

## ATTACHMENT BB: FOOD SERVICE MANAGEMENT COMPANY'S PROPOSAL SUMMARY

Food Service Management Company's Proposal Summary		
Each FSMC is to complete the sections below. This attachment becomes a part of the Food Service Management Contract if your company is awarded the contract.		
Vendor Name:	Fresh Food Factor	
Evaluation Criteria		
Meal Price		
Lunch Price (Includes NSLP/SFSP/CACFP Supper)	Breakfast Price (Includes SBP/SFSP)	Snack Price (Includes NSLP/SFSP/CACFP Snack)
Years of Experience		
How many years has your company operated food service in Child Nutrition Programs. Do not include non-CNP experience.		
10 Years		
Financial Conditions/Stability, Business Practices		
Summarize the Financial Conditions/Stability of your company. Include the most recent financial audit as an attachment to your proposal.		
<p>Volunteers of America's board approved agency budget for fiscal year 2022 is \$39,576,000.00 If necessary, we would be happy to provide a copy of the agency operating budget.</p> <p>Volunteers of America Southeast Louisiana agency assets are \$186 million with total net assets at \$81 million.</p>		
Service Capability Plan		
Summarize your company's plan to provide the level of service as requested in the RFP. Include only services that the FSMC plans to provide to the SFA. Services included in this plan will become a requirement of the contract (with SFA approval).		
<p>On award of the contract, Fresh Food Factor will meet school administrators on a weekly basis to initiate the proposed menu attached within this RFP.</p> <p>Our VOASELA HR department will be hiring all personnel. Upon hiring, each employee will go through background checks and fingerprinting in conjunction with all USDA regulations. Extensive training and orientation will be conducted.</p> <p>Key management will familiarize themselves and make introductions with all school persons associated with the food service operation and discuss operations, proposed meal serve and any other items that can affect the food service.</p> <p>Fresh Food Factor has a vast inventory of tried and true recipes. Research and Development with school food advisory groups we are proposing our most popular menu items as represented in this proposal. In addition we propose to provide additional menu items throughout the course of the year that provides creativity and flexibility for students selection on a daily basis.</p> <p>Diversity, culture and palette are our key drivers when designing a menu that is attractive, nutritious and appealing to students of all age groups.</p> <p>We will offer an Eat Fit menu item daily and provide Menu options as requested.</p> <p>We will seek advice and feedback from students and staff. This feedback is paramount to the success in participation and the overall student satisfaction.</p> <p>Fresh Food Factor key account personnel will work closely with school site staff collecting feedback on the popularity of menu items. This information will determine changes to future menus and allow us to respond in a quick and seamless manner.</p> <p>Fresh Food Factor participates in school open house activities and has nutritional information available at these events to bring awareness to children and parents of food item contents and the effects that consuming these has on each individual.</p> <p>Fresh Food Factor may also participate in community events as identified by Volunteers of America Southeast Louisiana and/or the SFA to educate the community of the need for fresh and healthy meals.</p> <p>Our facility in Orleans parish open to field trips, or individuals wanting to understand the process of preparing cooked from scratch meals.</p>		

## Promotion of the Child Nutrition Program

**Describe your specific plan for promoting the Child Nutrition Program. Include information on the activities you will use such as information to households, social media activities, farm to school activities and plan, merchandising, cafeteria signage, Nutrition Education activities, Promotions, Culinary Exhibitions and/or events, Harvest of the Month, participation in wellness activities, participation and responsiveness to the advisory committee and student feedback.**

Volunteers of America Southeast Louisiana marketing department will develop consistent and engaging social media content targeting families from our schools. School specific content will be featured on Fresh Food Factor and VOASELA's website. Promotional materials such as banners, flyers and posters emphasizing the merit of nutrition and health will be posted in the cafeteria at all campuses.

We will provide a monthly health education newsletter to be shared with parents and students to help education at home. This will help increase participation and trust among students, parents and teachers providing awareness and leading to a healthier lifestyle.

Media screens if approved by the school would be installed within the cafeteria reflecting menu items, food pictures and any specific promotions or school food related videos.

As a food service management company contracting to an SFA for the last 10 years we have not been requested previously to participate in the LA Farms to School program prior.

