

# Profiles

Stories about the companies and personalities that are making a contribution to education



# **SoyNut Butter Company Feeds Two Million Children Monthly**

## **I.M. Healthy SoyNut Butter And Granola Offer Tasty, Safe, Nut-Free Alternatives Ideal For Elementary And Middle Schools**

### **Story by Gary Silbar**

With peanut allergies on the rise, especially among school-aged children, the need for good tasting, nutritious peanut butter substitutes has never been greater. Taking the lead in addressing the specific needs of individuals and institutions concerned with food allergies is The SoyNut Butter Company, a manufacturer of peanut and tree nut-free products.

Providing children with an alternative to peanut butter is the core of The SoyNut Butter Company's business as its peanut butter substitute, I.M. Healthy SoyNut Butter, is now served to more than two million children a month in educational institutions, daycare facilities and Head Start programs across the country. The company, launched nearly 20 years ago, also offers a unique line of all-natural peanut / tree nut-free granolas ideal for cereal or snacking, or as a healthy topping on yogurt or in salad bars.

Made with roasted soybeans, I.M. Healthy SoyNut Butter mimics the taste and texture of peanut butter while containing 25% less fat than peanut butter and up to 50% less saturated fat. And like all of the SoyNut Butter Company's products, I.M. Healthy SoyNut Butter meets the specific needs of individuals and institutions concerned with food allergies as the spread is peanut, tree nut, gluten, egg and dairy free.



A variety of SoyNut Butter and granola recipes are available at [www.SoyNutButter.com](http://www.SoyNutButter.com).

***The SoyNut Butter Company provides a tasty and nutritious peanut butter alternative for the 30,000 students served by the Rochester City School Districts.***

***– Jeffrey Picciano, Director of Operations, Rochester City School District***

### ***Delicious and Nutritious***

“Providing all-natural, nutritious products that parents, educators and caregivers of children can trust and rely on is paramount,” said Stephen Grubb, president of The SoyNut Butter Company. “Of course, taste is of utmost importance when serving children. Our SoyNut Butter and granola deliver the taste and consistency that kids demand. SoyNut Butter also provides a higher quality protein than peanut butter and each can be served in peanut-free zones as there are no peanuts or tree nuts in our products or anywhere in our manufacturing facility.”

According to Grubb, I.M. Healthy SoyNut Butter is offered year round in a variety of institutions serving children including schools, park districts, camps and daycare facilities. SoyNut Butter is also served at 1600 KinderCare Learning Centers throughout the U.S.

### ***Food Allergies: A Growing Health Concern***

The need for quality alternatives to foods made with peanuts and tree nuts is growing steadily as evidenced by statistics from Food Allergy Research & Education (FARE). According to the organization that works on behalf of the more than 15 million Americans with food allergies, one in 13 children in the U.S. – roughly two in every

classroom – are affected with peanut allergy being one of the most common food allergies.

The CDC also reports that food allergies among children increased 18% during 1997 – 2007, and allergic reactions to foods have become the most common cause of anaphylaxis in community health settings.

### ***Safety First and Foremost***

The SoyNut Butter Company's commitment to safety is evidenced by the stringent measures taken throughout the manufacturing process.

“We take great measures to ensure the quality and safety of our products including the testing of each batch of SoyNut Butter for salmonella and other contaminants,” added Wilhelmus Heusdens, PhD, vice president of research, development and quality for The SoyNut Butter Company. “We process multiple batches of SoyNut Butter daily with each batch tested for salmonella bacteria. We've never had an issue.”

The SoyNut Butter Company offers four SoyNut Butter spreads: original, honey, unsweetened, and chocolate containing less than half the sugar and twice the protein of the leading chocolate spread. The company currently offers two types of granola, plain or with fruit.

The SoyNut Butter Company is the first and currently only food product endorsed by Camp Fire, one of the nation's leading nonprofit youth development organizations, serving youth, teens and families in communities across the United States. The company has also received the Parent Tested Parent Approved seal and was selected by School Nutrition News as one of the school nutrition solutions that could become the next “must-haves” for school meal operations.

For more information about The SoyNut Butter Company and the I.M. Healthy brand of products, visit [www.soynutbutter.com](http://www.soynutbutter.com) or call (800) 288-1012.

## **PARENTS WANT SAFER SCHOOLS, EDUCATORS SEEK OPTIONS**

When Tim Spinner was in college, coverage of the Columbine shootings dominated the media and a professor predicted, “Teachers will one day wear bullet proof vests.” Spinner

thought the claim was far fetched. He never expected school safety to dominate community discussion like it does today.

