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# SCHOOL PLATES





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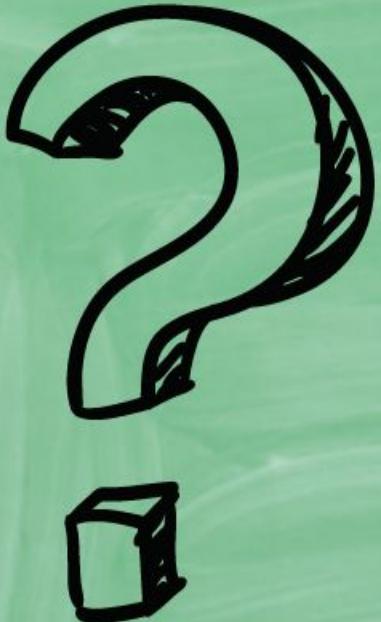
# SCHOOL PLATES

WELCOME TO  
**OXFORDSHIRE  
COUNTY COUNCIL**

Working with local government



# Our Services



# 1. Menu Consultation

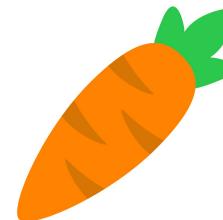
# NUDGE THEORY IN PRACTICE

Simple changes make a big difference...

Sainsburys increased uptake of its 'Meat Free Sausage and Mash' by 76% simply by renaming it as 'Cumberland Spiced Veggie Sausage and Mash'.



Renaming carrots as 'x-ray vision carrots' in primary schools increased uptake by 50%!





**MEATLESS**  
**MEAT-FREE**

**VEGAN**  
**DAIRY-FREE**

traffic-light **STICKY** **MONSTER**

**smoky** **MARVELLOUS** **chunky**

**CRISPY** **plant-powered** **BBQ**

American-style **RAINBOW** **SPICY**

**Italian** sweet and sour **creamy**

# Monday



## CHOOSE FROM

- Planet Pizza ☺
- Planet Pizza ☺
- Jacket Potato ☺ with a choice of fillings

## SIDES

- Jacket Wedges

## UNLIMITED

Sweetcorn, Mashed Garden Peas, Fresh Salad Selection, Homemade Garlic Bread

## DESSERT

Pineapple & Ice Cream  
Organic Fruit Yogurt with Fresh Fruit  
Seasonal Fresh Fruit

# Tuesday

## CHOOSE FROM

- Mac N Cheese ☺
- Beef Bolognaise in Tomato sauce
- Jacket Potato ☺ with a choice of fillings

## SIDES

- Wholemeal Spaghetti

## UNLIMITED

Mixed Vegetables, Broccoli, Fresh Salad Selection, Homemade Bread

## DESSERT

Fruit Jelly Pot ☺  
Organic Fruit Yogurt with Fresh Fruit  
Seasonal Fresh Fruit

# Wednesday

## CHOOSE FROM

- Sweet Potato Korma ☺
- MSC Lemon Crumb Salmon Fillet with Lemon Twist
- Chicken Biryani

## SIDES

Steamed Mashed New Potatoes  
50/50 Rice

## UNLIMITED

Shredded Green Cabbage, Organic Carrots, Fresh Salad Selection, Homemade Bread

## DESSERT

Lemon Drizzle Cake with Custard  
Organic Fruit Yogurt with Fresh Fruit  
Seasonal Fresh Fruit

# Thursday

## CHOOSE FROM

- Jerk Chicken
- Five Bean Burrito ☺
- Jacket Potato ☺ with a choice of fillings

## SIDES

- Rice and Peas

## UNLIMITED

Sweetcorn, Green Beans, Fresh Salad Selection, Homemade Bread

## DESSERT

Peaches & Custard  
Organic Fruit Yogurt with Fresh Fruit  
Seasonal Fresh Fruit

# Friday

## CHOOSE FROM

- Samosa ☺
- MSC Fish Fingers
- Filled Baguettes

## SIDES

- Oven Baked Chips

## UNLIMITED

Mashed Garden Peas, Baked Beans, Fresh Salad Selection, Homemade Bread

## DESSERT

Homemade Shortbread Biscuit with Wedge of Fresh Orange ☺  
Organic Fruit Yogurt with Fresh Fruit  
Seasonal Fresh Fruit



