

**JUNE 2007**

Dear Principals, P&C Executives and Canteen Managers,

School canteens are progressively implementing “*Smart Choices*”. While some schools successfully transitioned in 2006 and have established a good menu selection within the guidelines, others are still wrestling with sourcing acceptable food lines. We are keen to assist you with sourcing products that meet “*Smart Choices*” criteria. All ASCA suppliers carry green and amber products, so please ask the ASCA supplier’s reps about their product range the next time they call or visit your canteen. We also welcome assisting you with any queries you have with sourcing products that meet the Smart Choices criteria, so please don’t hesitate to contact Bronwyn on 0403 119 531 or Ken or Ed on the numbers at the bottom of this newsletter

### **Promotional Meetings**

At our promotional meetings in Brisbane in March this year, we were again asked the question by a Canteen Manager:

*Our canteen is barely breaking even and we may have to shut. Can you help?*

The answer was the same as last year; **YES, we can!**

The Canteen Manager listened to presentations from our three ASCA Suppliers before we detailed the ASCA concept and the savings to be made. The Canteen Manager had a good idea of the prices she currently purchases products from her existing suppliers, and came to the conclusion:

*If we join ASCA, we will save enough money to keep the canteen open 5 days a week! How do I join?*

Our Brisbane promotional meetings were well attended by Principals of large Primary and Secondary Schools together with their P&C Executives and Canteen Managers. Many are going back to their P&C Committees for approval to join ASCA.

### **Welcome**

We would like to welcome the following schools which have joined ASCA in Term 1, 2007;

Shailer Park State High School;

Ormiston College – an Independent P- 12 school.

Woodridge North State School

Capalaba State College

### **Mackay State High School – Still Going Strong**

In the last Newsletter the financial position of Mackay State High School’s canteen from 2002 to 2006 was documented and highlighted an increased profit of \$17,000 in 2005 by joining ASCA. **We can now report that the Canteen Profit for 2006 was \$79,500, only \$500 less than in 2005, AND this profit was achieved without selling any carbonated drinks or confectionery in 2006.**

How did they do it with 930 students?

By selling large quantities of MILK, JUICE and WATER, and making a SELECT range of sandwiches, wraps and burgers that students like. Pricing is important. Students know when they are getting a **GOOD DEAL** and will buy accordingly. **\$5** will buy a sandwich, wrap or burger and 500 ml flavoured milk - a good deal for a working mum to satisfy a hungry teenager. Volume of sales is important to profitability and these are very high. The Canteen Menu is on their web site: [www.mackayshs.eq.edu.au](http://www.mackayshs.eq.edu.au)

## SUPPLIER UPDATES.

### **NAFDA.**

For schools in the greater Brisbane area, the Solomon Food Group has developed a list of 280 products which schools can purchase for the ASCA discounted price. This expanded list has been compiled from the most popular items requested by Canteen Managers. Please contact your Solomon representative for a copy. New items on this list include a range of products for cultural groups eg Halal products. For regional schools; Suncrest in Mackay and North Coast Foods, are adding items to the standard price list as required by schools.

### **Nestle Peters.**

Currently Nestle Peters have 19 products for sale in schools. We're pleased to announce that Nestle Peters is expanding their range of products with an additional 8 items, 5 of which have a recommended retail price of 80c, and are suitable for primary and secondary schools. The new products will be available at the start of Term 3. Nestle Peters also have trailers with "freezers" available free to P&Cs of ASCA schools. Freezers can be filled with product for a RED day or a school fete – a great way to generate good profits for the school. Trailers must be booked at least 2 months in advance.

### **National Foods – Pura Milk.**

As you know, Pura Milk prices remain **fixed** for all ASCA schools throughout 2007. This is their guarantee to ASCA. National Foods have many excellent promotions for schools featuring their healthy product range and will be detailed in the upcoming newsletters.

For your easy reference, the following Pura Products are categorised as **GREEN**:

- \* Big M flavoured milk
- \* Farmers Union Iced Coffee
- \* UHT Flavoured Milks
- \* Yoplait "Lite"
- \* Soy Milk
- \* Pura Light Start
- \* Pura Tone

National Foods also have trailers for use by schools on sports days/fetes. Remember to book well ahead.

