



FULL FUTURES | A School Nutrition Partnership
CAMDEN

YEAR 1 IMPACT REPORT

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REFLECTIONS ON YEAR 1

This Full Futures report is the culmination of a year of tireless work from an incredible group of cross-sector partners who came together to advance the school nutrition environment for students in Camden, New Jersey.

Full Futures was launched in recognition of the vital role schools play in providing daily nutrition to children and the role that nutrition plays in holistic child development. As a food company and convener, Campbell believes we can make a meaningful impact by partnering closely with our communities, and sharing our learnings along the way.

In partnership with the Camden City School District and nearly a dozen organizations, we launched the program in Camden, Campbell's hometown of over 150 years. Full Futures partners all share a common goal: to foster a school nutrition environment that ensures all students are well nourished and ready to thrive at school and in life.

Program planning started right as the COVID-19 pandemic hit, and as a result, we had to adapt and adjust our plans. When the program officially began in the 2021-2022 school year, the pandemic was still very much a reality and created challenges that the district and our partners had to overcome. Thanks to the dedication and leadership of the Camden City School District's School Nutrition Team, the work moved forward, and all our partners showed incredible resilience and innovation during a difficult year. I am so proud of what this team accomplished, and I know this is just the beginning.

As we look ahead to year two, we will continue to center the Camden community, seeking further opportunities to engage students, families, and staff in the work. We will celebrate our successes, no matter how small, and will document and share our learnings so we can adjust and improve each year. Here's to an amazing start to Full Futures, and to continued success in year two.

Onward,



Kate Barrett
Director, Community Affairs
President, Campbell Soup Foundation



KATE BARRETT



ABOUT FULL FUTURES

Launched in 2021 by Campbell Soup Company alongside public, private, and non-profit partners, the goal of the Full Futures program is to foster a school nutrition environment that ensures all students are well nourished and ready to thrive at school and life. The five-year initiative centers on four pillars with specific and measurable goals within each pillar, with the intention of developing a program roadmap to share best practices and lessons learned.

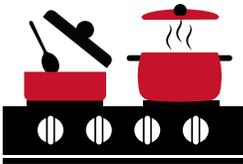
OUR STRATEGY: FOUR PILLARS



1 SCHOOL NUTRITION MINDSET

Creating a school culture that prioritizes nutritious food for students.

- Updating the district's Wellness Policy
- Expanding access to school meals beyond lunch
- Building nutrition concepts into the core curriculum



2 FOOD SERVICE INFRASTRUCTURE

Enhancing the infrastructure of school food service through equipment, resources, and investments in training staff.

- Updating school cafeteria equipment
- Training foodservice staff in new methods of food preparation



3 NUTRITION EDUCATION

Expanding the reach and impact of nutrition and culinary education.

- Offering cafeteria tastings where students can share their preferences
- Providing lessons in school gardens about how to grow your own food
- Teaching culinary classes to families and caregivers



4 PROCUREMENT & MENU CHANGE

Procuring nutritious, locally sourced ingredients and supporting menu changes centered around students.

- Helping the district source local fresh fruits and vegetables
- Developing student-centered and culturally inclusive school menus

APPROACH & PARTNERS

OUR METHODOLOGY: COLLECTIVE IMPACT

Collective Impact brings people together in a structured way to achieve social change. Successful Collective Impact initiatives typically have five conditions that produce alignment and lead to powerful results:

1. **A common agenda** that all partners are committed to
2. **Shared measurement system** that supports consistent data collection
3. **Mutually reinforcing activities** where partners take on different but coordinated activities
4. **Continuous communication** to build trust and collaboration
5. **Backbone organization** to coordinate the initiative and support partners



CAMDEN YEAR 1 PARTNERS

COMMON AGENDA

Together, we can foster a school nutrition environment that ensures all students are well nourished and ready to thrive at school and in life.



YEAR 1 HIGHLIGHTS

7,553

students impacted in the Camden City School District

3

schools received intensive support

79

school activities & events

21

community & family activities

LOCAL FOODS PILOT

- Camden City School District was the first buyer of Black-owned farm product in The Common Market Mid-Atlantic history
- \$93k reinvested into the local economy, supporting 15 farmers from 4 states
- 35k pounds of local food delivered to the district, with 92% of vegetables and 75% of fruits from New Jersey
- Procured 19 different food items, serving asparagus to students for the first time

NEW FOOD SERVICE RFP

- Administered school food survey to learn about student needs and preferences, with 173 students responding
- The new Request For Proposal (RFP) prioritized a responsive and collaborative partner who could provide fresh, nutritious, and appetizing meals
- Awarded a one-year contract to Whitsons Culinary Group to be the new school food service vendor

