



Organic Snack in a Classroom Crate: A Vienna Pilot Project

Among elementary school students, the daily fruit at school is the most popular component of the school snack.

Project Process/Design

1. Investigation Phase at School

Interviews and questionnaires about the meal situation, snack behaviour, requirements for the snack project.

2. Developing the School Snack Project

Determining the criteria
Searching for a supplier
Designing a snack plan
Testings and student feedback phase
Developing a simple order and billing system
Educational programme including workshops and excursions

3. Evaluation, Acceptance Assessment



Snack evaluation with smiley faces

Results

Assortment

Every day, each child gets one piece of fruit and one sandwich – great variety is ensured within a 4 week-plan.

Recipes were optimized: Low fat, High vegetable portion, Whole grain portion: 50%, Organic food portion: 100%, No pork



Participation

Feedback about the snack: Discussion in the student parliament,

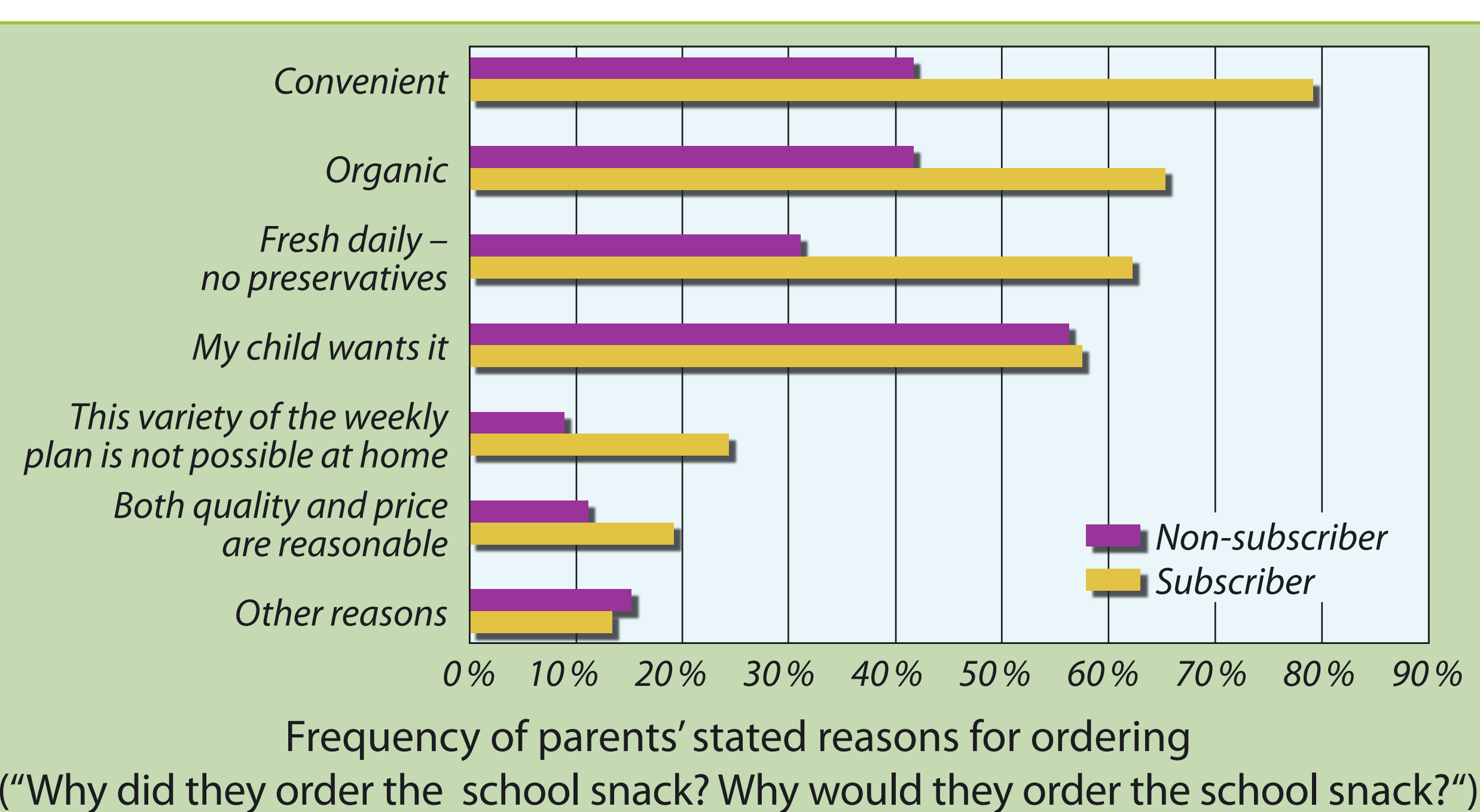
Smiley faces' evaluation poster,

Questionnaire for acceptance assessment etc.