## Waltham Forest Catering Autumn/Winter Primary Menu 2020/21 Week Two

Week Commencing 9/11/20, 23/11/20, 7/12/20, 4/1/21, 18/1/21, 1/2/21, 22/2/21, 8/3/21, 22/3/21



	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Main Choice</b>	<ul style="list-style-type: none"> <li>Tomato &amp; Vegetable Pasta Bake</li> </ul>	<ul style="list-style-type: none"> <li>Hot n Kicking Chicken</li> </ul>	<ul style="list-style-type: none"> <li>Beef Lasagne</li> </ul>	<ul style="list-style-type: none"> <li>Oven Baked Sausages</li> </ul>	<ul style="list-style-type: none"> <li>MSC Fish Finger with Lemon Wedge</li> </ul>
<b>Vegetarian Choice</b>	<ul style="list-style-type: none"> <li>Vegetable Korma</li> </ul>	<ul style="list-style-type: none"> <li>Fresh Vegetable &amp; Chickpea Stir Fry</li> </ul>	<ul style="list-style-type: none"> <li>Jacket Potato served with various fillings</li> </ul>	<ul style="list-style-type: none"> <li>Quorn Sausage</li> </ul>	<ul style="list-style-type: none"> <li>Arrabiatta Pasta</li> </ul>
<b>Alternative Choice</b>	<ul style="list-style-type: none"> <li>Jacket Potato served with various fillings</li> </ul>	<ul style="list-style-type: none"> <li>Jacket Potato served with various fillings</li> </ul>	<ul style="list-style-type: none"> <li>Salmon Fillet in a Bun</li> </ul>	<ul style="list-style-type: none"> <li>Jacket Potato served with various fillings</li> </ul>	<ul style="list-style-type: none"> <li>Jacket Potato served with various fillings</li> </ul>

**PHASE 2 EDIT**

Instead of Meat Free Mondays (since we're avoiding the term 'meat-free' because this implies that something is missing from a dish), you can theme your plant-based day around the planet or the environment. It's good to mix up the day. Go for a Tuesday one week, for example, and a Thursday the next. This helps to normalise the idea of eating healthier, more sustainable food on any day of the week.

**PHASE 1 EDIT**

Positioning: Placing the plant-based option on the top row on three of the five days creates a more even balance of positioning between the dishes and removes any unintended bias created by previous positioning.

## EXAMPLE SCHOOL MENU

### PHASES 1 & 2 EDITS

MEAT-FREE MONDAY	LOVE OUR PLANET TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Vegetable Curry Sri Lankan Sweet Potato & Coconut Curry (ve)	Veggie Burger Carbon-Busting Burger (ve)	Spaghetti Bolognese	Veggie Sausages & Mash Toad-in-the-Hole (ve)	Fish & Chips
Chicken Tikka Masala	Cottage Pie- Planet-Friendly Pie (ve)	Vegetarian Pasta Pasta Shells with Creamy Roasted Tomato Sauce (ve)	Pork Sausages & Mash	Meat Free Pasty Traditional Cornish Pasty (ve)

**MAIN MEAL OPTION 1**

**VEGETARIAN OPTION 2**

**PHASE 1 EDIT**

Language: Renaming this meal with creative language makes it more appealing to all children.

Meaningful Choice: The new name differentiates it further from the meat-based option, increasing the likelihood of it being chosen.

**PHASE 1 EDIT**

Language: Renaming these two meals with creative language makes it more appealing to all children, and increases the likelihood of them being chosen.

