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2026 UPDATE

GROWTH DRIVERS IN THE K-12 FOODSERVICE SEGMENT

BACKGROUND

Interest in the K-12 channel is accelerating as schools navigate a convergence of regulatory pressure, rising expectations from families, and shifting funding and supply dynamics. Updated USDA nutrition standards and MAHA priorities are forcing districts to rethink formulations, ingredients, and sourcing—turning compliance into both a challenge and a growth opportunity for manufacturers. Compounding this complexity, changes to funding programs are influencing purchasing behavior and pushing many districts toward national solutions. FSIP's updated multi-client study for 2026, Growth Drivers in the K-12 Foodservice Segment, examines how districts are responding to these forces, benchmarks adoption and decision-making, and highlights the most compelling category and growth opportunities.

OBJECTIVES

- **Identify key growth trends/drivers across service areas and systems**
- **Segment the market with public and private differentiation**
- **Assess critical challenges facing districts and their impact on foodservice through 2026 and beyond**
- **Forecast market evolution for the next two years and highlight supplier growth opportunities and success factors**

APPROACH

- **Existing data review:** thorough assessment of key industry information for deep contextual perspectives on market dynamics.
- **In-depth original research:** qualitative interviews with 25 foodservice directors in the largest US school districts, plus a quantitative survey of 200 foodservice directors to assess attitudes and behaviors.
- **Strategic analysis:** robust PowerPoint report with clear implications and next-step guidance.

SEGMENTS COVERAGE

- Public and Private
- Elementary (K-5), middle (6-8) and secondary (9-12) grade levels
- Self-operated and contract-managed

STUDY SCOPE

- Decision-Making Process
- Perceptions of Programs
- Product Perceptions
- Health & Nutrition
- Nutritional Regulations
- Protein Needs
- Menu Development & Participation
- Operational Dynamics
- Volume Pressures
- Purchasing Considerations
- Distribution & Local Sourcing
- Third-Party Actors
- Manufacturer Opportunities

FSIP's RESEARCH ADVANTAGE

- Comprehensive analysis from experienced consultants exclusively focused on the food industry
- Value-priced intelligence that answers the "so what" and "what now"
- Truly strategic guidance tailored to your business needs

NEXT STEPS

To purchase FSIP's 2026 update of **Growth Drivers in the K-12 Foodservice Segment** study, please complete the agreement on the following page or contact:

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Authentic strategic thinking.

PURCHASE AGREEMENT

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YES, I'd like to purchase the study for $12,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to: Tim Powell at tpowell@foodserviceIP.com.

Thank you for your business!

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