

# Smarter Food Movement

## Overview



- **Program Objective:** To influence and promote the selection and consumption of targeted healthy food items
- **Point of Contact:** OSD/MC&FP
- **Total Force Fitness Domains:** Nutritional, Physical

## Program Description



Cornell University Food and Brand Lab has deployed Smarter Lunchrooms in approximately 20,000 schools across the US as well as other environments including college campuses and corporate dining facilities.

Smarter Lunchrooms employs the techniques of Behavioral Economics and Choice Architecture to influence and promote the selection and consumption of targeted items, in this case the most healthful item (such as lean proteins, fruits, and vegetables) offered in installation food service venues. An environmental scan of each location is conducted, followed by tailored suggestions for the reorganization of items on offer, menu boards, and other factors that impact food choice in each specific location.

## Anticipated Impact on Population Health at Installation



Consumption of fruits and vegetables has been demonstrated to reduce obesity. Implementation of Smarter Lunchroom principles has been shown to increase the consumption of fruits, vegetables, and lean proteins with a similar decrease in the consumption of less healthful items, without a decrease in participation or damage to the bottom line.

## Performance Measures



- % of Better-for-You menu items available AND items sold (one month per quarter)



- \$Total revenue, \$food cost and total customers (one month per quarter)

## Additional Information