



Out Position the Competition

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The Chocolate Milk Controversy

- Elementary school officials wanted kids to drink more white milk...
- So they banned chocolate milk... What do you predict happened next?



Smarter Lunchrooms Movement


Methodology



Data: August – December student enrollment, sales & waste data from the 2010-11 and 2011-12 school years from 2 school districts (Districts 1 & 2).

District 1 **limited** the sale of flavored milk to only Fridays

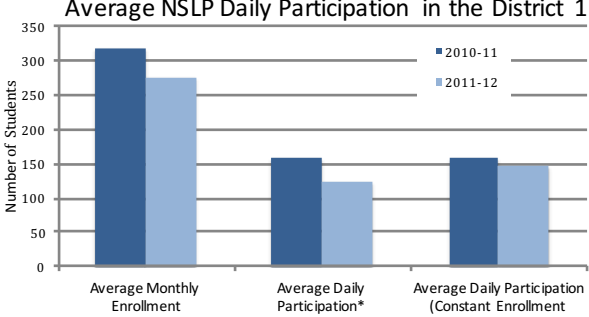
District 2 **eliminated** the sale of flavored milk completely.



Smarter Lunchrooms Movement


Results: NSLP Participation

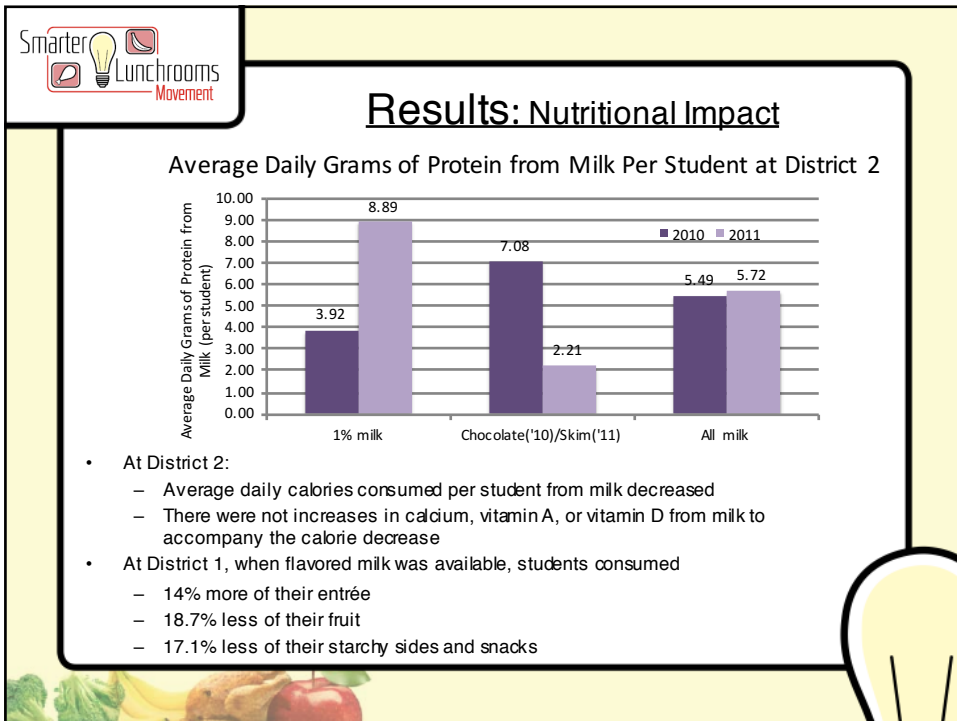
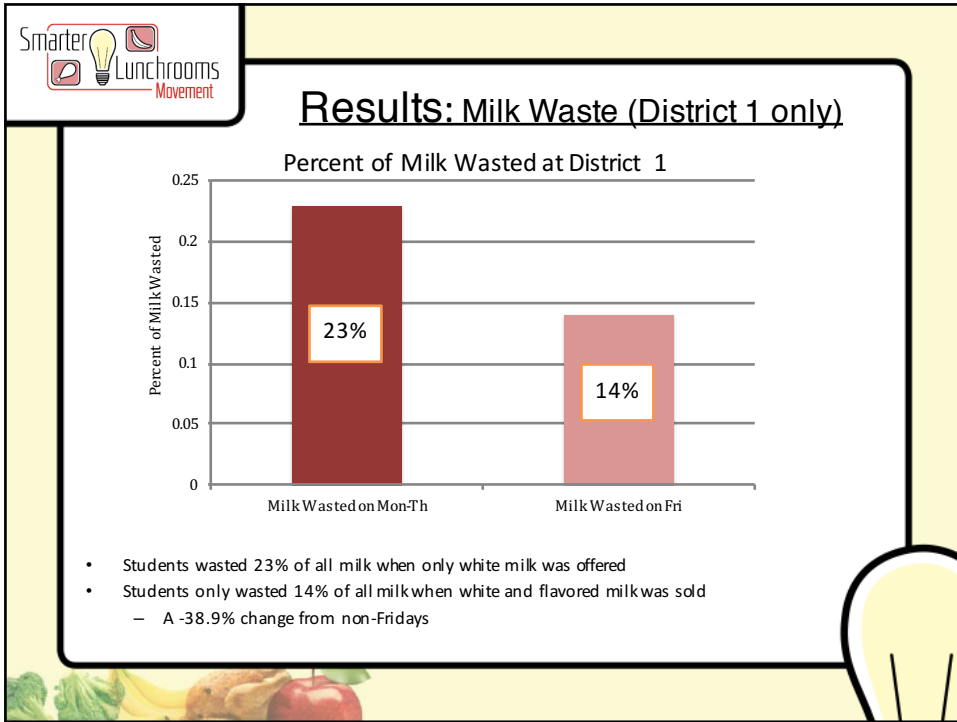
Average NSLP Daily Participation in the District 1

