



POWERING *Performance*

FOOD FUELLING A LIFETIME OF TOP ACHIEVEMENT

imagine
SCHOOLS



OUR FOOD EXPERTS

Ensuring that our young people have access to the best food possible is essential. A nutritious diet promotes good health and well-being, both during childhood and into adulthood. However, simply making high quality food available to young people does not ensure that it will be consumed. This is why it is important to provide information about making appropriate food and drink choices. A school's dining facility is an excellent place to highlight key messages about healthy nutrition. By providing young people with easy to understand messages about the influence of dietary choices on personal health, well-being, academic attainment and sports performance during the school day, we can help them make choices in the present that will also have consequences for their future.

Imagine Schools by Sodexo's Powering Performance program has several innovative components. Educating young people about the ways that different foods and 'hero ingredients' can sustain them both physically and mentally extends what is learnt directly in the classroom.

Bringing education to life through offering attractive, freshly prepared, tasty menu options is incredibly important – it draws on young people's increasing curiosity about food and its impact on their body and health, as well as appealing to their tastes and preferences for contemporary, global menu choices.



Super Salads

The definition of training goes beyond physical movement and includes diet. Yet often we think training harder will allow us to perform better, but sometimes the reality is that we need to recover harder and eat smarter for long-term health and performance success.

Melissa encourages athletes to commit to eating like they commit to training. Busy schedules, multiple sports and balancing academic success makes it difficult to meet nutrient needs.

Powering Performance is a simple solution that takes the guess work out of eating and makes the optimal option, the easy choice. Food may be the teammate you've been missing! Just as you would show up to practice, you must consistently show up to the table. Eating enough essential nutrients aids with reaching your potential in sport and life. What are you bringing to the table? Melissa hopes it's a power plate!

MELISSA HARDY PDt Sodexo Dietitian - St. Francis Xavier University

Melissa holds board certified designations as a Certified Diabetes Educator (CDE), a Board Certified Specialist in Sports Dietetics (CSSD), and has also obtained a graduate diploma in sports nutrition through the International Olympic Committee.

As a competitive athlete and dietitian, Melissa recognizes the need for credible evidence-based and practical nutrition education in sport and life.



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Introducing **OUR AMBASSADOR**

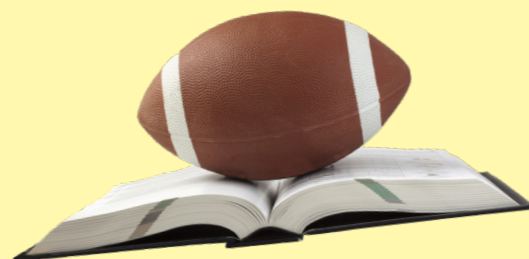
Passionate about both football and medicine, Laurent Duvernay-Tardif has a unique perspective on how food can improve cognitive function, help concentration and provide more energy.

Laurent turned a deaf ear when asked to choose between his two passions. "It's all about balance. Don't give up on your passions!" he tells the young people he meets at the many talks he gives at schools. As a result, Laurent knows the science behind nutrition, and what it takes to get peak performance for himself and others.

An award winner as both a scholar and professional athlete, Laurent received the 2020 Lou March Trophy as Canada's Athlete of the Year, Sports Illustrated's 2020 Sportsperson of the Year award, the 2021 ESPY Muhammad Ali Sports Humanitarian Award and has also been named as Quebec's Spokesperson for the Hooked on School Days Week since 2019.

A Mont-Saint-Hilaire native, Laurent grew up in the Montreal area, and maintains a strong connection with his country and community. Laurent attended and graduated from McGill University Faculty of Medicine with a doctorate in medicine in 2018 while playing professional football.

Believing that both physical activity and creativity are fundamental factors for children's development and educational success, his longtime partner, Florence-Agathe Dubé-Moreau, and himself co-created the Laurent Duvernay-Tardif Foundation. With the mission of "Move, Motivate, Inspire," the foundation promotes balance between sports, arts and studies.



Balance

I am excited to partner with Sodexo and am particularly impressed with the way that Powering Performance provides a platform for educating students about the ways that different foods can sustain them both physically and mentally.

In understanding the power of food, students will find their own experiences of the relationship between healthy eating and success. Balanced nutrition is a cornerstone of a healthy lifestyle and helps prevent potential health issues while increasing overall performance.

