



**Food and Nutrition Information Center**  
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## **Customer Service Resource List**

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This publication is a compilation of resources for professionals involved in school food service. The resources are in a variety of information formats: articles, books and full-text materials on the World Wide Web. Resources chosen provide information on many aspects of school food service.

The resources included for this list contain reliable information and are available nationwide. Your local library or bookstore can help you locate these materials. Other items can be obtained from the source listed. Opinions expressed in the publications do not necessarily reflect the views of the U.S. Department of Agriculture.

Resources that are part of the National Agricultural Library (NAL) collection have an NAL Call Number listed. Lending and copy service information can be found at <http://www.nal.usda.gov/fnic/general/lending.html>. URLs are included when the material is available online in full text. Materials cannot be purchased from the Library. Please contact the publisher/producer if you wish to purchase any materials on this list.

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#### **I. Customer Service**

##### **A. Books and Reports**

###### **Characteristics of national school lunch and school breakfast program participants**

Nancy E. Wemmerus, Elyse S. Forkosh, and Douglas Almond  
Alexandria, VA: U.S. Dept. of Agriculture, Food and Consumer Service,  
Office of Analysis and Evaluation, 1996.

**NAL Call Number:** aLB3479 U6W46 1996

**Summary:** The National School Lunch Program and the School Breakfast Program are federally sponsored subsidized nutrition programs that operate in the nation's schools. This report presents the characteristics of schools and students by their school meal program participation and certification status in the spring of 1992. The analysis is based on data from the 1992 School Nutrition Dietary Assessment survey. Compares the demographic and economic characteristics of schools that offer both the national school lunch program and the school breakfast program to schools that offer only the national school lunch program and schools that offer neither meal program. Compares the attributes of students certified to receive free meals to those certified to receive reduced-price meals and those not certified, and examines the differences between participating and nonparticipating students.

**Hand in Hand: Food Service and the Classroom**

Springfield, IL: Illinois State Board of Education, 1995. 8 p.

**NAL Call Number:** LB3479 U6H36 1995

**Summary:** This booklet was developed in order to help build positive relationships between food service staff and teachers. Offers ideas for teaching nutrition concepts and promoting the school food service to elementary and middle school children.

**National School Lunch Program: Celebrating 50 Years**

Springfield, IL: Illinois State Board of Education, 1996.

**NAL Call Number:** LB3479 U6N382 1996

**Summary:** The purpose of this book is to encourage sponsors to conduct monthly promotions to increase awareness and participation in the National School Lunch Program and the School Breakfast Program. Incorporates such items as balloons, posters, National School Lunch Week menus, informational pamphlets, menuback ideas and suggestions for games and other activities. Contains ideas for promotions, special events, and activities as well as resources and recipes.

**Participation in Child Nutrition Programs**

National Food Service Management Institute, Division of Applied Research

University, MS: National Food Service Management Institute, 1992. 51 leaves

**NAL Call Number:** LB3479.U6P37 1992

**Summary:** Presents a review of the literature related to participation of school children in Child Nutrition Programs (the National School Lunch Program and School Breakfast Programs). Program attributes, student attributes, and community attributes were among the factors affecting participation.

## **B. Kits**

### **Go for the Gold with Customer Service**

National Food Service Management Institute

University, MS: National Food Service Management Institute, University of Mississippi, 1994.

1 videocassette (VHS), 1 handbook, 1 training module, 1 poster, and 2 strips stickers

**NAL Call Number:** Kit no. 263

**Summary:** The handbook is designed to help program administrators improve customer service in school dining rooms. The video gives an overview of ways in which to have customer service in Child Nutrition Programs. The video discusses employees, cafeterias, teamwork, etc.

### **Go for the Gold with Customer Service Breakfast Lunch Training (BLT) Module**

National Food Service Management Institute

University, MS: National Food Service Management Institute, University of Mississippi, 1994.

1 videocassette, 1 handbook, 1 training module, 1 poster, 2 strips stickers ; in binder 30 x 30 x 8 cm.

**Web site:** <http://www.nfsmi.org/Information/2003resourceguide.htm#go-for-the-gold>

**NAL Call Number:** Kit no.263

**Summary:** Breakfast Lunch Training (BLT) module designed to help CNP administrators improve customer service. Provides information on quality food, marketing, attractive serving lines, communication skills, and how to meet customer needs and wants. Includes 87-page instructor handbook and four lessons with activities and handouts.

### **Reflections and Recipes: A Workshop Model for School Food Service Personnel**

Charleston, VA: West Virginia Dept. of Education, Office of Child Nutrition, 1996.

47 slides and 1 curriculum

**NAL Call Number:** Kit no. 338

**Summary:** Focuses on methods of preparation, meal service and promotion that provide consistent high quality foods that appeal to students. Stresses such concepts as portion control, recipe standardization, nutrient analysis, identification of recipe parts, recipe improvements, nutrition comparisons, yield adjustments, and identification of effects of portioning on nutrient analysis.

### **School Lunch: Come and Get It Marketing Program**

Richmond, VA: Virginia Dept. of Education, School Nutrition Programs, 1996.

1 set instructional materials, 5 posters, 25 duplicating masters, and 1 envelope session materials

**NAL Call Number:** Kit no. 333

**Summary:** Intended to assist cafeteria managers in marketing school lunches and breakfasts to their customers. Includes the development of the marketing handbook, promotional tools, and in service programs for managers.

### **C. Videos**

#### **Breakfast Makes it Happen**

National Food Service Management Institute

Rosemont, IL: National Dairy Council, c1995.

1 videocassette (13 min., 20 sec.) (VHS), 1 leader guide, 3 charts, and 1 pamphlet

**NAL Call Number:** Videocassette no. 2111

**Summary:** Discusses how a school breakfast program can benefit not only the children who participate, but their parents and the community as well.

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