1. Move the Broccoli
Placing nutritious foods like broccoli at the beginning of the lunch line, rather than in the middle, increased the amount students purchased by 10-15%.

2. Re-name the Food
Giving healthy food choices more descriptive names – for example "creamy corn" rather than "corn" – increased their sales by 27%.

3. Offer a Choice
Students given a choice between carrots and celery were much more likely to eat their vegetables than students forced to take only

4. Hide the Ice Cream
Keeping ice cream in a freezer with a closed opaque top significantly reduced ice cream sales.

5. Encourage the Use of Trays
Requiring or encouraging the use of cafeteria trays increased vegetable consumption; students without trays eat 21% less salad but no less ice cream.

6. Shrink the Bowl
Decreasing the size of bowls from 18 ounces to 14 ounces reduced the size of the average cereal serving at breakfast by 24%.

7. Move the Chocolate Milk
Moving the chocolate milk behind the plain milk led students to buy more plain milk.

8. Use Fruit Bowls
Putting apples and oranges in a fruit bowl, rather than a stainless steel pan, more than doubled fruit sales.

9. Offer a Salad
When cafeteria workers asked each child "Do you want a salad?", salad sales increased by a third.

10. Move the Salad Bar
Pulling the salad bar away from the wall and putting it in front of the checkout register nearly tripled sales of salads.

11. Pay Cash for Dessert
A "cash for cookies" policy – that is forbidding the use of lunch tickets for desserts – led students to buy 71% more fruit and 55% fewer desserts.

12. Make an Express Line
Creating a speedy, "healthy express" checkout line for students who were not buying desserts and chips doubled the sales of healthy sandwiches.