



Friends,

The K-12 Data Sharing and Analytics Initiative was born in 2017 at the inaugural Nourish to Flourish summit that brought together stakeholders from across the school meal ecosystem to develop solutions to the challenges of the fragmented and siloed nature of the supply chain. I was inspired by the great ideas and the spirit of collaboration and one thing became clear to me: We ought to do a better job of sharing data with each other so we can all succeed in innovating the school meal experience for students. Together with my team, we set out to develop a platform that allows operators, suppliers, and other stakeholders to exchange information more efficiently with each other.

Three years later, we've transitioned out of the Nourish to Flourish incubator and launched new partnerships along with a suite of interoperable software applications and cross vendor solutions (like recipes) that share common GDSN based standards making data sharing across multiple stakeholders a breeze. I'm pleased to share a more detailed update on the partnerships and suite of software that we developed from that key meeting in 2017.

Thank you all for your partnership and dedication to this project. Together, we will transform the way data is shared and used in the school meal ecosystem, for the better.

Best,

Chip

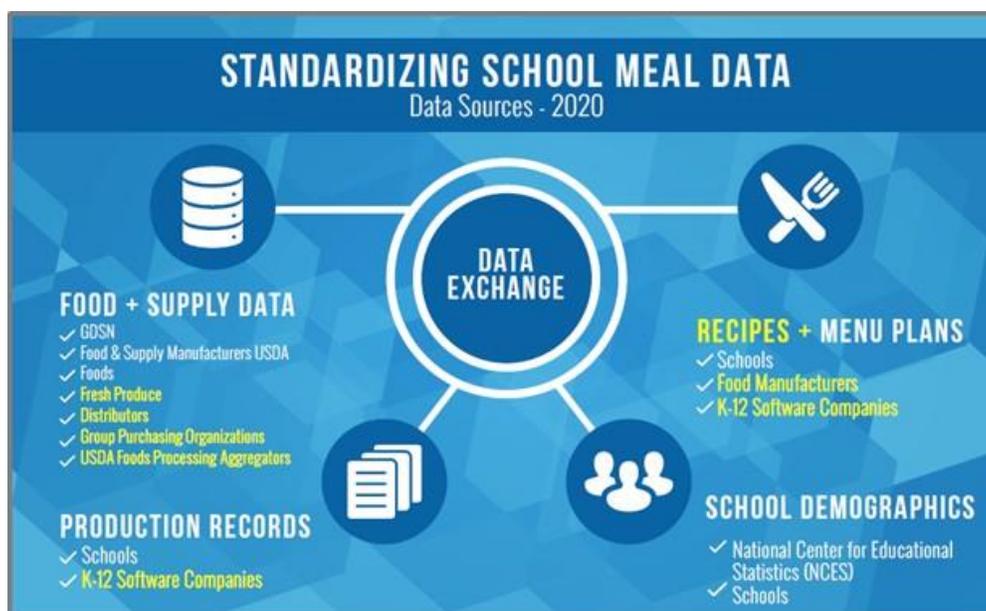
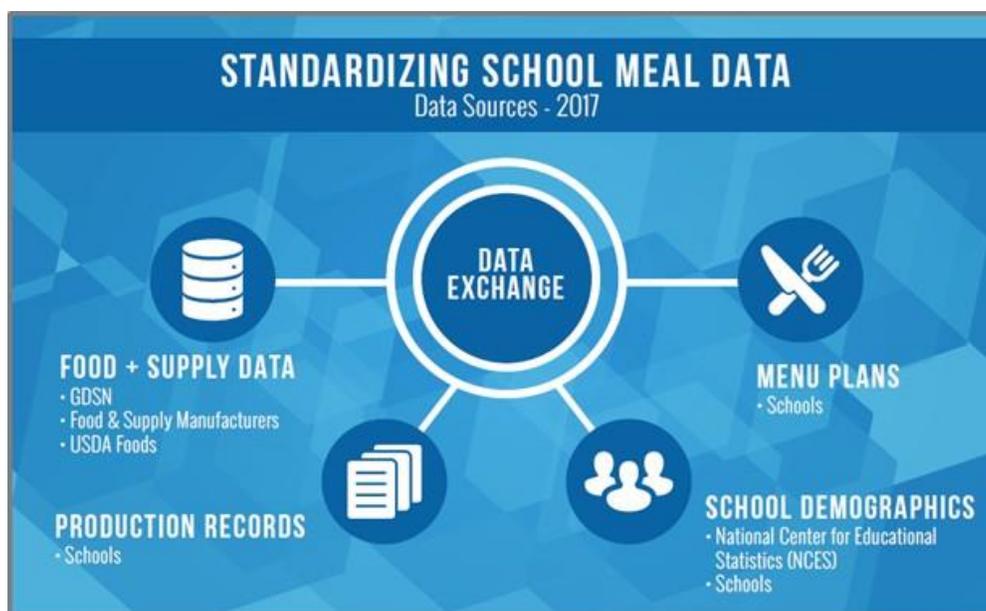
Chip Goodman
CEO, inTEAM Associates