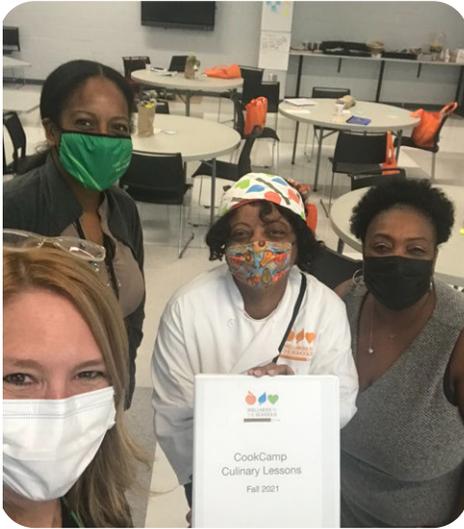
TASTINGS & NEW RECIPES

- 29 new recipes developed, 48% of which featured local products
- Students participated in 22 tastings of 13 food items, voting if they "loved it," "liked it," or "tried it"
- 13 trainings for 152 foodservice staff were held to teach new recipes and skills

YOUTH VOICE & ENGAGEMENT

- Camden Youth Advisory Councils held 35 meetings, comprised of 20 middle & high school students from 7 schools
- 100% of council members are interested in learning more about the school's Wellness Policy
- 50% increase in council members reporting food and nutrition are "very important" to their overall wellbeing

ACCOMPLISHMENTS BY PILLAR



TRAININGS AND TASTINGS IN ACTION



PILLAR 1: SCHOOL NUTRITION MINDSET

Making access to nutritious school food a top priority for the school district, embraced through district-wide wellness policies and expanded school meal programs that provide food for students 365 days a year.

CAMDEN YOUTH ADVISORY COUNCIL

The Camden Youth Advisory Council (CYAC) is a youth-led group that provides leadership, promotes change, and raises awareness about community health issues within the Camden City School District. CYAC is coordinated by the Food Bank of South Jersey.



20

middle and high school students from seven schools participated in 35 meetings throughout the year

52%

increase in CYAC members reporting they are "very interested" in choosing healthy foods and drinks

100%

of CYAC students indicated interest in learning more about the school's Wellness Policy

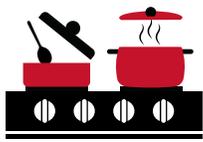
"CYAC means my chance to advocate for better lunches for students who can't." - CYAC member

CYAC ACTIVITIES & KEY LEARNINGS

- Developed and administered survey to learn about student attitudes and preferences for school meals
- Met with representatives from Hunger Free America; learned about policy and advocacy efforts surrounding food access
- Participated in cafeteria tastings, encouraged peers to try new items and provide feedback
- Learned how the cafeteria works and the significance of the food service RFP
- Met with Campbell employees and other food service professionals to learn about different career paths

ENHANCING DISTRICT CAPACITY THROUGH PEER LEARNING

Leadership from the School Nutrition team met with a food systems consultant over a dozen times to support peer learning, facilitated by the National Farm to School Network. These strategy sessions enhanced the district's capacity to navigate the complexity of food service operations and identify opportunities to meet community needs.



PILLAR 2: FOOD SERVICE INFRASTRUCTURE

Ensuring food service staff and other key stakeholders have the equipment, training and resources needed to execute successful and nutritious school meal programs.

PROFESSIONAL DEVELOPMENT & TRAININGS

Wellness in the Schools (WITS) led professional development and training opportunities for food and nutrition services (FNS) staff, teaching them new skills and recipes, and how to best utilize local and seasonal items.

13

professional development opportunities provided

152

food and nutrition services staff participated in trainings



"Many of the people in the schools become familiar with you. Once they know what you do, they then come to us for advice, sharing personal details, showing they are understanding that food and nutrition go together."

- CHEF MARION WILLIAMS, WELLNESS IN THE SCHOOLS -

FNS TRAININGS FOCUSED ON:

- Minimizing food waste by learning how to use products in multiple ways
- How to present food in an appetizing way, encouraging students to try something new
- Knife safety, how to scale recipes, and different food preparation methods
- Recipe creation, including tailoring to community and cultural preferences
- How to incorporate local ingredients into menus



AFTER TRAINING, 10 OUT OF 12 PARTICIPANTS SAID THEIR KNOWLEDGE OF LOCAL FOOD IS **VERY GOOD**



PILLAR 3: NUTRITION EDUCATION

Expanding the reach and impact of nutrition and culinary education in a variety of school settings and audiences to support nutritious food choices at school, awareness, and interest in nutritious food.

