

GROWTH DRIVERS IN THE K-12 FOODSERVICE SEGMENT

Most U.S. K-12 schools offer on-site meals to their students. Many receive federal reimbursements for these meals through their participation in the USDA's Child Nutrition Program, e.g., the National School Lunch Program (NSLP) and the School Breakfast Program (SBP). For suppliers, this K-12 segment offers many attractive features. First, the K-12 foodservice market is large (expected to reach almost \$15B in food, beverage and non-food purchases in 2019). Second, this segment is expected to experience real growth over the next five years. Third, nutritional guidelines for school meal programs are constantly in flux and suppliers can differentiate in supporting school operators in meeting these state and district mandates to receive federal funding. To help foodservice manufacturers better understand the landscape and target these non-commercial operators, Foodservice IP (FSIP) is launching the **Growth Drivers in the K-12 Segment** study for multi-client sponsorship.

STUDY OBJECTIVES

- Identify growth trends and drivers for both self-operated and contract-managed public and private U.S. K-12 schools
- Examine public and private segment differentiation
- Assess service areas/systems trends
- Identify critical issues faced by K-12 institutions and how these impact foodservice manufacturers
- Forecast how the K-12 foodservice market will evolve through 2022
- Highlight opportunities, anticipated challenges/hurdles and critical success factors for manufacturers

NEXT STEPS

To sign on today and have your proprietary questions included in our study survey, please complete the acceptance form on the following page or contact:

JOYCE BAIRD
Sales Director
312.955.0437
jbaird@foodserviceIP.com

TIM POWELL
Managing Principal
312.602.9899
tpowell@foodserviceIP.com

JULIE HESEMAN
Principal
312.955.0252
jheseman@foodserviceIP.com

FSIP DELIVERS:

Better bang for your buck! We provide sponsors with more for less:



Customized original research tailored to your specific questions



In-depth Power Point report



Complimentary webinar



Personalized infographic (with your company logo) to share with operator clients for value-added relationship building



Truly strategic guidance around K-12 foodservice initiatives

SPONSORSHIP AGREEMENT

Evaluating Growth Drivers in the K-12 Foodservice Segment

YES, I'd like to sponsor the study for \$9,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan and email to the attention of ONE of the following FSIP representatives:

JOYCE BAIRD

jbaird@foodserviceIP.com

TIM POWELL

tpowell@foodserviceIP.com

JULIE HESEMAN

jheseman@foodserviceIP.com

Thank you for your business!