Powering Performance is an inspiring, healthy, and well-planned program that meets the needs of parents, students and schools.

As Ambassador for Powering Performance, I look forward to showing students how different foods affect performance and put them on the path to success in both their studies and sports, and in creating a successful future for themselves.

LAURENT DUVERNAY-TARDIF

Ambassador - Powering Performance





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Supporting **STUDENTS WITH FOOD THAT POWERS PERFORMANCE**

As a valued and trusted service provider, our mission is to improve the quality of life of all those we serve. We've combined the latest scientific research in food nutrition and the sociology of food to reset 'how food is done' at school.

The science shows us a correlation between the high nutrient density of a school meal and improved cognitive function, better concentration and more energy. From speaking with students and staff, we know that creating a happy dining environment that resonates with Generation Z students encourages them to make good nutritional choices that will last a lifetime.

We challenge the traditional approach to school food and in the following pages we explain our Powering Performance food range.

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DESIGNING THE BEST FOOD EXPERIENCE

The students of Generations Z and Alpha are different from previous generations, as you know. Their rapidly changing perceptions about food and well-being challenge us to continually develop our food services to meet their expectations while staying true to our commitment to provide nutritionally responsible choices and value-for-money meals. To meet the challenge, our nutritionists, chefs and others in our team have talked with young people and drawn on academic and market research to design our Powering Performance program.

GEN Z
BORN BETWEEN
1995 & 2012

GEN ALPHA
BORN BETWEEN
2013 & 2025



78% 
of Canadian youth

look at labels to see what's in the food they eat⁴

43% 

of 12-18 yr olds report consuming fruits and vegetables 5 times or more per day³

70% 
of Canadian parents want to provide their children with healthy food options³



Climate change is top of mind for Canadian youth

73% use fewer single-use plastics

81% recycle everything they can

55% compost as much as they can²

2/3 report seeking information about nutrition and healthy eating²
of Canadians



91% of Canadians believe food literacy should be taught in schools¹



Animal welfare is the most common environmental concern for Canadian youth. 19% of Gen Z are going vegan/vegetarian to support sustainability efforts²



Half of today's youth are reporting a reduction in their meat consumption²

References: 1. Dalhousie University, Agri-Food Analytics Lab "COVID Food Literacy", February 2021.
2. CCFI 2020
3. Healthy Eating in Ontario: What do we Know?, Nutrition Resource Centre, 2017.
4. The Human Project, Zeno Group, 2016.

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Students' EXPECTATIONS



Value a welcoming and **vibrant dining area** that has been designed with their input. It helps them relax and socialize.¹



Are quite realistic about what is practical and appropriate – in fact, they often request more **healthy options**, rather than more treats and restricted foods.¹



Express a strong interest in cosmopolitan and **vibrant foods**, varied ingredients and casual eating options. They want school meals to echo the dishes and serving styles of some of their favourite restaurant brands.¹



Know the importance of eating healthy. They believe that healthy food is best prepared from scratch, and appreciate assistance in selecting **healthy options**, which includes guidance from dining room staff.²



Gen Z cares about society, the planet and **sustainable** food options. They expect the organizations they buy from to care about them too. They're aware of the effect humans have on the environment and expect companies to act responsibly and are prepared to hold them accountable via social media.³



Make nutritional choices that are good for their brains and bodies, improves their overall **well-being**, regulates their behaviour and lifts performance in the classroom and in other activities.⁴

References:

1. Sodexo and Market Measures (2018) 'Independent Schools Students' Consultation on School Lunch Provision Research Summary.'

2. Day, R.E. Sahota, P., Christian, M.S. & Cocks K. (2015) 'A qualitative study exploring student and school staff perceptions of school meal provision in England', British Journal of Nutrition, 144: 1504-1514.

3. WWF and Sodexo (2016) 'Catering for Sustainability: making the case for sustainable diets in foodservice.'

4. Mental Health Foundation (2006) 'Feeding Minds: the impact of food on mental health.'



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THE FOUR PILLARS OF POWERING PERFORMANCE

We've spoken to leading academics and students across the country and our research has revealed that today's students demand credible information on the school menu, such as what's in the food, where it comes from and how it's prepared. Guided by these insights, Imagine Schools by Sodexo's nutritional and culinary experts have used the science behind food to create the Powering Performance range of meals as part of a balanced diet. These will help students perform at their very best and get the most out of school life.

