six and older may offer flavored low fat (1%) milk in addition to nonfat flavored milk.

USDA announced it intends to issue a Proposed Rule this fall that moves towards updating nutrition standards for the long term. SNA praised USDA for acknowledging challenges faced by school meal programs and urged Congress to extend pandemic child nutrition waivers through SY 2022-2023. SNA is reviewing the Rule and its full implications for school meal programs.

I wanted to keep you updated on the progress that SNA has accomplished for our kids.

Have a wonderful rest of your school year!

Joene Onichal

MSNA 2021-2022 President

INDUSTRY NEWSLETTER

Greetings school nutrition professionals and industry partners!

As I sit here still pouting about the groundhog seeing its shadow recently, I have decided that it is time for me to stop pouting and turn the page. Whatever happened with the groundhog, I want to forget about it and focus on the fact that Spring is here, whether the weather turns in one week or five. As always, with Spring comes hope. For some it is knowing that plants and flowers will soon show their colors, grass will be green again and the air will be cool. For others, Spring signals that baseball season is around the corner. We all need hope in our lives, no matter what it is that we are hoping for. I know some people love Winter. Personally, I don't like it at all, and my favorite days of the year are the first day of Spring, the day the clocks change and May Day (that one is because it is my oldest son's birthday). But after cold Missouri winters, I need to have the hope and optimism that Spring brings every year. I love everything about it, every year....but this year, especially, my hope is for everyone to continue to do the best they can through what continues to be a tough situation. My hope is that Spring weather will arrive early, that baseball will work things out and have a season and that this pandemic will soon be in the rearview mirror. My hope is that supply chain and labor issues improve for the 22-23 school year. Honestly, who knows if those things will happen, but where and what are we without hope?

The COVID-19 pandemic has changed many aspects of school nutrition, including overcoming staffing issues and supply chain challenges. It has changed many things on the industry side as well, for many of the same reasons. The last two years, we have all learned a lot about getting things done that we never thought possible. It is so important to remember kindness and patience through all of these challenges, and that how we handle things during times of adversity shows our true character. I've seen more examples of people behaving terribly in the world recently, but I have not seen this anywhere in school nutrition. In our world, I see mostly positivity, but when positivity is absent, I still see respect and professionalism shown, and those are so important. School nutrition and industry professionals should be commended for working though these challenges. Our Industry Committee is working on a survey to help understand the changing needs for school nutrition specific to districts in Missouri. We look forward to seeing the survey results, and would ask for participation from everyone to really help you, and to help us. We continue to be in this together. My biggest hope of all this Spring is that we are nearing the end of the pandemic, and can move forward toward a more normal life in the near future.

I hope to see you all soon. On behalf of industry, best wishes for a great 2022!



Dan McCullough, Central Region Sales Manager, Peterson Farms Fresh, Inc., Chair, Industry Partners Committee

3% PARTICIPATION AWARDS

MSNA is continuing our celebration of school districts who have increased their participation this school year. To see if your school qualifies, please visit www.mosna.org/awards to download the forms for Breakfast and Lunch. The deadline for submission is July 1, 2022.



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SNA 2022 LAC MISSOURI DELEGATION

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¹Nielsen Nitro US XAOC, RTE Cereal, Dollar Share, 52 Weeks Ending 10/3/2020

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MISSOURI SCHOOL NUTRITION ASSOCIATION | SPRING 2022 NEWSLETTER | PAGE 6

A LETTER FROM JILL MOREY

Greetings,

It was great to be back in Washington, DC to attend SNA's Legislative Action Conference this year! We were just shy of 700 School Nutrition Professionals attending the conference and meeting with our legislators to share our 2021 -22 Position Paper and personal stories on the importance of the meals we serve.

As I contemplated what I should be sharing with our membership and the impact attending LAC had on us this year, all I could think about was the Facebook post a good friend and colleague of mine (and many of you too!) shared as he traveled home from the event. Matthew Essner, Senior Director of Sales for LINQ, TITAN, COLYAR has that unique ability to beautifully share his thoughts and put them down for all of us to enjoy. Matthew's letter begins on the next page.

