

A photograph of a person from behind, walking down a hallway. They are wearing a plaid shirt, dark pants, and sneakers. They are carrying a black bag with the 'Meals on Wheels' logo. The photo is framed by a green border and is partially overlaid by a large blue triangle pointing to the right.

MEALS ON WHEELS

ANNUAL CONFERENCE & EXPO

2018

PRESENTATION TITLE



DEBBIE CASE

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CHANGING WITH THE TIMES

- Early 1900's through 1930's
 - Families ate together at home
 - Radio was informational and entertainment
 - Public transportation
- 1940's
 - McDonalds opened.
 - Novelty for the family to experience
 - Televisions were available to the public
- 1950's
 - Kentucky Fried Chicken opened
 - Other drive through food opened
 - Swanson started to produce frozen meals in 1953- Turkey dinner
 - One car owned by most families

- 1960's
 - Many fast food restaurants existed
 - Various cuisines, national & regional
 - Color television became affordable
 - Advertising was vibrant and moved with the times
 - Frozen food selection exploded
 - Two car families
 - Choice became the fabric of the Baby Boomers life
- 1970's and beyond
 - Computers went from the size of a building to micro
 - Information travels in nanoseconds
 - Choice is everywhere
 - The world has shrunk – even with cuisine
 - Convenience is king

Have it your way

Magically delicious

The flavor says butter

Love it for life

Betcha can't eat just one

Made from
The best stuff
On earth

Think outside the bun

It just tastes better

A can a week,
that's all we ask

Pardon me, do you have any Grey Poupon?

You deserve a break today

Hey, how about a
nice
Hawaiian Punch?

Nobody
does
chicken
like
KFC

snacking
Better
Start aging
smart
Eat Fresh

Something to
smile about

They're G-r-r-r-eat!

Pork, the other white meat

The taste of a new generation
It's not vice to feel Mother Nature

MEALS ON WHEELS NOW

TAKE A RISK



IT'S ALL ABOUT CHOICE

- Listen
 - Set up a nutrition Hotline for the clients
 - Take short surveys regarding food
 - Gather feedback from volunteers and courier drivers
 - Keep your pulse on culinary changes in your area
- Act
 - Call clients back
 - Communicate back the results of surveys
 - Evaluate the need for change from the surveys
 - Use the resources around you
 - Meal Center staffs, local chefs, restaurants, magazines, TV

EVALUATE CURRENT MENU

People eat with their eyes first

- Is the packaging “friendly”
 - Bag versus stadium box
- Is the food appealing-*Is it beige?*
 - Bright
 - Colorful
 - Variety



WHAT STAYS AND WHAT GOES?

Review surveys and notes from feedback

- Keep what is working and favorites
 - All time favorites
 - Regional items
- Tweak items that can be modernized
 - Pump up the meatloaf
 - “Smashed” Potatoes
- Over processed items need to go!
- Decide what you are capable of producing
 - Luncheon meats
 - Can you roast the raw product yourself?
- Cost
 - Can you afford that special item once a month?
 - Steak, farro & kale bowl
 - Black bean, mango & couscous with salmon

MODERNIZE

- Be aware of trends
 - Work with local chefs, culinary schools and higher education nutritional studies programs
- Add items that are new and different
 - Ancient grains
 - Kale
 - “Bowls”
 - Wraps
- Change the sides
 - How many times can you have peas and carrots?
- Sauces, dressings, herbs & spices
 - Make it in house without preservatives, added sodium or sugars
 - Use natural products such as agave

HOW?

Plan, execute, change, execute-repeat as needed

- Use your network of partners and supporters
 - Involve your clients and staff- do they have a favorite family recipe?
- Is there a local chef or two to assist?
- Interns
 - Become an accredited program for college and university interns in Nutritional studies and/or culinary arts
- Steps
 - Make the original recipe for comparison
 - Change out high levels of sodium, fat and sugar
 - Taste-adjust-taste-adjust
 - Develop nutritional information
 - Cost out
 - Sample to a test group

DELIVER

The real test:

- Add to menu for following month
 - Limit the number of new items per month
 - Send out a notice about the new item with the meal
 - Special nutritional value
 - “As seen in Food Network magazine”
 - Menu item by local Chef XXXX
 - Include Hotline number to call
- Follow-up
 - Short survey
 - Wraps- why do some seniors love them and some don't
- Decision
 - Keep on rotation, tweak or eliminate

THINK OUTSIDE THE BOX



Fresh

Local



Sustainable



Lower sodium, fat & sugar

YOUR NOT ALONE

- Your property- What are your capabilities?
 - Garden Clubs and guilds as volunteers to plant and maintain
 - Ability to supplement meals with fruit to rural clients
- Local partners
 - Fishermen
 - Farmers
 - Gleaners
 - Farmer's Markets
 - Local Markets
 - Restaurants
 - Other nonprofits- Food Banks

CHOICE THROUGH OPT-OUTS

San Diego Program

- Choices
 - Milk, water, juice (6 kinds) or soy milk
 - Entrée delivered hot or frozen
 - Minimum 3 days per week; maximum 7 days
 - Sunday meals delivered with Saturday meals
 - Two meals per day or just lunch or dinner and beverage
 - Healthy Variety entrée or Healthy Latino entrée
 - No pork, fish, large green salads or wraps
 - Will receive alternative meals
- Surveys are important
 - Wraps were added due to the result of listening to comments and conducting a survey
 - Age was a differentiator

LEAP, ROLL THE DICE, TAKE A CHANCE



STAY RELEVANT, CURRENT & COMPETITIVE