Prepared from scratch using fresh seasonal produce, each recipe across our breakfast, lunch and dinner menus has specific nutrients and minerals to improve performance, health and well-being. To make the wide assortment of delicious dishes easy for students to understand, the range is built on four pillars, each with its own 'hero' ingredients:

 <p>FOCUS to sharpen minds and provide mental endurance</p>	 <p>STRENGTHEN to grow and fortify healthy bodies</p>	 <p>SUSTAIN to give stamina for everyday demands</p>	 <p>RECOVER to mentally and physically rejuvenate</p>
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The benefits of the meal range in each Powering Performance pillar are clearly communicated to students through posters, menu cards and by talking with them. This includes the nutrition facts through to social benefits such as the produce we source from local and organic suppliers, which is important in maintaining freshness and environmental responsibility. This gives students the information that empowers them to make the healthy choices to match the demands of their school day.

Powering Performance's range includes food choices that are convenient and easy to eat, like our smoothies and chia pudding. With no added sugar or salt, they taste great and sustain the energy of students throughout the day. Communicating these benefits enables student to understand the relationship between what they eat and how they feel – we encourage them to make the easy choice for good performance.

“The Powering Performance program is an outstanding tool that provides our student athletes and coaches the opportunity to be very intentional about their nutritional choices. This resource targets specific foods that will help optimize athletic performance and identifies the benefits of healthy eating.”

Lou Cafazzo | Director of Athletics
APPLEBY COLLEGE

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FOCUS

FOOD TO SHARPEN

Dishes in this range are designed to allow the student's brain to perform to its full potential. They feature ingredients like salmon, which provides an excellent source of polyunsaturated omega-3 fatty acids.



Salmon



STRENGTH

FOOD TO FORTIFY

Dishes in this range are designed to help students develop physically and mentally. They contain high protein ingredients such as eggs, which are critical for muscle development and function.



Eggs

Fun Fact

Did you know the human brain is roughly 2% of your body weight but uses approximately 20% of your energy?! The brain's dry weight is made up of 60% fat and essential fatty acids, which help with optimal functioning.



Fun Fact

Did you know that the word "protein" comes from a Greek word meaning "of the utmost importance"? Proteins are necessary for growth, immune system, hormones and many other functions in our body.



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SUSTAIN FOOD TO ENERGIZE

These dishes are designed to help students maintain a steady level of energy throughout the day. Ingredients like berries contain dietary fibres that are beneficial to energy regulation and digestion.



Berries

+ RECOVER FOOD TO REJUVENATE

These dishes include all necessary components to recover after hard exercise : 1) a source of carbohydrates to replenish energy, 2) a source of protein to repair muscle damage and 3) plenty of vegetables and fruits providing antioxidants to decrease exercise-induced inflammation.



Balanced Meals

Fun Fact

Did you know that dietary fibres come almost exclusively from plant food? Vegetables, fruits, legumes, nuts and whole grains are all good sources of dietary fibres.



Fun Fact

Did you know that a half cup of sauteed bell peppers contains more than your daily requirement of vitamin C? Vitamin C is an antioxidant and is necessary in the synthesis of collagen, a major component of muscles, bones and skin.



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How **WE ENGAGE STUDENTS ABOUT THEIR HEALTH & WELLBEING**

Our ongoing commitment as your key partner is to listen to clients and students and adapt menus to meet their evolving nutritional needs. Powering Performance is our age-appropriate program to improve performance across all school endeavours, such as sports, academia, dance and music.

Powering Performance also goes the extra mile in considering the needs of boarders and students from diverse cultural backgrounds. By providing a socially supportive dining environment, we can engender a positive relationship between students and a wide range of foods that fuels their performance, now and into adulthood.

To ensure we meaningfully engage students, we encourage them to provide feedback and empower them to work collaboratively with their school chefs. This provides valuable insight that allows us to continually tailor and improve our offer based on their emerging needs and views.





WE'D LOVE TO DISCUSS THE BENEFITS OF HOW POWERING PERFORMANCE CAN HELP YOUR SCHOOL.

PLEASE GET IN TOUCH WITH:



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