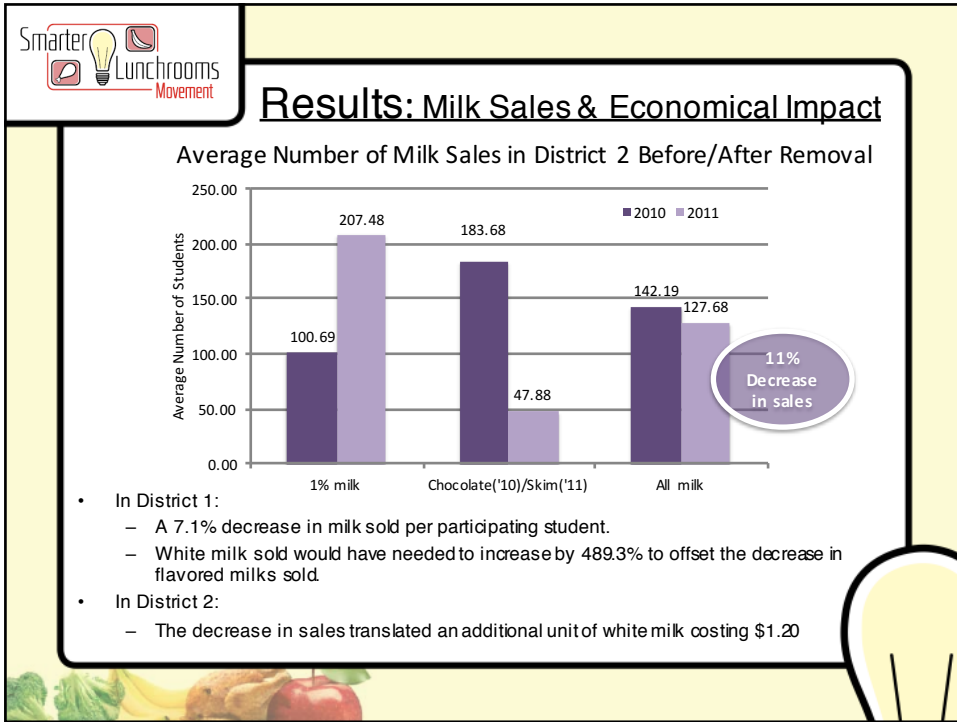


Category	2010-11	2011-12
Average Monthly Enrollment	~320	~275
Average Daily Participation*	160	137.7
Average Daily Participation (Constant Enrollment Across Years)**	~160	~150

- In District 1:
 - Estimated a 9.2% decrease in average daily participation (from 160 to 137.7 students)
 - A loss of \$4,174.56 in revenues from August– December.
- In District 2
 - Estimated a 6.8% decrease in average daily participation (from 217.7 to 202.8 students)
 - A loss of \$984.38 from September – October.