**PHASE 2 EDIT**

Language: These meal names reflect the new planet-themed day. They should be your most sustainable recipes.

**PHASE 1 EDIT**

Meaningful Choice: By adding just one ingredient, a plant-based Yorkshire Pudding in this instance, you can give a dish a whole new identity. This could tempt a lot of children who usually choose meat-based meals to choose the veggie option if they happen to prefer the sound of it.







## 2. Workshops



# 3. Recipe development



# Learnings

1. Be flexible and pragmatic
2. Soft and gentle approach
3. Keep services free of charge







# AWARDS

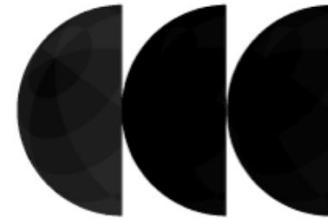
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- **UN Momentum for Change Award** for our school food programmes
- APPG Awards Finalist for '**Excellence in School Food**'

# School Food Standards



# National Food Strategy



Climate  
Change  
Committee

# Policy

# MEDIA COVERAGE

We've secured national media coverage for our partners and our programme.

**The  
Guardian**

**The Telegraph**

**The INDEPENDENT**

**Daily Mail**

**The  
Grocer**

**DAILY  
STAR**

**FT**  
FINANCIAL  
TIMES

**BBC  
NEWS**

**Evening Standard.**

**YORKSHIRE POST**  
How meat-free school dinner menus in North Yorkshire are leading the way when it comes to protecting the planet  
North Yorkshire is leading the way when it comes to creating meals that are planet-friendly, according to a new league table. Laura Hold finds out what's on the menu.

**Evening Standard**  
CBBC host: Follow London pioneers and serve more veggie school meals  
By presenter Giselle McQuinn says more schools should follow Wimbledon Forest's lead

**INDEPENDENT EDUCATION TODAY**  
Five million UK school meals go meat-free or plant-based  
School food NGO ProVeg UK kickstarts a plant-based school food revolution

**BBC SOUTH TODAY**  
Michael Dove  
Catering Operations Manager

# Impact



# 38 major catering partners

Including 30 local authorities

# Over 3,700 schools

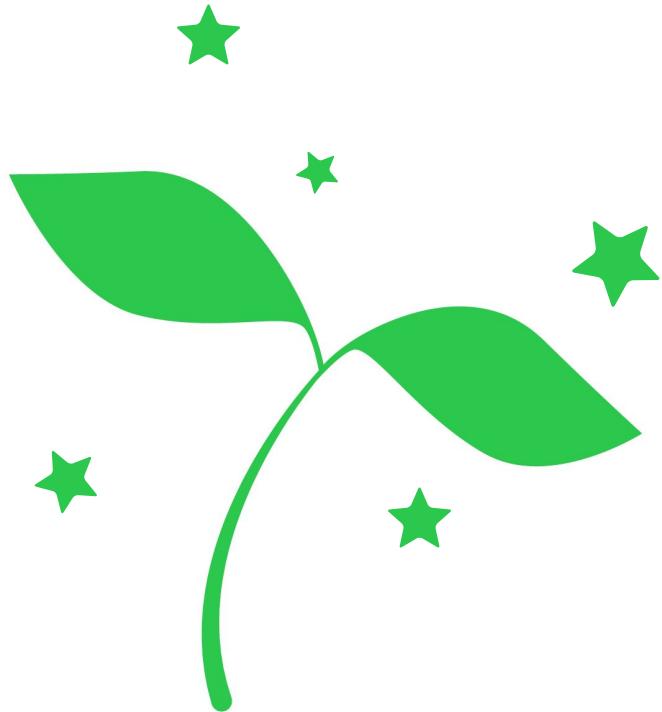
Are benefiting from healthier & more sustainable menus

# Almost 600,000 children

Eat from these menus every day

# 7 million

Meals swapped to meat-free and plant-based!





# Thanks!



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