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NATIONAL



C-FAR

**THE NATIONAL COALITION FOR
FOOD & AGRICULTURAL RESEARCH**

Program:

OUT OF THE TRASH AND ONTO TRAYS

*“Increasing Fruit & Vegetable Consumption
in the School Lunch Program”*

September 14, 2012

PROGRAM

Welcome and Introduction

SARAH OHLHORST
NATIONAL C-FAR REPRESENTATIVE

Distinguished Speaker

DR. DAVID R. JUST
DIRECTOR
CORNELL CENTER FOR BEHAVIORAL ECONOMICS
IN CHILD NUTRITION PROGRAMS

Open Forum

Closing

SARAH OHLHORST

NATIONAL C-FAR IS a nonprofit, nonpartisan, consensus-based and customer-led coalition that brings food, agriculture, nutrition, conservation and natural resource stakeholders together with the food and agriculture research and extension community, serving as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, extension, and education. For additional information, go to www.ncfar.org; or contact Tom Van Arsdall, Executive Director, at tom@vanarsdall.com.

ABSTRACT

The Healthy, Hunger-Free Kids Act introduced new guidelines for school lunch, including the requirement that lunch must include a fruit or vegetable serving to receive federal reimbursement. While it appears that this approach emphasizes nutrition, the majority of those fruits and vegetables actually end up in the trash! The fruits and vegetables are placed on a child's tray by default, and the child can choose to discard those items.

Research funded by USDA shows that some of the fruits and vegetables are eaten, but the majority are thrown away, costing the school system thousands of dollars and doing nothing to improve child nutrition. Learn the unique aspects of food decision-making that may undermine default options such as this, and find out what approaches are much more cost-effective, impact the nutrition of a wider number of children, and ultimately revolutionize school lunch. Alternative approaches that emphasize student choice, paired with subtle nudges toward healthier choices, have large impacts on fruit and vegetable consumption at nearly no cost. From offering pre-cut fruit to optimizing placement of salad bars, food service directors and policymakers can implement no-cost and low-cost changes in lunchrooms that lead students to make smarter, healthier food decisions.

SPEAKER BIOGRAPHY

David R. Just, Ph.D. uses the tools of psychology and economics to understand why we eat the way we do and how we can make more cost effective, healthier choices. As Director of the Cornell Center for Behavioral Economics in Child Nutrition Programs, David has conducted dozens of field and laboratory experiments identifying the subtle factors in the environment that can lead both children and adults to make the healthy choice. His work on behavioral economics and the school lunch program has shown how low-cost solutions—like moving the salad bar closer to the checkout line—can lead school children to make healthier choices without reducing overall availability of choices or breaking the school budget.

David's award winning research has been published in scores of research articles, winning numerous research awards. His work has been reported widely in media outlets including *NPR*, *Wall Street Journal*, *New York Times*, *US News and World Reports*, *Newsweek*, and *Washington Post*, among many others. In 2006 *Discover Magazine* cited his research as a top science story of the year.

David R. Just is Associate Professor of behavioral economics at Cornell University's Dyson School of Applied Economics and Management. David received his Ph.D. and Master's degrees in Agricultural and Resource Economics from the University of California, Berkeley, and a Bachelor's degree in Economics from Brigham Young University.

SEMINAR SERIES DESCRIPTION

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