“Parents call and email me to report what they’re seeing on social media and hearing from students,” said Spinner, now a junior high principal in Ohio. “I ask families to share anything out of the ordinary in an effort to allow school officials an opportunity to investigate. It is imperative that we stay vigilant in order to keep our students safe and secure.”

Spinner makes presentations on safety and security to schools throughout the country. He’s currently in talks with Mace Security International, Inc., about finding non-lethal ways for teachers to protect students in case of emergency. School districts in Ohio, Texas, Michigan and New York have implemented programs through Mace® that range from providing pepper spray training for teachers and door protection products to video surveillance.

“When violence hits a small school, like Sandy Hook, every school in America needs to pay attention. As educators, we now train with law enforcement how to respond to the threat of an active shooter incident,” said Spinner, the father of two children.

A North Carolina school board earlier this year voted to spend \$34 million on cameras, fences and screening systems. The Charlotte Observer quoted a district commissioner saying, “It will cost us money today but we don’t want it to cost us lives later.”

It’s essential that school districts partner with established security professionals who engage with the school for the long term. Otherwise, schools end up less safe, said John J. McCann, President and CEO of Mace Security International. His team goes onto campuses to assess the situation, offer recommendations and then implement a plan with school officials. “While the world is becoming more lethal, there are definitely non-lethal solutions that offer protection.”

Pamela Malone, a high school teacher in suburban Cleveland for nearly two decades, carries Mace® pepper spray. “Life has unknowns and I just want to be ready to protect myself and my students. These situations are occurring in rural areas, urban areas and the suburbs.”

People who don’t have a plan are more likely to become victims, because “a perpetrator always has a plan,”





Malone said. “These situations are occurring in rural areas, urban areas and the suburbs.”

The offender is usually a white male adolescent under stress, with access to firearms, said Lori O’Neill, a security consultant. “I believe, as a professional, that pepper spray gives teachers a strategy to fight back in a way that would stop a shooter. Pepper spray is a counter measure. If you think these shootings can’t happen in your community, you’re in denial.”

Some security consultants, including O’Neill, recommend pepper spray to educators because it’s simple to use, is non-lethal and is a powerful tool that disrupts attacks.

Proactive school safety programs are about preparation, like fire drills.

“The struggle with all personal security is to try and strike a balance between outright terror and fear and this assumption that nothing can ever happen,” O’Neill said. “We need an awareness and alertness, but teachers must also have tools to react in the event something happens. Having tools shouldn’t make you paranoid. Training is key.”

John J. McCann, a parent of four children, fields calls from grateful educators who trust his company, the oldest and most established provider of personal security products. Mace Security International provides hands-on training and support. Because real safety goes beyond simply selling products. It’s about

relationships and programs that consider school design, teacher training and other unique elements. While video surveillance is growing in use, pepper spray products are viewed as integral part of a complete security solution.



Ohio Police Officer Byron Childs, a first responder to a school shooting last year, had to find the parents of children who’d been shot and take those parents to meet with the FBI. “I’m still haunted by the experience,” said Childs, a father of two young children. “As a parent and a law enforcement officer, school safety is a top priority for me.”

John J. McCann said districts face big decisions when it comes to finding the right strategy. Our children are precious, he said. “Mace® products provide peace of mind. We know what works.”

Schools prepare for fires, earthquakes and tornados. Now schools must prepare for armed intruders, Principal Tim Spinner said. “The odds may be unlikely that any tragedy will occur, but if does, it is vital that we’re prepared to protect our children.”

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## VIEW FROM A SCHOOL SECURITY CONSULTANT

Lori O’Neill,  
Alternative Defense Strategies LLC

ALICE stands for: Alert, Lockdown, Inform, Counter, and Evacuate. It is a program widely deployed in K-12 schools to train teachers and administrators what to do in the event of an active shooter situation.

We believe that Mace® pepper spray can play a critical role in the “Counter” part of ALICE because it offers a non-lethal, highly effective way to disrupt an active shooter.

Currently, most ALICE training recommends teachers and students throw things at the shooter if he/she comes into a room. Those items include erasers, books, pens, etc., and, frankly, seem ineffective.

We believe that training teachers and administrators to use pepper spray in critical situations in which they must counter an attacker is far more effective in creating time and space for others to get to safety.

