

# THINK [CA]

## What is **Think [CA]**?

**Think [CA]** is our commitment to communicating to our students, parents, administration and communities that we are your partners in nurturing students by empowering them to think about their options and choose to eat well.

The project is designed to get individuals (of all ages) to STOP and THINK California! Think about the unique qualities associated with the state and our foodservice programs. This includes, whenever possible, to feature items that are made from scratch, selections with a short ingredient list and/or no artificial additives and to use locally-grown and produced ingredients. **Think [CA]** visualizes our promise to promote student achievement while improving the quality of life and overall well-being of the students, families and communities we serve.

## Why is **Think [CA]** important?

**Think [CA]** personalizes our commitment to the quality of life and overall well-being of the students, families and communities we serve. More specifically...

- **Think [CA]** is what we do.
- **Think [CA]** is what sets us apart from other foodservice programs.
- **Think [CA]** is our commitment to made-from-scratch food preparation, the use of clean, simple, quality ingredients and local sourcing.
- **Think [CA]** is what we want our students to think about when they experience our foodservice program.
- **Think [CA]** is about dedicated people serving our students and local community with caring and dedication.
- **Think [CA]** is a call to action – a sense of pride in our state and our programs.
- **Think [CA]** is our promise to partner with parents, school caregivers and the entire community to promote student achievement, and nurturing their development by empowering them to think about their nutritional choices.

CHOOSE TO EAT WELL

# THINK [CA]

## What do the icons mean?

A major focus of **Think [CA]** is to help students make nutritionally-sound choices. To assist in this effort, we have created three color-coded graphic icons to correlate with the key initiatives we are emphasizing throughout our California accounts. In addition to a distinct color, each icon features a simple graphic and key word that visually communicates the meaning of the icon.



**Food options that are made from scratch.** We take great pride in offering our students made-from-scratch meals whenever possible, placing an added emphasis on fresh and healthy selections.



**Food options that have a short ingredient list and/or no artificial additives.** We are committed to transparency in our food preparation in terms of wholesomeness of ingredients, and work diligently to offer foods with a short ingredient list and/or no artificial additives.



**Food options that utilize locally-grown or produced ingredients.** We utilize, whenever possible, our state's abundance of locally-grown and produced ingredients, supporting our local farmers and artisans while providing our students with healthy and delicious meals.

CHOOSE TO EAT WELL