### **Smith's Snackfoods.**

Smith's Snackfoods have developed a schools range of snacks that meet the nutritional requirements of the Smart Choices strategy under their Red Rock and Snakata brands. The following products are registered with FOCiS.

- Red Rock Deli – sea salt and honey soy chicken
- Snakata – cheese supreme, tomato salsa.
- Smith's – crinkle original, crinkle BBQ

## NEW SUPPLIERS ON TRIAL

As part of our continuing goal to expand our range of healthy suppliers, ASCA is pleased to announce the trial of two new suppliers. While you are not obliged to use these suppliers, we encourage you to participate in the trial if at all possible, as you'll find the products of good quality and available at very competitive prices. The two Companies are:

- Tip Top Bakeries – wide range of bread
- Gelati Tropicana – Natural Greek style Yoghurt



### **Tip Top Bakeries**

This company is offering member schools a wide range of bread products at very attractive prices, eg Sunblest sandwich loaf at \$1.50. A full list can be obtained from Ken or Ed. Schools can place orders directly by phoning customer service dept: 1300 134 250.

### **Gelati Tropicana**

This Brisbane Company supplies a Greek Style Creamy Yoghurt. This amber product is supplied in 5 litre containers with 1ltr coulis (flavour) and is extremely popular with students. Contact Michael: 0432 211 572.

### **SOME WINTER FAVOURITES**

Jaffles are great favourites with students in the cooler months, especially at recess. They are simple to prepare (and the sandwich filling can be pre-prepared) and can also turn a nice profit.

Remember, jaffles can be pre-cooked up to 15 min in advance, and kept warm bagged in a pie warmer or bain marie - ready to serve. So start thinking about tasty winter jaffles! Detailed below are a few ideas for tasty jaffle fillings for your hungry troupes. Let your imagination and your left overs carry you away!

#### **Sweet Treats:**

- Pie apple
- Apple, Cinnamon & sultana
- Banana & sultana
- Pie apple & custard
- Banana and custard
- Ricotta Honey & sultana

#### **Savoury Options**

- ° Baked Beans
- ° Canned Spaghetti
- ° Cheese & Tomato
- ° Chicken & creamed corn
- ° Lean meats with Cheese & tomato
- ° Bacon & Egg
- ° Ham Cheese & pineapple thins

### ***Baiada Chicken – New Product***

As the weather turns cooler, students get hungrier and start wanting hot food. Baiada chicken is a popular choice from tender crumbed chicken burgers - served with salad to make it healthy and tasty - to chilli chicken strips served with salad. Baiada have also introduced a new amber product – the Dodstar - a chicken and vegetable snack. Contact your local NAFDA supplier to place an order or to obtain further details on the Dodstar.

## **RECIPE OF THE MONTH**

Another great Winter Warmer is soup. NAFDA have some great hearty Heinz and other variety soups, but if you have facilities for cooking; nothing beats a delicious home-made Pumpkin Soup!

### **Pumpkin Soup (Approx 20lt)**

8 Onions Thinly Sliced	1 Heaped Tblsp Minced Ginger
1/2 Bunch Celery	3 tsp Cinnamon
1 Large Red Capsicum Thinly Sliced	3 tsp Nutmeg
8 Medium Carrots Chopped	2tsp Turmeric
4 Medium Sweet Potatoes	2tsp Cardamom
2 Large Jap Pumpkin	2tsp Cumin
(or equivalent of another pumpkin)	1 Tin of Massel Vegetable Stock Powder
3Tbsp Extra Virgin Olive Oil approx	Bunch Coriander Chopped
2 Heaped Tblsp Minced Garlic	Water to cover

Sautee onions, celery, capsicum, carrots, ginger, garlic & spices until onions are transparent. Add the ingredients and cover with water (about 1inch above veggies for a thick soup or more for thinner). Add Stock Powder and cook until veggies are tender. Allow to cool slightly and puree with hand blender for a rough puree or a Vitamiser for a smooth puree. This recipe can be halved if needed, or frozen for later use.

### ***Until Next Time***

We hope you have found the information in this Newsletter helpful and useful, and that over time, the newsletter can become a vehicle for sharing ideas between Canteen Mangers. If you have a great idea, or if you're doing something in your Canteen that works really well, we'd love to hear about it, so please contact us on one of the numbers below and let us know about any ideas you have