

LaCrosse Wisconsin Potato Recipe Testing Roadshow



School Foodservice Potato Recipe Testing Roadshow

Potatoes USA met with the School District of LaCrosse, Wisconsin to test school foodservice recipes with the K-12 experts themselves. The test and learn event boasted many key activities including: recipe testing, student and parent focus groups, and marketing materials reviews. It was all so exciting that there was local TV coverage.

Recipe Testing: The Hamilton Early Learning Center tested five of Potatoes USA's recipes: Breakfast Totchos To-Go, Warm Baked Red Potato Salad, Mashed Potato and Chicken "Samosa" Flatbread, Cuban Mojo Ham and Potato Salad, and a Game Day-themed salad bar schematic.

A Student/Parent Focus Group: After students and parents enjoyed a sample of each recipe, they were asked to rate it on a "Yum Scale," ranging from "Love It" to "It's Okay" to "No Thanks." The crowd favorite; Breakfast Totchos To-Go. In addition, Potatoes USA staffers dove deeper into students' attitudes about potatoes with an open discussion while parents filled out a survey about their own experience with potatoes.



Best Practices and Takeaways



Media presence - Calling local media to alert them of the event is crucial. It'll bring awareness to the community and parents of the great food and activities the school district is providing; showcasing that they care about their students preferences and want the communities involvement.

Stickers - More younger students will try something if they receive a sticker. A cost effective way to get student participation and build excitement.

Yum Scale - The best way to capture elementary students opinion on food options, plus stickers are fun! It's easy for all to understand and gives them something to feel proud of.

Parent Involvement -The key to having parents understand what's going on in the schools is involvement. It's also a great way for them to connect with their children.

