Introduction

- This document includes 4 different evaluation forms. Each form is associated with a different aspect of the food service operation:

  I. MENU PLANNING
  II. FOOD PREPARATION
  III. MEAL PRESENTATION
  IV. MARKETING & PROMOTION

- These forms are intended for use by any and all program operators, including menu planners and kitchen managers, as well as kitchen staff.

- Evaluations may be conducted at any time throughout the year. It is recommended to consider evaluating program operations if:
  1. Recent changes have been made to the menu
  2. New employees have been hired
  3. Students are wasting large amounts of food
A Guide: How to Interpret Evaluation Form Results

**Step 1:** Assign each answer on the selected evaluation form with one of the following values:

- Always = 3
- Sometimes = 2
- Never = 1

**Step 2:** Add up all the answers to all the questions on the selected evaluation form.

**Step 3:** Divide the number from Step 2 by the number of questions on that form (for example, there are 18 question on the Menu Planning evaluation form). The range this answer falls into represents the average score.

<table>
<thead>
<tr>
<th>Below Average</th>
<th>Average</th>
<th>Above Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00 – 1.49</td>
<td>1.50 – 2.49</td>
<td>2.50 – 3.00</td>
</tr>
</tbody>
</table>

**Step 4:** Visit the Boost Meal Appeal webpage on [www.squaremeals.org](http://www.squaremeals.org) for suggestions on how to improve the visual appeal and taste of school meals that comply with the Federal standards.
Circle Always, Sometimes, or Never to answer the following questions.

### I. Menu Planning Evaluation Form

1. The menu includes a variety of bright and attractive **colors**
   - Always
   - Sometimes
   - Never

2. The menu includes a variety of **textures** (crisp; firm; crunchy; soft; smooth)
   - Always
   - Sometimes
   - Never

3. The menu includes a variety of **preparation methods** (raw; sautéed; grilled; baked)
   - Always
   - Sometimes
   - Never

4. The menu includes a variety of **hot and cold foods**
   - Always
   - Sometimes
   - Never

5. The menu includes a variety of **flavors** (bitter and sweet; mild and strong)
   - Always
   - Sometimes
   - Never

6. The menu includes a variety of **shapes and sizes**
   - Always
   - Sometimes
   - Never

7. Garnishes are planned for menu items
   - Always
   - Sometimes
   - Never

8. The menu provides a daily variety of choices from each food component group
   - Always
   - Sometimes
   - Never

9. The menu provides a weekly variety of choices from each food component group
   - Always
   - Sometimes
   - Never
10. New menu items are available often  | Always | Sometimes | Never

11. The same foods items are planned two or more days in a row  | Always | Sometimes | Never

12. Less popular items are paired with popular items to improve their acceptability  | Always | Sometimes | Never

13. Unfamiliar foods are offered repeatedly  | Always | Sometimes | Never

14. Unfamiliar and less popular foods are prepared and offered in a variety of ways  | Always | Sometimes | Never

15. Unpopular foods are evaluated (taste tests; student surveys)  | Always | Sometimes | Never

16. Students are given the opportunity to provide feedback about menu items (comment cards; focus groups)  | Always | Sometimes | Never

17. The menu includes items students have suggested or requested  | Always | Sometimes | Never

18. You would eat the menu items offered in your cafeteria  | Always | Sometimes | Never
Circle **Always**, **Sometimes**, or **Never** to answer the following questions.

### II. Food Preparation Evaluation Form

1. The intended texture of the food is considered during cooking | **Always** | **Sometimes** | **Never**
2. Batch cooking is used to maintain color and brightness of vegetables on the line | **Always** | **Sometimes** | **Never**
3. Quality food items are used to prepared meals | **Always** | **Sometimes** | **Never**
4. Food items with different textures are used to prepare meals | **Always** | **Sometimes** | **Never**
5. Food items are cooked to proper temperatures | **Always** | **Sometimes** | **Never**
6. Overcooked foods are still served on the line | **Always** | **Sometimes** | **Never**
7. Production staff taste meals before serving in order to ensure they are a good quality, correct temperature, and flavorful | **Always** | **Sometimes** | **Never**
8. Staff follow recipes when preparing food | **Always** | **Sometimes** | **Never**
Circle *Always, Sometimes,* or *Never* to answer the following questions.

**III. Meal Presentation Evaluation Form**

1. The serving line is clean and free of debris  
   **Always**  **Sometimes**  **Never**

2. Fresh fruits are displayed in an appealing manner on the serving line  
   **Always**  **Sometimes**  **Never**

3. Students are able to easily grab fruit and vegetable items while going through the line  
   **Always**  **Sometimes**  **Never**

4. Fruits and vegetables look fresh and bright in color  
   **Always**  **Sometimes**  **Never**

5. Cooked vegetables become overcooked while being held on the line and appear dull  
   **Always**  **Sometimes**  **Never**

6. Garnishes complement the flavor, color, and texture of the foods on the line  
   **Always**  **Sometimes**  **Never**

7. A variety of bright and attractive colors are served on the line daily  
   **Always**  **Sometimes**  **Never**

8. Whole fruit or vegetables with bruises, gashes, and bumps are served on the line  
   **Always**  **Sometimes**  **Never**

9. There is adequate lighting to highlight food items on the serving line  
   **Always**  **Sometimes**  **Never**

10. The food smells good  
    **Always**  **Sometimes**  **Never**

11. Overall, all foods look appetizing on the line  
    **Always**  **Sometimes**  **Never**

12. Trays look neat and clean  
    **Always**  **Sometimes**  **Never**
<table>
<thead>
<tr>
<th>Question</th>
<th>Always</th>
<th>Sometimes</th>
<th>Never</th>
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</thead>
<tbody>
<tr>
<td>13. Employees offer assistance to students, when needed</td>
<td></td>
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<tr>
<td>14. Employees smile while serving students</td>
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<td>15. Employees encourage students to try fruits and vegetables served on the line</td>
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<tr>
<td>16. Students approach employees with questions or comments about the food</td>
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<tr>
<td>17. Employees are responsive to students’ questions and comments</td>
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<tr>
<td>18. Hot food items are held above 140 ºF</td>
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<td>19. Cold food items are held below 40 ºF</td>
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<tr>
<td>20. Frozen items are held below 0 ºF</td>
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<tr>
<td>21. You would enjoy eating the food items served at your school</td>
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</table>
Circle **Always, Sometimes, or Never** to answer the following questions.

### IV. Marketing & Promotion Evaluation Form

1. Handouts, fliers, posters, or samples are used to encourage the consumption of menu items  
   - Always  
   - Sometimes  
   - Never

2. Handouts, fliers, posters, or taste tests are used to encourage students to eat fruit and vegetable items  
   - Always  
   - Sometimes  
   - Never

3. Students show interest or excitement towards promotions  
   - Always  
   - Sometimes  
   - Never

4. New ideas for promotions are encouraged among the food service employees  
   - Always  
   - Sometimes  
   - Never

5. Food items that are promoted sell more  
   - Always  
   - Sometimes  
   - Never

6. You are proud of the menu planning and promotional work at your school  
   - Always  
   - Sometimes  
   - Never