It brought tears to my eyes again as I read through it and I believe his words say it all...

Jill Morey, FSD, Branson R-IV SD Legislative Committee Co-Chair



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A LETTER FROM MATTHEW ESSNER

As I sit on my plane ride home after a beautiful day in our Nation's Capitol for #LAC22, I can't help but think about the letter we shared with our congressmen/women today. This is WHY I love what I do! This is WHY I create relationships with colleagues across our industry to strive for higher standards and efficiencies! This is WHY I'm thankful to the mentors who have taught me along the way! This is WHY the long days, frustrating nights, and never-ending emails are worth it! This is WHY we come together to advocate for the youth of our country to have access to nutritious meals!

The emotion I felt when I read this letter the first time was only surpassed by hearing it read aloud in our first meeting today and watching my colleagues try to hold it together and read the entire note. We CARE about these kids! Our lunch room rockstars LOVE these kiddos! Our nutrition professionals SACRIFICE by working countless hours to make sure kids have food available so they can learn throughout the school day.

We don't do it for the glory. We don't want recognition. We don't need sympathy.

We need SUPPORT! SUPPORT for students who don't have a voice at the polls. SUPPORT for programs that allow nutritious meals to be served in environments conducive for students. SUPPORT for the financial burden it takes to provide quality meals for our youth and the workforce to supply the goods/labor.

> For now, and always (I can tell you from personal experience), Child Nutrition Professionals will take up our cross with the rules we have in front of us, the uncertainty the future holds, and we will FEED KIDS! We will find a way! We will complete the obnoxious paperwork. We will fill in on the front lines or man the dish machine to get the job done. We will push on because we know our efforts are appreciated by the students we serve who need it the most.

Dear infeteria Ladis THOMK YOU FOR All OF THE FOOD YOU Make us. I don't get break tast at home because I have to quickly get ready, and then there's no time left. It is very hice of all of you to make everyone in the school lunch and breaktast. It was also very nice to make the tood free this real I theips out of 104. THONK YOU 0101000

Folks, a fourth grader realizing the impact of getting a nutritious meal for free tells me he or she has heard the following comment at home. "Kids don't have to eat at school...that's a choice the student/parent can make." But not offering the option or making the access cumbersome, is not a choice a student should have to decide. We provide transportation, books, educators, counselors, sports, arts, field trips, etc. to students. Why is nutrition to get a student through the school day treated differently?

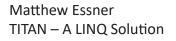
When adults are gathered for a meeting, there is food and drink provided so you can focus. When adults gather for celebrations, there is food and drink provided so you can enjoy the fellowship. But when students are gathered to learn (who are too young to earn their own income); we make access to food and drink cumbersome and do not provide access to everyone without qualifying them eligible. Adults can make choices on events they attend or where they work but students don't have the same options unless their parents pay for an educational experience (also out of the students control).

I'm not looking to start arguments. If you don't agree, that's fine with me, please scroll on. But if you do agree with providing students access to nutritious meals while they are at school, we would value your SUPPORT!

Be KIND and SUPPORT your local school nutrition professionals. They are dealing with high prices, unstable inventories, shortage of labor, and scrutiny from parents.

Be THANKFUL and SUPPORT access to nutritious food throughout the school day.

Lastly, be JOYFUL and SUPPORT nourishing our future! God-willing, one day they will be caring for you!





The Richard B. Russell National School Lunch Act (79 P.L. 396, 60 Stat. 230) is a 1946 United States federal law that created the National School Lunch Program (NSLP) to provide low-cost or free school lunch meals to qualified students through subsidies to schools.

November 18 - 20, 2022 The Chateau on the Lake, Branson, MO

2022 MSNA Annual Conference EEEBRATE

Keynote Speakers



Opening General Session Speaker – Joe Pettit, Inspiring Your Best

Joe struggled with substance abuse for much of his teenage and adult life. Drug-free and alcohol-free since 2016, he refocused his life placing family, sobriety, and leading others above all else. He speaks to groups about how they hold the key to unlock success if they'll just believe and put in the work.