COMMUNITY EDUCATION

The Food Bank of South Jersey (FBSJ) provided two nutrition education programs, *Cooking Matters* and *Youth Nutrition Outreaching Training (YNOT)*, for community members. Programming was held both in-person and virtually.

18

classes of *Cooking Matters* taught skills to 16 families

Cooking Matters® is a series of four nutrition education classes for parents and children. Participants learn about dietary best practices, prepare food in class, and are given ingredients to replicate recipes at home.

6

Youth Nutrition Outreach Training sessions for high school students

Youth ages 13-20 are trained in nutrition education, cooking techniques and public speaking skills. At the completion of training, youth can teach cooking and nutrition in their community and receive a small stipend.



100% OF COOKING MATTERS PARTICIPANTS SAID THEY:

- have a better understanding of how to eat healthy
- are interested in choosing healthy food and drinks
- would like to attend additional classes
- cooked recipes from this class at home
- will use what they learned in this class and/or share with family and friends

"It was great to see participants making this a family activity with their children. We enjoyed hearing how they made the recipes at home after class."

- INGRID BENCO, FOOD BANK OF SOUTH JERSEY -

"I learned how to cook new meals for home."

- COOKING MATTERS PARTICIPANT -



2 OF 3 PARTICIPANTS TRIED A NEW FOOD AND COOKED A RECIPE AT HOME

TASTINGS

During meal service, students and staff received a new item to try in the lunch line. Full Futures partners asked them to provide feedback via a simple voting system. Participant feedback determines which items are added to the menu in the future.



23

tastings of 13 food items

244

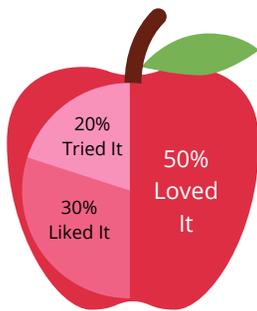
students and staff participated in each tasting, on average



PICO DE GALLO

INCORPORATING STUDENT FEEDBACK

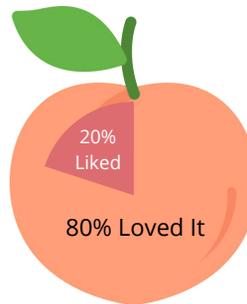
During the first-round tasting of Pico de Gallo, 75% of students reported liking or loving it, but gave feedback asking chefs to add additional onions, garlic, and make it spicier. During the second-round, 82% reported that they liked or loved it.



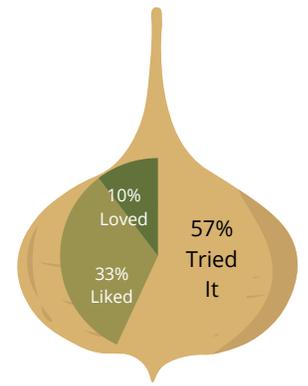
APPLES



CHOCOLATE BEET BROWNIES



PEACH INFUSED WATER & WATER ICE



JICAMA FRIES WITH CHIMICHURRI SAUCE



PILLAR 4: PROCUREMENT & MENU CHANGE

Supporting districts in procuring nutritious, locally sourced ingredients and supporting menus that are student-centered and culturally inclusive.

VALUES-BASED FOOD SERVICE RFP

The Camden City School District, with support from National Farm to School Network and their consulting partners, crafted a new food service Request for Proposal (RFP) that was based on the district's goals and values. Students and community members were surveyed to inform the RFP.

The new RFP prioritized responsiveness, collaboration, and providing fresh, nutritious, appetizing meals that students, families, and staff are excited about. As a result of the RFP process, Whitsons Culinary Group was selected as the new food service management vendor for the 2022-23 school year.

THE NEW RFP REQUIRED:

- a food safety response plan
- metrics for all food served and be forthcoming, collaborative, and transparent with their data
- culture of continuous improvement
- additional funding would be utilized for local sourcing or infrastructure

NEW RECIPES DEVELOPED

Wellness in the Schools developed 29 new recipes and meal items for the district, supported by Foodcorps service members and other Full Futures partners. These recipes included nine vegetarian recipes and 11 vegan recipes. Local items were featured in 48% of new recipes.