Oleo Resin Capsaicin (OC Pepper), the active ingredient in pepper spray, is derived from chili peppers, and when deployed produces a sensation of burning in any tissue with which it comes into contact ~ particularly the eyes and respiratory system. Assaultants, in extreme discomfort, immediately close their eyes while coughing. Pepper spray’s powerful physiological and psychological effects slow and stop attacks, allowing intended victims time to get to safety. The most important factor for schools that may consider adding pepper spray to their safety plans is that it is non-lethal, and even if deployed, will not permanently or seriously injure children.

Pepper guns deliver a stream of pepper spray up to 20 feet away and from any angle.

Creating safe alternatives for our teachers and students is the goal. Pepper spray is a highly effective tool to consider for the classroom.

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# Vend-ucation has put together a highly effective, multi-benefit solution for a recognized school problem.

Placing the solution for healthy school vending into the hands of ambitious students has proven to provide a dramatically greater fundraising capacity than schools have ever enjoyed from outsourced vending professionals.

Vend-ucation has combined several very hi-tech hardware and software components into a program that offers students more than simply convenient access to healthy school vending. Students participate in a real-world business experience, nutrition training by partnering with their school's Nutrition and Health Services, vocational education, as well as inter-school partnering and marketing development. Vend-ucation offers the same vending inventory and sales management software that is used by Fastenal for tools and supplies dispensing in thousands of factories; and Ucapit for the controlled dispensing of narcotics and EMS supplies in hundreds of ambulance companies, Fire-Rescue Centers and hospitals; and even Facebook and Amazon for controlling access to their IT supplies for their Tech Departments. Students quickly embrace and optimize this new vending technology that has been modified for school vending applications.

Schools always need more funds to work with. Converting school vending from an outsourced professional vending company to an in-house student organization (FFA, DECA, FBLA, Senior Class, etc) converts the considerable expenses of that outsourced vending service company into considerable school profits. All of those off-campus warehouse, route trucks, route personnel, fuel, income tax expenses and even the owner's profits become the net profits of a student operated vending program with Cafeteria and Administration supervision.



## Case Histories

Albany High School in Albany CA went from earning only \$3,200 income from their two water and juice flavors vending machines each year to earning over \$19,000 per year from their two MAX school vending machines still offering not only water, but adding juices, sandwiches, wellness approved snacks, cookies, muffins, coconut water and even Seaweed Chips.

The Pleasant Grove Independent School District in Texarkana TX installed vending machines offering USDA reimbursable meals and ala carte selections into their High School, Middle School and even their Intermediate School teaching grades 3-5. Students could make vending purchases with either cash, their lunch account balance or accessing a free lunch via



USDA qualification. The monthly vending sales averaged \$12,611.88 in the several months after the machines were installed and operated by the school. PGISD even reversed their reimbursable meal

sales annual decreases into a modest increase on the basis of their self-operated school vending machines.

The senior class at Madelia JR Sr High School in Minnesota wanted a healthy vending machine for their school. Vend-ucation designed a machine able to sell the items they could buy from their cafeteria and local wholesalers. The 299 students in that school buy an average of \$86 per day in healthy food, snacks and beverages from their MAX school vending machine, earning the Senior Class over \$8,500 in net profits every year... as well as a highly educational business experience.

Richland Bean Blossom School Corp in Indiana wanted to promote breakfast, so they took advantage of a generous Indiana Dairy Association grant to help pay for a MAX machine integrated with their School Lunch POS program. The machine was so successful they almost immediately purchased a second MAX for their Middle School. The machines paid for themselves with new profits in less than a single school year. Wall Street wouldn't dare to dream of a 100% return on investment every year.



Jim Dillingham

Jim Dillingham, the founder and President of Vend-ucation, has been promoting school self-op vending for over 24 years. Dillingham has also been instrumental in promoting other Hi-Tech Vending Solutions, solving inventory management problems for Fire Rescue Companies. There is a Vend-ucation designed vending machine in a South African platinum mine deep underground that is capable of recognizing a working miner's biometric identification and then supplying them with forgotten safety glasses, earplugs or even delivering an AIDS prescription.

Vend-ucation works with schools across America to dramatically improve school income, the availability for greater nutritional value before and after school and offering educational opportunities by engaging the most motivated students with real business experience.

Vend-ucation, in conjunction with their partnering midwest factory building these automatic retailing kiosks is now developing vocational training classes for High School and College students interesting in job and business opportunities in advanced vending technology for retailing and inventory management.

Contact Jim Dillingham  
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