Why?: Behavioral Economics

Reactance

- Rebelling against a threat to freedom
- Fat tax versus a thin subsidy
- Limits on ketchup
- Don't press this button

Attribution

- It was my choice, I will repeat it in the future
- Choosing between celery and carrots

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What We Know About Food Decisions



- Two types:
 - **Cold State** – Rational
 - **Hot State** – Impulsive
- **Stress and distraction** lead to HOT STATE decisions
- It takes *effort* and *resources* to resist – must be *proactive*



Hot vs. Cold Decisions



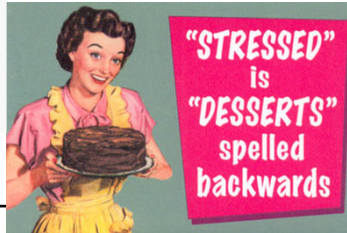
Cold State (Rational)

We consider
 Prices
 Health information
 Logic
 We buy
 Smaller portions
 Moderate foods

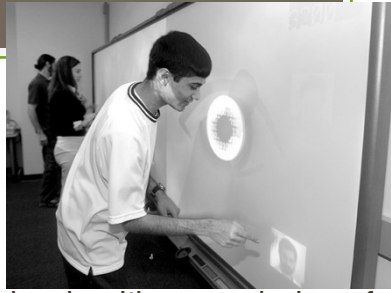
Hot State (Hedonic)

We eat for
 Taste
 Convenience
 Size
 Visual effect
 “This decision is an exception”

We buy
 Bigger
 More hedonistic



**Hot/Cold Study
Behavioral Interrupt**



Upstate NY schools with pre-ordering of lunch items through SmartBoards

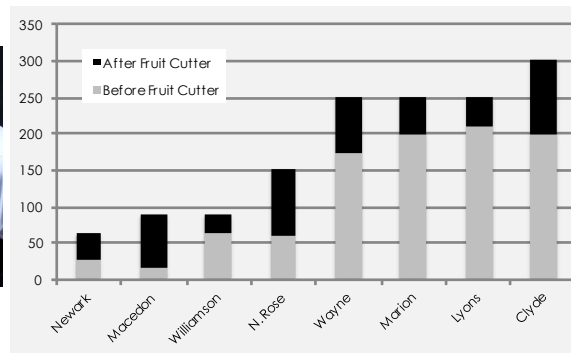
Students who did **NOT** pre-order (Hot State):



- 11.8% less likely to take a fruit
- 8.9% more like to take a snack food
- 25% more likely to take a starchy side



Fruit in the hand....



**Apple Waste also decreased
by.....30%**



Small convenience, big effect



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Increase Convenience of Healthier Foods

