



## BIO - Barry Schuster



Biography of Barry Schuster:

Author of: “Superman is Not Coming to Your School - Lessons in Dramatically Increasing Revenue for Every School District In America”

Barry Schuster, Founder of The Center for Food Service Research, has dedicated his business and his personal life to three primary goals:

1. Dramatically escalating revenues for U.S. schools districts
2. Increasing the student participation rates in School Food Service Programs
3. Decreasing the obesity and health challenges faced by U.S. school children

Each of these objectives can be accomplished by increasing student participation in U.S. School Food Service Programs.

His core focus and that of his organization is based on the fact that the School Food Service program is the only Department of schools that brings in revenue – and in the 65 years of the school lunch program, no large school district with over 20,000 students has reached half of the potential revenue stream that this program can produce.

Over 30 years ago Barry created a radical concept to transform dull, drab cafeterias into themed dining rooms attracting more students into Food Service programs. To date, this forward-thinking, solution-oriented agenda has been successful in over 283 U.S. school dining rooms he and his team have personally developed (and hundreds more influenced by his methods) which have provided over \$1.2 billion Dollars in additional revenue for U.S. schools.

Barry’s primary focus has been on increasing student participation in the breakfast and lunch program because - based on new USDA regulations for low-sodium, no trans fat, and calorie regulated meals - the meals in the school lunch program are the healthiest meal opportunities most students will get each day.

Barry’s involvement in bringing more students into the Food Service program is also based on reducing the epidemic of obesity because of the health consequences to students – and the economic consequences to our society.

As a Diabetic, Barry is painfully aware of the devastating health consequences students are facing with the rate of obesity in one out of three students (according to the CDC) – and the projected increase in student obesity to 60% by the year 2030 (according to the Robert Wood Johnson Foundation study – “F is for Fat”).

Practically and statistically there is no program in the school as powerful to affect the lives of students and to benefit schools that are facing reduced budgets due to our depressed economy - as the Food Service program.

Since revenues from the Food Service Department increase immediately with an increase in student participation – this is the most effective and efficient way for schools to increase their budgets and fund programs such as Art, Music, PE and Sports Programs that have been eliminated due to the budget crisis.

His intent is to provide schools with a marketing program that will maximize the potential \$21 billion in additional annual revenue that is available to schools with a high performing school meals program.

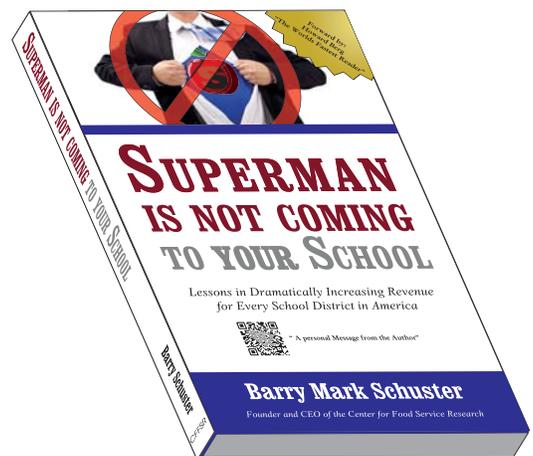
Another additional feature of Barry’s unique programs is the establishment of a community evening meals program to provide nutritious meals to fight “Food Insecurity” that –

according to the U.S. Census Bureau- affects one out of six Americans today – and can also become a phenomenal source of additional revenue and community involvement for the schools.

His total focus is to revolutionize the Food Service Program to become the primary source of healthy meals for all students- to ward off student obesity, and to bring tremendous additional revenue into school districts.

Barry lives in Jacksonville, Florida with his wife of 38 year years, Linda, their daughter Amy, and two grand-dogs- Amos and Maggie.

Amos and Maggie are featured in his children’s book series - “The Wild Adventures of Amos and Maggie with Grandpa Barry” © - soon to be available on Amazon.com



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