



## Grades 9 – 12 – What’s for Lunch?

### 1. GRAPHIC: What’s for Lunch?

#### MUSIC

Teen in typical garb, in front of school lunch items flashing on the background. Rapping to music...

Gimme the veggies!  
Gimme fruit galore!  
Put ‘em on the tray cause I want more...  
Brain power...and calories that count...  
I want my food in the right amounts...

You gotta be healthy if you want to be fit.  
My school lunch program is totally with it.  
You don’t know much ‘bout every food group?  
Just listen up...and learn the scoop.

### 2. Teen NARRATOR on camera picking up tray.

What's for lunch? Healthy foods, that's what!  
The schools have new guidelines for foods that  
our minds and bodies need most. What's that  
mean to us? Here's what we'll see in our  
lunchrooms.

### 3. NARR on-camera in front of graphic: IA Dept. of Ed. graphic showing lunch tray diagram, which changes by popping in photos of first fruits and veggies.

Much of our school lunch will be fruits and  
vegetables.

As a matter of fact, for our school lunch to  
count, we’ll need at least one half cup of fruits

or vegetables on our tray by the end of the line.  
So why not just take one half cup of each?

Yeah, we've been tuning out that "veggies are good for you" talk for most of our lives, but it's the truth. That's what we need to be eating right now, and teenagers aren't coming close.

We need to be better to our bodies. Want to help me fill this tray with the right foods?

4. VOICEOVER graphic: Tray, highlight the area showing fruit portion, then show teen dishing fruit onto tray or school personnel putting fruit on tray

Let's start with fruits. Every day of the week there's a cup of fruit for each of us. Most Americans of all ages aren't eating enough to get the vitamins and minerals we need for good health.

5. VOICEOVER photos of fruits on tray or on lunch line, or bullet points with types of fruits (example of fresh, dried, canned, etc.) listed as a graphic

We'll see fresh fruits, dried fruits, fruits frozen without added sugar, and canned fruits in juice or a light syrup. Fruit juices at school have to be 100% juice.

6. Teen NARR talking on camera, lunch line pan of veggies, then teen talking again

And I bet you've heard these words before: EAT MORE VEGETABLES!

Yeah, the lunch line will have lots of varieties to get us our five cups a week. You might find some vegetables you've never heard of before, but they'll be worth a try.

7. VOICEOVER shots of these veggies

We'll be seeing more red and orange vegetables, like squash, carrots, sweet potatoes, and tomatoes.

8. VOICEOVER shots of these veggies, or bullet points of veggie names

And dark green vegetables that go beyond broccoli, spinach and romaine lettuce. You might get a chance to check out bok choy, kale or watercress!

9. NARR on-camera, background with bullet points over photo with names of different legumes

Then there's the legumes. What a goofy word! That means beans and peas. We'll see lots of beans: black, white, kidney, garbanzo, pinto, soy, and navy. Plus, there's lentils and split and black-eyed peas.

10. VOICEOVER photos of these foods, or bullet points over veggie photo with names of veggies mentioned

And you might find fewer servings of vegetables that contain starches, like corn, green peas, potatoes and lima beans, because there will now be more options. Personally, I'm probably not gonna' miss the lima beans.

11. VOICEOVER photos of these foods, or bullet points over veggie photo with names of veggies mentioned

You might see a variety of other vegetables too. Things like beets, cabbage, cauliflower, celery, and green beans can be part of the one cup of vegetables on the lunch line every day.

12. NARR on-camera, background with tray diagram, highlighting meat area

The biggest thing on that lunch tray won't be meat or a meat alternative, like cheese or yogurt. These are protein sources and they'll be served in just the right amounts for good nutrition

13. VOICEOVER Two different milk cartons

And milk will be skim or 1% fat. Yup, we still need it, but just not the fat. We're not done building our bones, so get milk on your tray at lunchtime, 'cause you can get water throughout the day.

14. NARR on-camera with background of diagram showing grain area of tray and some healthy bread options

Next up? Grains and breads. At least half need to be whole grains because they're better for us than refined grains. Those have been processed and lost nutrients and fiber. And we'll be seeing 10 to 12 ounces a week of grains. That's 5 or 6 whole-grain hamburger buns, or 2 to 3 cups of pasta or rice a week . And some of those grains might appear as part of breading on baked meat or fish, in pizza crust, or in occasional desserts like cake or cookies.

15. NARR on camera with full tray.

We're old enough to be making smart choices. We know what food is good for us and what is really just junk. You and I need to make more of the right choices of foods that fuel our brains and our bodies.

16. NARR on-camera with Rap music, background graphics of healthy food

Gimme the veggies...  
Healthy grains galore!  
Put 'em on the tray cause I want more...

Brain power...and calories that count...  
Feed your body in the right amounts...

Wanna be strong?  
Wanna be fit?  
A healthy school lunch will help you do it.

17. GRAPHIC: Funding for this project provided by the Iowa Department of  
Education  
USDA FNS

USDA's National School Lunch Program (NSLP), a federally assisted meal program operating in public and nonprofit private schools and residential child care institutions, provides nutritionally balanced, low-cost or free lunches to children each school day. The program was established under the National School Lunch Act, signed by President Harry Truman in 1946. In 2010 the Healthy Hunger Free Kids Act was signed into law, continuing funding for federal school meal and child nutrition programs, giving the USDA the authority to set new nutrition standards for food sold and served in schools, requiring training and certification for all food service personnel, increasing access to healthy food, and promoting overall student wellness. By supporting school and community efforts that provide nutritious meals for children and promote overall wellness, the HHFKA is a major step forward in the fight to end childhood hunger, improve nutrition, and fight our country's epidemic of obesity.