Any wishes and suggestions were seriously considered, the snack plan was adjusted accordingly.

Serving/Logistics

Every morning the bakery delivers the organic snack to school hygienically packaged in snack crates. During break, the students bring the snack crate to their classrooms. The snack is enjoyed together.



Acceptance

30% of the parents participated regularly in the snack subscription. The students graded the daily snacks (1 = extremely excellent to 5 = does not taste at all).

In general, the assessment of the snacks resulted in a mean value of good (best grade 1.25, worst grade 2.24).

The fruit received an overall grade of "excellent."



Billing

Snacks are ordered as monthly subscriptions.

Cost/snack: € 1.50 – cash-free billing system using parents' school account.

Financial support of the socially disadvantaged.

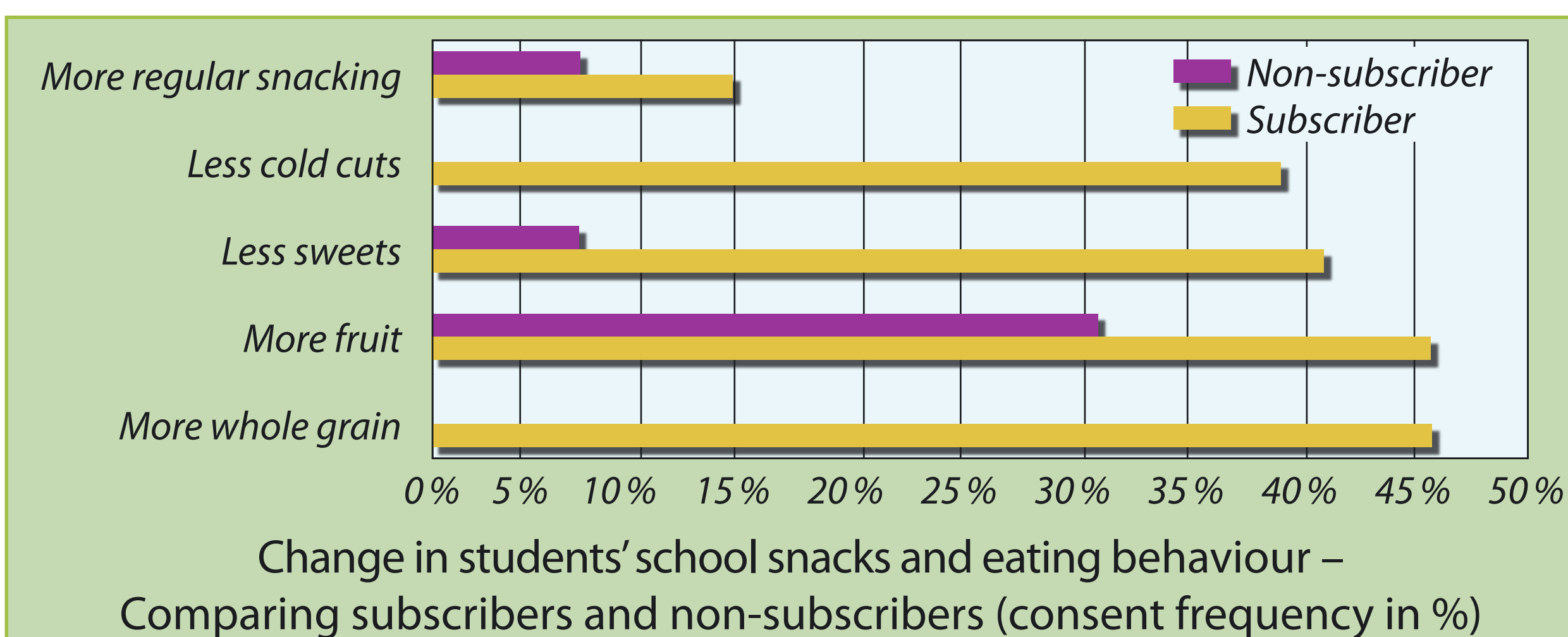
Success Factors from the Teachers' Perspective

Simple to organize in school, no additional work with it (by having to collect money or distribute the snacks)

Students are able to provide input

Great diversity, large fruit assortment, surprises

Socially disadvantaged are taken into consideration (school snacks may not mean social discrimination)



School for the pilot project: Primary School Meissnergasse, 1220 Wien, 320 students from 25 different countries of origin, 80% of the classroom's student body comes from non-Austrian families

Time: 2006/2007 school year

Sponsor: Ja! Natürlich Naturprodukte GmbH

Concept and implementation:

Kaiblinger & Zehetgruber OEG gutessen consulting