Elizabeth Vegas

Elizabeth Vegas
Managing Partner, Commonality
Consultant, K-12 Data Sharing
Analytics Initiative

PARTNERSHIPS

We began this project by mapping out the data sources needed and quickly realized the need to establish partnerships with key stakeholders across the K-12 ecosystem to make it all happen. Over the last three years, we have built deep relationships with national and local companies and are thrilled with our progress:



We are currently working to establish partnerships with two critical sources of data: K-12 menu planning software providers and USDA food processing data aggregators. We hope to share an update on that soon.



DATA STANDARDIZATION

Through our robust partner ships, our first step was to develop and achieve stakeholder consensus on K-12 product field standards using GS1 product attributes. Standards—mutually understood ways of defining different pieces of information, how they relate to each other, and how they are shared—would enable more comparable and cumulative data for all stakeholders. We worked with school operators, suppliers, advocates, software providers and our Technology Stakeholder Advisory Group to develop voluntary K-12 product standards and cross vendor K-12 solutions - like recipes and integrated equipment.

Today, we are working with hundreds of suppliers who have voluntarily adopted these standards and who are adding critical information, including CN fields, to their product listings through the GDSN. [View Data Standards](#)





INNOVATIVE SOFTWARE + APPS

inTEAM developed a cross-sector collaborative approach to developing the software and analytics programs. We used diverse perspectives from school operators, manufacturers, distributors, GPO's, and advocates to jointly solve some of their biggest data challenges. Here are some of the powerful user-driven solutions we created together.

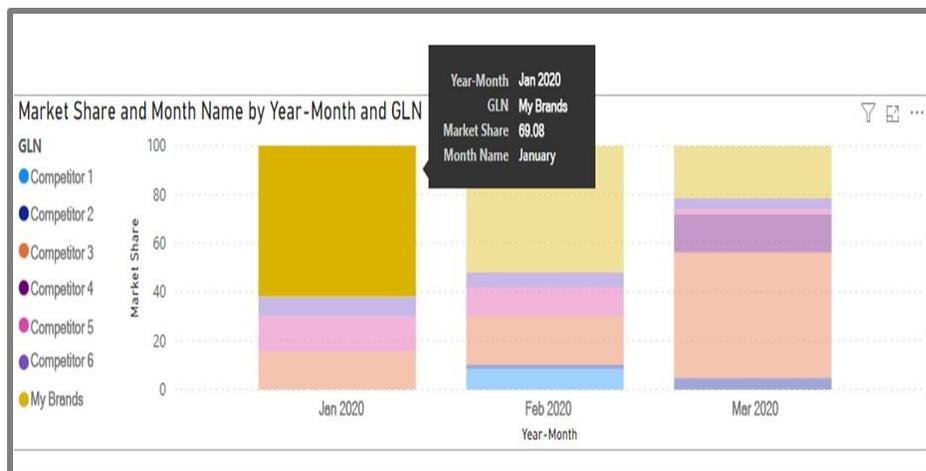
<p>M MENU PLANNING + PRODUCTION RECORDS</p> <p>Menus drive everything. In just a few simple clicks, create new menus, import menus and edit recipes.</p> <ul style="list-style-type: none">✓ Real time compliance checks for USDA requirements✓ Tablets with step by step prep and instructions✓ On Demand Comparative Data Analytics	<p>MOBILE PRE-ORDERING</p> <p>Students use mobile ordering outside of school, now they can have that same experience in school with Choosi.</p> <ul style="list-style-type: none">✓ Works with existing POS systems and menu programs✓ Supports made to order sandwich and salad stations✓ Publish menus online with just one click
<p>MC MEAL COUNTING POS</p> <p>Scan it, Report it, Claim it. All using an app.</p> <ul style="list-style-type: none">✓ Tablet based, no expensive hardware needed✓ Integrated with menu planning✓ Serve anywhere, anytime. Runs without an internet connection	<p>eL eLEARNING</p> <p>Access trainings and certification, including state specific requirements</p> <ul style="list-style-type: none">✓ Meets 100% of professional standards✓ Learn at your own pace and keep track of progress✓ Obtain Course Certification

