

# A Healthier View to School Catering

## Kells Lane Primary School takes a Birds Eye view – and encourages children to eat more fish

Encouraging children to eat healthier food is seen by many as an ongoing battle – and one that **school caterers** and **Local Authorities** are forced to tackle head on.

But a project carried out by Birds Eye Foodservice in conjunction with Kells Lane Primary School, within Gateshead County Council, proves that it should be a **pleasure, not a chore** – and, if executed correctly, can actively encourage children to eat and enjoy far healthier food, **both at school and at home**.

So what's the magic formula? Birds Eye Foodservice and the school certainly took on what seemed like a tough task – encouraging the children at Kells Lane Primary School to **'eat more fish'**.

Before the study took place a number of children at the school were surveyed, and the **majority shared the view** that they either didn't particularly like fish, hadn't tried it, and didn't believe they could be encouraged to like it either way. So a plan was devised to get the children actively involved in making their own fish dishes.

Peter Lack, development chef for Birds Eye held a series of **'fish workshops'** at the school, where the children were invited to come along and create their **own fish recipe**, using a selection of Birds Eye Foodservice products.

The dishes were devised to **appeal to the children** – both visually and texturally, as well as being easy to make. Importantly, they also had to use products ideally suited to children's school menus – something pioneered at Kells Lane.



**Birds Eye** FOODSERVICE

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## Incredible Results!

Diana Hewitson, Head Teacher at the school explains: "We were delighted to be the first school to trial the **Omega 3 Fish Fingers**. We worked closely with Birds Eye Foodservice to encourage our pupils to eat more fish, and their fish fingers seemed like a great starting point."

"Admittedly, I was sceptical as to how successful it would be, but the **results proved astonishing** – with dishes like our 'Fish Finger Wraps' and 'Fish Finger Tacos' firmly established as the **children's favourites!**"

Before the children were given a chance to tuck into the sample food, **Peter whet their appetite** by talking through each of the dishes, briefly explaining the history behind food like Tacos, as well as stories about where **Birds Eye fish** comes from, underlining the company's sustainability policies.

The children were then given the chance to make their own, and as Peter testifies it was this **interaction that got them hooked**: "From the start we knew the experience had to be fun if the children were to take any interest. They clearly enjoyed the lessons – because at the start of the four-week trial period we had a **set number** of children coming along to each session, but by the end there were **hoards of extra kids** trying to get into the kitchen!"





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## *Genuine benefits for the sector...*

Justin Burbage, Birds Eye Foodservice Director is **delighted** with the study, and believes it highlights the genuine benefits the products can deliver within this sector.

Explaining their **immediate appeal to school caterers** he comments: "The Kells Lane study underlines our commitment to children's nutrition – encapsulated by our 'Captain's Nutrition Mission'. In essence, it stands for the fact that our **entire children's range** contains no artificial colours, flavours or preservatives, no hydrogenated vegetable oil, and deliver just **20% or less** of a 5-10 year old's **GDA for fat**, saturated fat and salt per recommended serving, making them a great addition to a balanced school menu."

Demonstrating their ongoing **dedication to school catering**, Justin continues: "We're also able to supply full nutritional information for menu planning tools such as Saffron and Nutmeg. It's vital we **work closely** with Local Authorities like Gateshead County Council to develop more products in line with SFT guidelines, to ensure they can meet the demands of governmental bodies, **teachers, parents**, and – of course – **the children.**"

*For more information, great school recipes and to arrange a visit call **+44 (0)20 8918 3200** or visit: [www.birdseyefoodservice.com](http://www.birdseyefoodservice.com)*



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