We welcome the opportunity to do this with all local schools and to cultivate relationships with local growers and producers to create specific themed monthly offerings to the students. and to partner with the school to market and educate the students.

Fresh Food Factor also owns and operates Healthy Lifestyle Choices. This is a behavioral health curriculum for PreK – 8 school age kids which covers nutrition, life skills, conflict resolution, safety and internet safety. We would be happy to provide a complimentary copy for the library or to be used as a teachers aid.

Fresh Food Factor has specific plans for promoting the Child Nutrition activities including the following.

Informational menus to be made available to all schools and parents prior to the beginning of each month, social media activities, cafeteria signage, Nutritional activities, promotions, culinary demonstrations and/or events, participation and responsiveness to the advisory committee and student feedback.

School lunch offerings can influence students' overall health and their focus and energy in school. Principals, teachers, nutrition service staff and parents should embrace a healthy and active environment for our youth and Fresh Food Factor empowers them to do just that. Volunteers of America Southeast Louisiana marketing department will develop consistent and engaging social media content will be featured on Fresh Food Factor and VOASELA's website. Promotional marketing resources such as hallway banners, E-flyers and social media. Television monitors if approved by the school will be installed within the cafeteria reflecting menu items, food pictures and specific promotions or school food related videos. Health education emphasizing the merit of nutrition and health will be provided with monthly newsletter to share with students, parents and teachers. this will help increase participation and trust among students, Parents and teachers providing awareness and leading to a healthier lifestyle. Fresh Food Factor will host live tastings from our personal chefs for all school's Advisory committee, this keeps a mutual connection between the students. Our Most valued customers are the children, and we want to get their views and opinions on everything we serve them. Fresh Food Factor offers diversity menu cuisine options based on cultural student body.

Once a month Fresh Food Factor will provide food Service to all of the teachers and staff during their Professional Development days. Fresh Food Factor will provide catering services for school programs upon request. Community service is a huge role of Fresh Food Factor operation, we are in the business of helping the community with our services.

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<p align="center"><b>Professional Development for Staff</b></p> <p><b>Describe your plans for providing ongoing professional development of staff to meet the required training hours. Describe the food safety and HACCP training that will be provided to staff. The FSMC is to include what internal controls will be utilized to ensure that all employees receive the required Professional Development hours and how this information will be disseminated to the appropriate SFA representative.</b></p>
<p>Volunteers of America Southeast Louisiana prides itself on employee development. Each year all employees are required to take a number of classes relating to the position the employee is in as well as other critical classes such as Orientation, Workplace Safety, Strategies for Preventing and De-Escalating Hostile Situations and CPR. In addition, Fresh Food Factor requires employees to maintain USDA and State required performance standards. We use ICN (Institute of Child Nutrition) as a platform for online education and learning. All staff are required to complete the required hours of training as set by USDA. Optional additional courses are available and scheduled if the employee needs further development in a specific area. This is available for review upon request. All Leads attend a 2/3 day training each July at the Fresh Food Factor facility covering all areas of the responsibility of leading a team and ongoing education of meal patterns. Daily on the job trainings will be conducted as and when needed by the lead and account manager.</p>
<p align="center"><b>Experience of Regional/District Manager, Unit Manager, and Company Registered Dietitian</b></p> <p><b>How much school food service experience will the on-site manager, area manager, and Registered Dietitian have? Include experience with Administrative Reviews. (Optional Evaluation Factor). Enter N/A if SFA has not chosen as an evaluation factor.</b></p>
<p>Director – 10 years  Account managers - 5 years +  Dietician – 8 years</p> <p>All above personnel have participated in state audits and to date have passed all school audit requirements. We have the capabilities of providing computerized production records aiding in the elimination of meeting all menu requirements</p>
<p align="center"><b>Local Procurement (Optional Evaluation Factor).</b></p> <p><b>Describe your company's plan to source seasonal products from local vendors within 150 miles of the SFA. Describe how you plan to document and track these purchases. Enter N/A if SFA has not chosen as an evaluation factor.</b></p>
<p>Fresh Food Factor has preferred food suppliers. We are fortunate to partner with a produce supplier locally that works with local farms and local seasonal offerings. When available we can purchase provide local seasonal products.</p>

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