Stakeholder feedback consistently came back to how the procurement process could be integrated into the CNCentral. In 2019, a chance encounter between Chip Goodman, CEO of inTEAM and Shannon Solomon, Child Nutrition Director at Aurora Public Schools, led to an innovative supply chain project aimed at re-engineering the forecasting and procurement business processes leveraging the GDSN. See the article beginning on page 8: [Colorado Association of School Business Officials Newsletter](#)

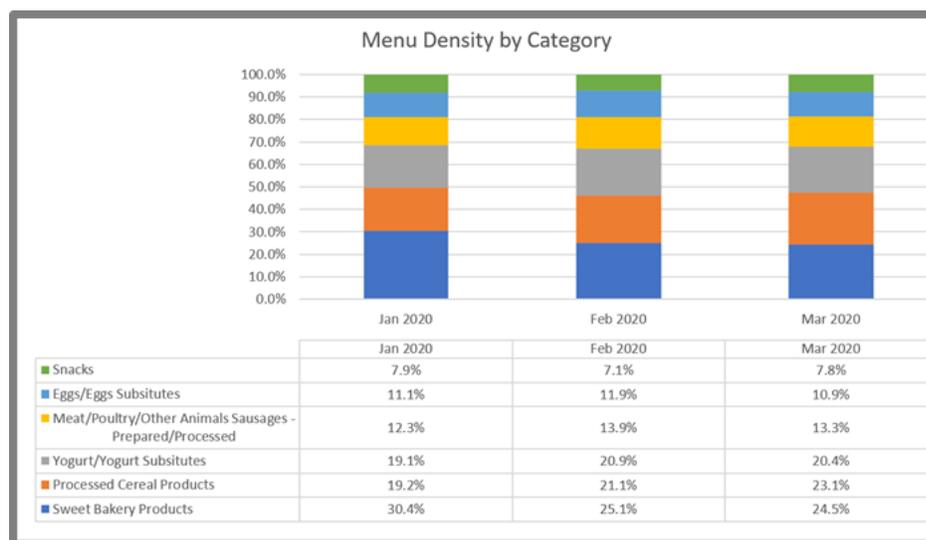
ANALYTICS

For the first time, stakeholders across the K-12 ecosystem have access to comprehensive and accurate datasets to better inform their business decisions. Operators, suppliers, researchers, and other users of the Data Exchange Platform can use Microsoft's Power BI – a powerful data visualization software - to produce insightful analytics.

Example of market share by GDSN category for a particular brand and specific time period:



