

Redesigning Your Lunch Line

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

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%.

8. Use Fruit Bowls

Putting apples and oranges in a fruit bowl, rather than a stainless steel pan, more than doubled fruit 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.

4. Hide the Ice Cream

Keeping ice cream in a freezer with a closed opaque top significantly reduced ice cream sales.

7. Move the Chocolate Milk

Moving the chocolate milk behind the plain milk led students to buy more plain milk.

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.