- Hummus (VG)
- Asparagus Fries (L, V)
- Fajita
- Pico de Gallo (VG)
- Pasta
- Marinara (L, VG)
- Vegetarian chili (VG)
- Overnight Oats (L, V)
- Kale Salad (L, V)
- Cilantro Rice (V)
- Sofrito Chicken
- Texas Chicken Chili
- Sofrito Brown Rice (L)
- Asian Sesame Chicken
- Vegetable Fried Rice (V)
- Sweet Potato Hash (L, V)
- Vegetable Normandy (L, VG)
- Mediterranean Veggie Hummus Wrap (V)
- Seasoned Black Beans and Rice Bowl
- Zucchini and Yellow Squash Parmesan Sandwich (L, V)
- Sauteed Collard Greens (L, VG)
- Garlicky Green Beans (L, VG)
- Blueberry Salad Dressing (L, VG)
- Orange Ginger Carrots (L, VG)
- Mediterranean Seasoning
- Honey Mustard Dressing (VG)
- Broccoli Cranberry Salad (L, VG)
- Tomato Soup & Homemade Tortilla Chips (L, V)
- Pasta Salad with Broccoli and White Beans

L = local VG = vegan
V = vegetarian

LOCAL FOODS PROCUREMENT PILOT

From April - August 2022, the Camden City School District (CCSD) partnered with The Common Market and its farm partners to receive weekly deliveries of locally sourced product. In addition to their school food operating budget, CCSD was provided \$90,000 from Campbell Soup Company as an incentive to purchase locally.

The pilot demonstrates how additional purchasing dollars can meaningfully support farm to school efforts, catalyze economic opportunity across New Jersey family farmers, and increase student access to fresh, wholesome foods. The goal is for a program like this to ultimately become part of state or federal policy.

\$93k

reinvested into the local economy, with 86% of incentive dollars spent in New Jersey

19

different types of food procured, including 11 vegetables, 14 fruits, oatmeal, and cilantro

15

local farms and producers supported from 4 states, 53% of which were from New Jersey

35k

pounds of local food delivered to the district, with 92% of vegetables and 75% of fruits from New Jersey



"The procurement incentive allowed us to have additional resources to be able to source food locally and to develop partnerships that we may not have had."

- ARLETHIA BROWN, SR. DIRECTOR, SCHOOL NUTRITION, CCSD -

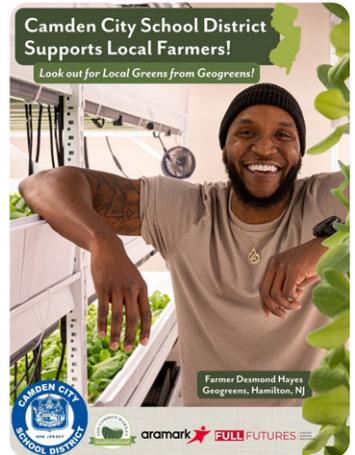


ASPARAGUS SERVED FOR THE FIRST TIME

Asparagus (in the form of "asparagus fries") from Spina Farms, located in Salem NJ, was offered to students for the first time. 72% of students reporting to either love or like the new menu item. One student shared with another, "You should eat these too, they are good and will make you healthy."

SUPPORTING BLACK-OWNED FARMS AND BUSINESSES

The district purchased greens for salads grown by farmer Desmond Hayes of Geogreens in Hamilton, NJ. This sale made the district the first buyer of Black-owned farm product in The Common Market Mid-Atlantic history.



LOOKING AHEAD TO YEAR 2

Full Futures partners are looking forward to year two, building off of the momentum created during year one. In year two, we will expand our footprint by implementing direct programming in five schools in the district.

CONTINUE & DEEPEN

TASTINGS

Students will have the opportunity to try and vote on new recipes and menu items. Based on their feedback, these items may become part of the regular menu.

LOCAL, FRESH FOOD

Whenever possible, the district will provide students with fresh food sourced from New Jersey. Students will learn about the farmers who grew their food and where it comes from.

INFRASTRUCTURE & EQUIPMENT

We will continue to assess the cafeteria and upgrade equipment when possible to improve the cafeteria experience for students and food service staff.

NEW INITIATIVES IN YEAR 2

WELLNESS POLICY

Through Wellness Committees and input from caregivers and students, we will update the district's Wellness Policy to ensure students have what they need to thrive.

STUDENT NUTRITION EDUCATION

With the return of in-person nutrition education, students will learn how to make healthy and nutritious food choices.

OPERATION HYDRATION

To encourage students to drink more water, we will distribute reusable water bottles and provide education about how to access safe drinking water at school and at home.

CAMDEN YEAR 2 PARTNERS

COMMON AGENDA

Together, we can foster a school nutrition environment that ensures all students are well nourished and ready to thrive at school and in life.