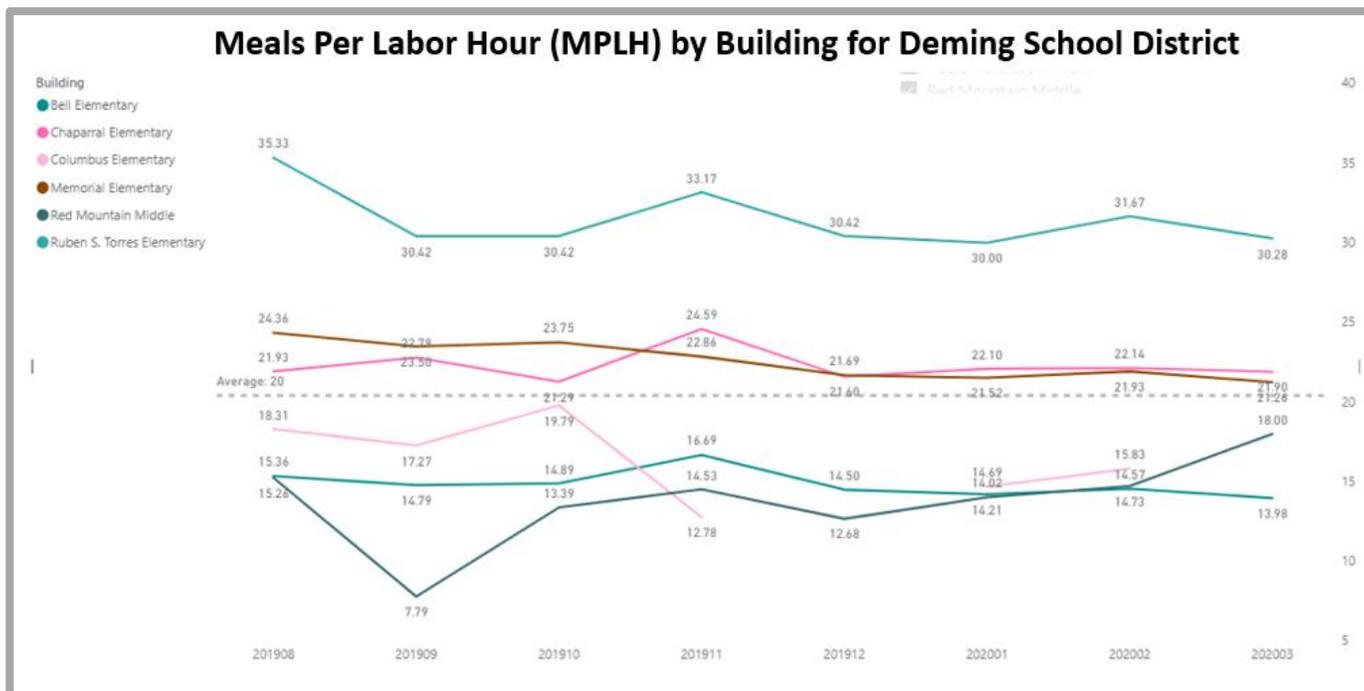
Example of market overview of the top GDSN categories based on menu placement for breakfast:





In this example, MPLH baseline is ~21. Range = 14 - 30

Comprehensive tools and filters allow comparison with peers enabling data driven decisions



As users adopt the platform, the analytics become more comprehensive. This is why it is critical for inTEAM to develop deep partnerships with entire K-12 community – including competitors.

SCHOOL OPERATOR BENEFITS

- ✓ Simplified Menu Planning with Real Time Product Attributes
- ✓ Procurement Specifications Database for Approved Brands
- ✓ Reduced Administrative Costs and Audit Ready Data
- ✓ Automated School District Specific Pre-Costing Data
- ✓ On Demand Comparative Data Analytics
- ✓ More Efficient Forecasting/Less Waste
- ✓ Coordinated Marketing and Promotional Activities
- ✓ Customer Ratings

SUPPLIER BENEFITS

- ✓ Connected Supply Chain for Ordering and Inventory
- ✓ Better Forecasts
- ✓ Fewer Out of Stocks and Overstocks
- ✓ Brand Ratings
- ✓ Customer Ratings
- ✓ Sales Analytics



BUSINESS TRANSPARENCY

This project was built on an important premise - we aim to democratize data through transparency and have developed a business model that supports that. Here is our promise:

1

Schools will always have free access to the CNCentral menu planning module, product database, and basic analytics about their program. Add-on modules, like the Choosi mobile app and eProcurement along with advanced analytics are available through a subscription purchase.

2

Suppliers can share their product information and recipes through GDSN and access basic analytics for no charge. Sponsored searches and advanced analytics are available for an additional cost.

3

Non-profit organizations will be granted licenses for basic aggregated datasets about school meals, enabling them to better target their programmatic offerings and advocacy efforts.

4

K-12 Menu Software providers will have access to the CNCentral product database API, enabling them to integrate this powerful database into their software. In return, inTEAM would receive menu planning and post-production records in a structured format for inclusion in the analytics platform.



ACKNOWLEDGEMENTS

A special thank you to the Technology Stakeholder Advisory Group for their spirit of collaboration and guidance on this initiative.

- Dean Alessandrini, Hubert Company
- Carol Chong, Consultant
- Daniel Ellnor, Jefferson County Public Schools
- Carol Erb, JTM Food Group
- Laura Hatch, FoodCorps
- Stacy Lofton, Premier
- Laura Trujillo, Buena Vista Foods
- Sal Valenza, West New York Schools
- Andrew Williams, Tyson Foods