

# Cargill K-12

## Back of the House Ethnography Study

### Executive Summary



#### WHAT

Conduct a field study observing various K-12 school districts back of house kitchen operations



#### WHY

To gain a deeper understanding of their food service operations, processes, and procedures



#### WHERE

Sarasota County School District,  
Anoka-Hennepin School District,  
Frisco Independent School District,  
San Diego Unified School District



#### WHO

Cargill Cross Functional Team: Sales,  
Marketing, Research & Development,  
Consumer Insights, Business Management



#### WHEN

Throughout the fall / winter season of  
school year 18-19

### Overview

#01



**Breakfast & lunch  
observations**

#02



**Mix of urban &  
suburban schools**

#03



**4 districts / 23  
schools**

#04



**Observed elementary,  
middle & high schools**

### Observations Made

Product versatility  
is **CRUCIAL**



Taste is  
**KING**



Promotional,  
marketing support  
**WANTED**



Speedy prep  
is **HUGE**



Inspirational  
menu ideas are  
**DESIRED**



Simplicity  
in Packaging  
is **BEST**



Hold times are  
**ESSENTIAL**



Fast fun foods  
**RULE**



### Key Differences

#### Elementary/Middle School

Cafeteria

30 minutes

Eat with their eyes

Forming taste preferences

Slow, needs assistance  
with packaging

Elementary 2-4, Middle 3-5

#### Observation

Where they eat?

How long they have to eat?

What they like?

Taste?

How they eat?

How many entrée options?

#### High School

All over campus

30 minutes

Food wrapped like QSRs

Know what they like

Fast, on-the-go

5-7

### Recap

Take key learnings and observations  
made from the K-12 back of house  
ethnography study to bring more  
insights, new innovation, and  
additional resources to the

**K-12 segment.**