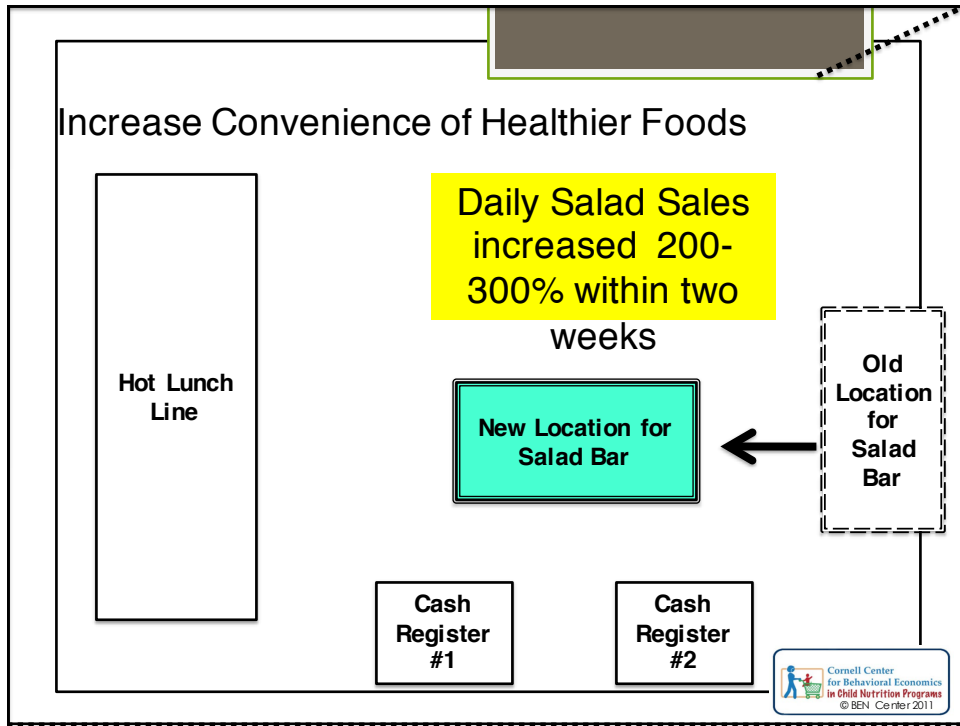
Hot Lunch
Line

Cash
Register
#1

Cash
Register
#2

Salad
Bar

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People like shorter lines

Creating a speedy "healthy express" checkout line for students who were not buying desserts and chips doubled the sales of healthy sandwiches.

- Healthy convenience lines
 - Grab'n'go healthy sandwiches
 - Chocolate milk
 - Hot lunch
- Increased overall milk consumption
 - White milk remained constant
- Overall sales increased
- Decreased unhealthy food sales by 27%

Visibility



Fun science:
the Fabulous Fruit
Bowl
&
First Foods Are
Favorite Foods



Suggesting Social Norms



Placement

Priming

Tripled orange juice

Cash register effect

Bottleneck

Suggestive selling



Free Sample Priming

Can exposure to healthy samples lead to healthier shopping?



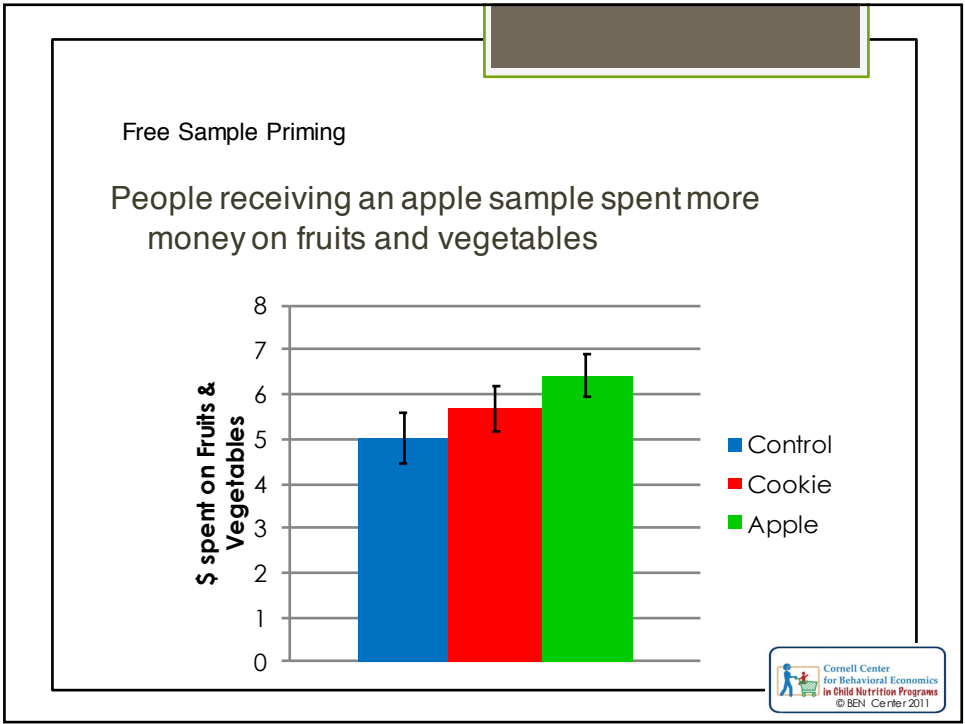


Free Sample Priming

118 participants at a large grocery store


Conditions:

- Apple sample
- Cookie sample
- No sample


Recorded amount spent on fruits and vegetables



[Redacted]



Meu Deus...




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[Redacted]

4/28/12

Thank you

Questions?



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