

# Cargill K-12

Back of the House Ethnography Study

# Executive Summary



### 

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



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

### PR WHO

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

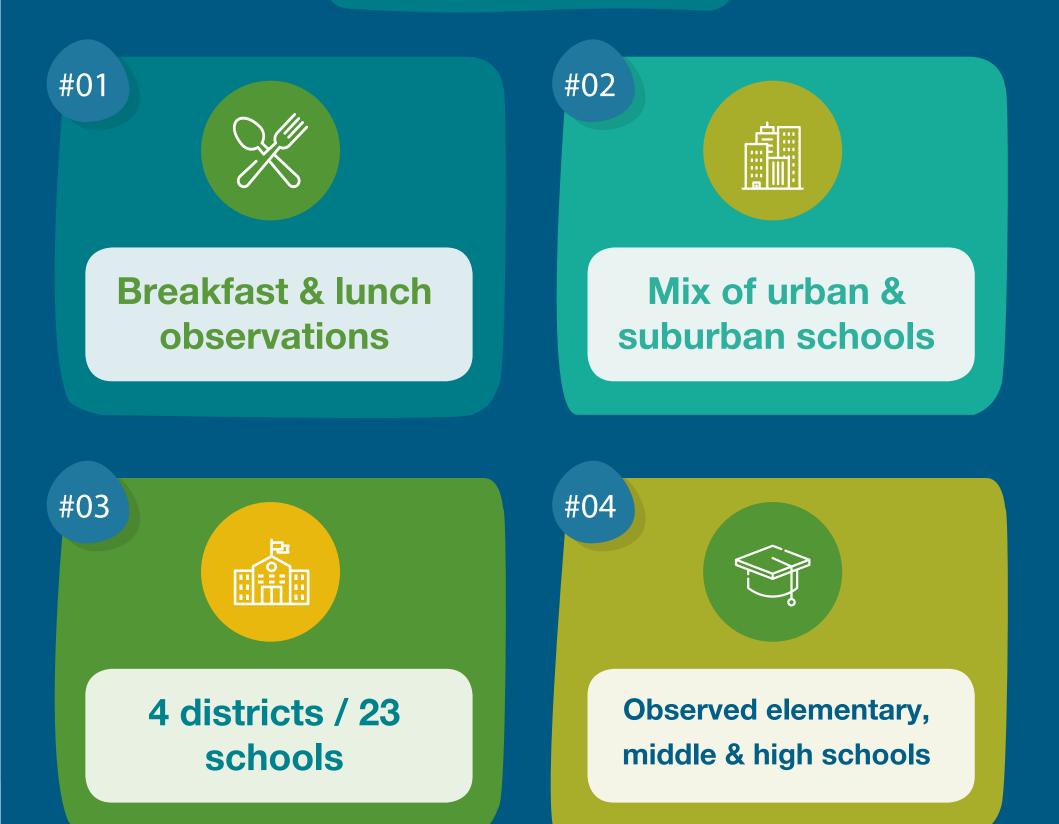


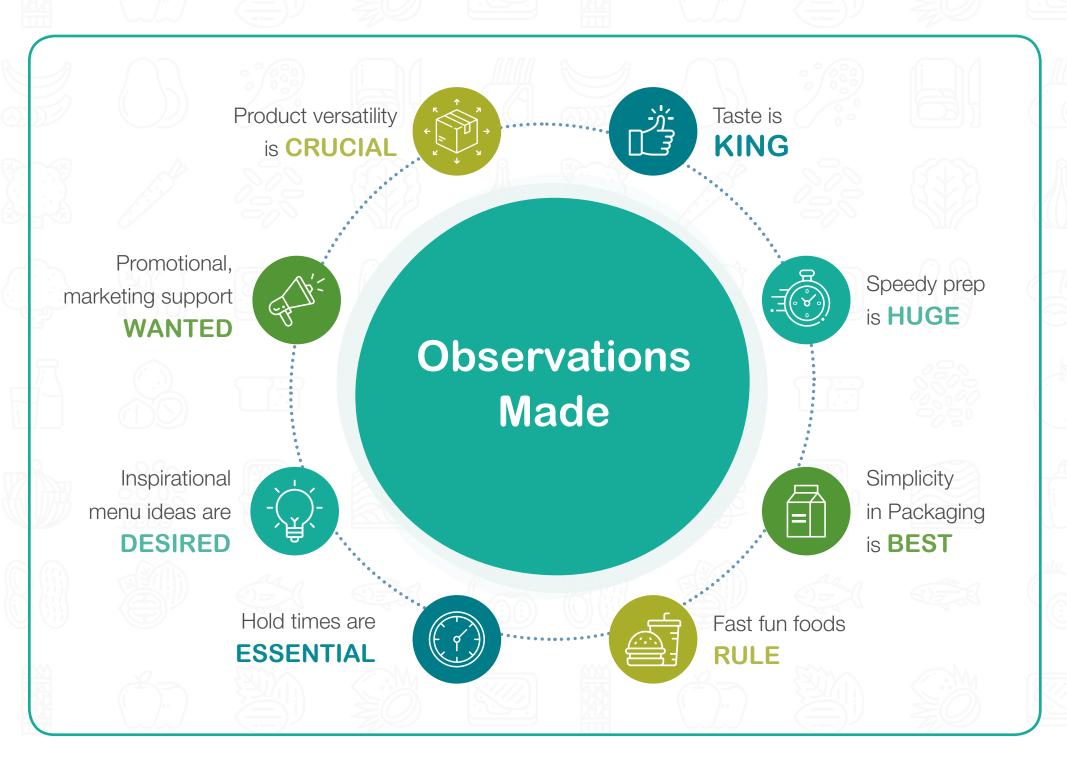
Sarasota County School District, Anoka-Hennepin School District, Frisco Independent School District, San Diego Unified School District



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

# **Overview**





### Key Differences

#### Elementary/Middle School

Cafeteria

#### **Observation**

Where they eat?

#### **High School**

#### All over campus

••••••	
30 minutes	
Eat with their eyes	
Forming taste preferences	
Slow, needs assistance with packaging	
Elementary 2-4, Middle 3-5	

••••••••••••••
How long they have to eat?
•••••••••••••••••
What they like?
••••••••••••••
Taste?
•••••••••••
How they eat?
••••••••••••••
How many entrée options?

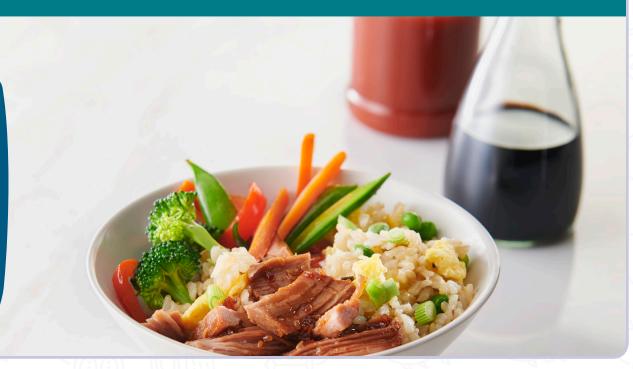
•••••••
30 minutes
•••••••••••••••••••••••••••••••••••••••
Food wrapped like QSRs
••••••
Know what they like
••••••
Fast, on-the-go
••••••
5-7

### 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.

SHADY BROOK







To learn more about our eggs portfolio visit **www.sunnyfesh.com** and to learn more about our turkey portfolio visit **www.k12.shadybrookfarms.com**