



**Judi Larsen, The California Endowment
July 1, 2015**

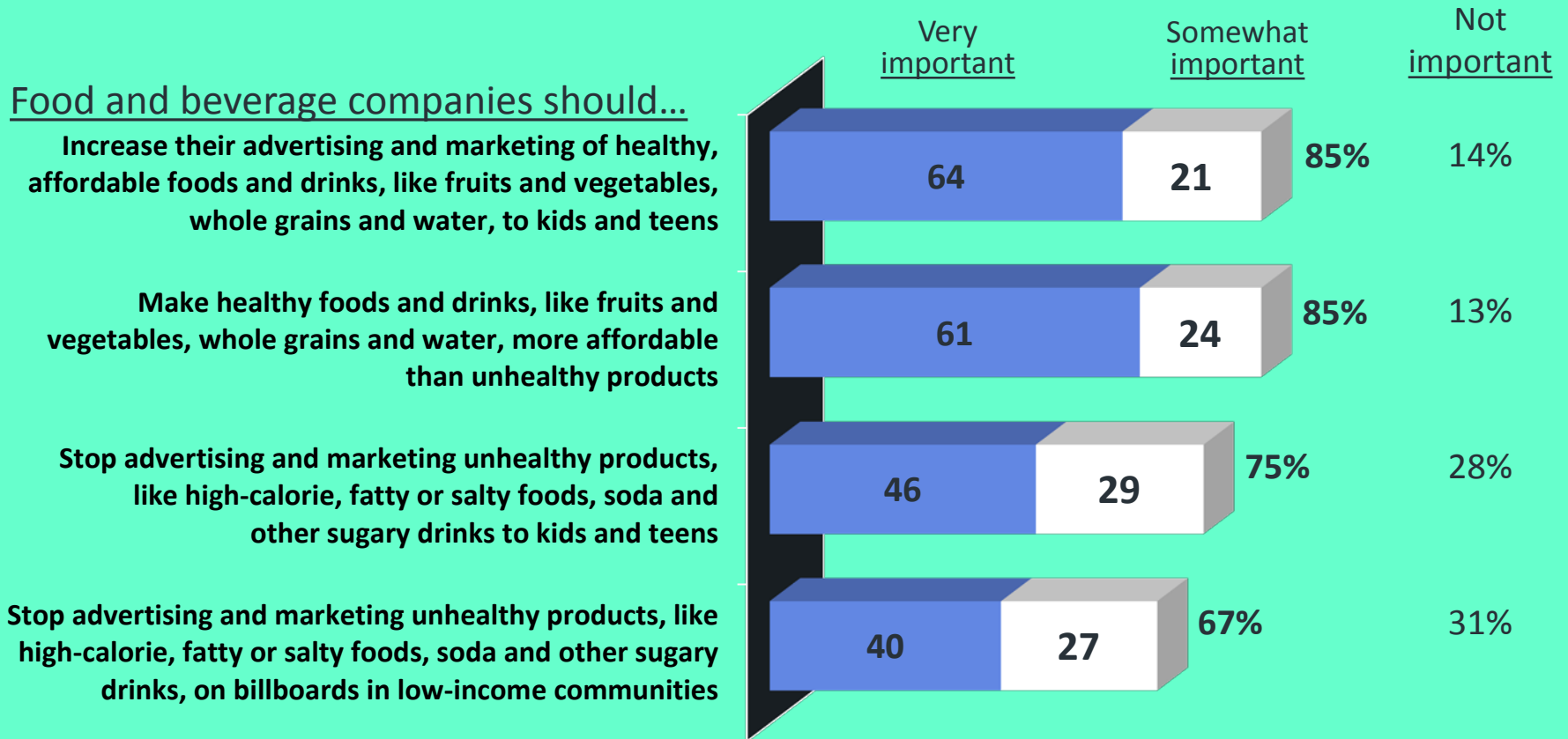
The Food and Beverage Landscape

CalFresh Participants Perspective

- Nearly 2 in 3 CalFresh participants and eligible households (65%) **support making unflavored milk, 100% juice, and plain water the only drinks that can be purchased** with CalFresh benefits if these new rules occur alongside an increase in monthly benefits.
- Nearly 7 in 10 surveyed households (68%) **support “efforts to reduce access to sugary drinks so fewer people drink them.”** This mirrors voters support for changes to the program

** CalFresh serves over four million children, adults, and seniors in California.
Survey sample included 617 households in 2014

Large majorities of voters believe it's important for food and beverage companies to change their marketing practices to help reduce diabetes



In 2014 California Parents...

- **Support healthy nutrition in schools.**
 - 76% of California parents—and 86 percent of Latino parents—support the U.S. Department of Agriculture’s updated school meal nutrition standards
 - 75 % back USDA’s “Smart Snacks” standards. These guidelines took effect July 1 and set minimum nutrition requirements for foods and beverages sold through vending machines, school stores, and a la carte cafeteria menus.
- **Across the political spectrum support current nutrition standards.**
 - 66% of Republicans and 87 percent of Democrats endorse the meal standards, and the Smart Snacks standards earn virtually the same level of bipartisan support (65 and 84 percent, respectively).
- **Prioritize serving healthy school foods over saving schools money.**
 - 77% say the main priority in school meal programs should be serving children healthy and nutritious food, while only 11 percent think it should be ensuring that schools do not lose money on these programs.



Are school lunches better this year than last year?

214 1-5th grade students say **YES**

What do kids like?

- More choices (16% 1st graders-30%5th graders)
- Better taste (15% 1st graders-11% 5th graders)
- Healthy (5%)

Do you think school lunches should include fruits and vegetables?

70% of 1-5th grade students (n=363) say **YES** because fruit and vegetables...

- Taste good
- Are healthy

California Thursdays

- Kids love REAL food that is local
- Expanding to kids who haven't eaten food at school
- Staff excitement and pride
- 42 districts that serve 23% of total meals (250 million school meals)