In his inspiring and life-changing talks, Pettit connects with audiences, teaching them that it is never too late to battle back from adversity and make dreams a reality.

He and his wife live in Charleston, South Carolina with their three children – Lexxie, Valdo, and Isabella.

Closing General Session Speaker – Liz Roesel, SEA Level Social

Liz Roesel has been working with school nutrition programs for over ten years, and in 2020 launched SEA Level Social, which allowed her to merge her passion for school nutrition and marketing. She enjoys using this platform to share success stories in our industry on social media and be an advocate for school nutrition programs.

She has hosted podcasts specifically for school nutrition, co-hosted "Cup of Joe," a motivational Facebook Live series for SNPs, and was a member of the national SNA Membership Committee. Currently, she hosts School Nutrition Mastermind Meetups on Facebook Live and is a member of the SNA of SC Executive Board. She has taught sessions at multiple state SNA conferences as well as ANC 2019 and 2021 and will present at ANC 2022 this summer in Orlando.



HAVE YOU EVER CONSIDERED EARNING YOUR SNS CREDENTIAL?

SNA established the School Nutrition Specialist (SNS) Credentialing Program in 1997 to enhance the professional image of school nutrition professionals, elevate professional standards and enhance individual performance.

The SNS Credential is a mark of excellence and achievement that reflects what it takes to manage school nutrition programs in today's challenging climate. The SNS Credentialing Exam evaluates candidates' knowledge and skills required to perform specific job activities related to managing or directing school nutrition programs.

MSNA WILL HOST AN EXAM SITE IN CONJUNCTION WITH OUR ANNUAL CONFERENCE! NOW IS THE TIME TO START PREPARING AND SIGN UP!

HOW TO APPLY:

Download and use the Handbook & Application to register for the exam.

<u>SNS Credentialing Handbook & Application</u> Read the <u>SNS Exam Preparation Tips</u> Purchase the <u>SNS Study Guide</u> (optional)

Location	Host/Meeting	Registration Deadline	Exam Date
Branson, MO	MO SNA	10/28/2022	11/18/2022

DESE UPDATE

DESE Food and Nutrition Services has recently experienced staff transitions. The School Nutrition Program Director position was filled by Samantha Taggart and is now titled Nutrition Program Operations Manager. Samantha was previously a Nutrition Program Specialist (NPS) for the central region. Sarah Wiskirchen, NPS for the East (St. Louis) region has transferred to fill the central region. The east (St. Louis) region is now vacant. Our office will be hiring two NPS positions soon to fill the two empty regions. Next, our office is excited to welcome Madelyn Hansen, Food Distribution Specialist, to the team. Lisa Percival has transitioned to another role outside of our Program and we wish her the best. We will be filling Lisa's role in the near future. Vacant positions will be posted <u>MO Careers - Missouri Career Opportunities</u>. DESE FNS <u>Staff/Contact</u> information can be found here on the FNS website.

Keep up with Program information posted on the DESE Food and Nutrition Services <u>News and</u> <u>Updates</u> page.



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Top 6 Reasons to Join SNA





Membership starts with

#ISupportSNA

SNA is excited announce the all-new monthly membership campaign, Membership Starts with Me #ISupportSNA.

From August through May, this revamped approach to the Annual Membership Campaign will have randomly selected winners and prizes each month. This is a great opportunity to get involved and show your support for SNA and school nutrition – you can also win great prizes!

Monthly campaign prizes include:

- Free SNA membership
- Free Training Zone class
- SNA Shop gift card

To be eligible for a monthly prize, you just need to recruit at least ONE new SNA member. **Be sure that the member you recruit lists you as the referrer when they join SNA** (online or using print application). Winners will be selected through a random prize drawing each month.* In addition to winning a great prize, monthly campaign winners will be showcased on SNA social media platforms. We encourage you to recruit a new member today!

For complete campaign rules, prizes and materials, visit www.schoolnutrition.org/MembershipStartsWithMe *Void where prohibited or restricted by law