

## **Musselman HS (WV) SBE Best Practice**

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The Apple Barrel Store opened its doors in the new Musselman High School in 1998 carrying a limited variety of snacks, juice, ice cream, and school supplies and a cash register. Over the past eight years the Apple Barrel has expanded its product lines to include Breeze Freeze Frozen Granita, spirit items, candles and other gift items and Musselman apparel for students, faculty, and the community. One cash register soon became three with an upgrade in 2006 to three POS Stations. A security system was installed and has been increased to five cameras. Sales over the years have increased from \$10,000 to over \$70,000.

Students are learning valuable skills of operating a business that will help them succeed in the business world. The Apple Barrel Store practices social responsibility by giving back to the community through collecting empty ink cartridges and soda tabs for the Ronald McDonald House. Students and faculty can purchase stockings at Christmas to hang on the Christmas tree in the store or bring in their gifts to be wrapped and make a donation for the MDA. Other activities for the MDA include donation boxes set up through the school year, trick or treat for MDA at Halloween, and Shamrocks are sold for St. Patrick's Day.

The Apple Barrel Store is located in a high traffic area of the school. It is located just outside of the cafeteria, gymnasium, and auditorium. The community is able to see what the store has to offer while attending activities in the school. Displays are changed to promote new items and for the holidays. Announcements are made over the school's in-house radio station WAPLE for promotions that are held in the store.

While success of a business is often determined by the profit, the success of the Apple Barrel Store comes from having satisfied customers and educated students who are learning valuable skills that will help them in the business world. Being able to offer customers products that appeal to their needs and wants is what makes the store

successful and keeps the customers coming back. Students are learning how to handle customers' sales and service, order and receive merchandise, inventory, visual merchandise, promotion, pricing, and research.

With the School Wellness Policy being developed for Child Nutrition in schools, being able to offer more nutritious snacks that would appeal to the students was a concern. Our local vendor for snacks, SureBet, was also concerned and we began to look for snacks that would meet the new guidelines that have been adopted by our school system. The new guidelines not only put restrictions on fat and sugar grams per serving, but added restrictions on calories and portion size. Each item offered to students must have less than 200 calories, 8 grams of fat, and less than 39% added sugar per serving. Juice had to be 100% fruit juice and no sodas permitted. Portion size was limited to a one ounce serving of chips, twelve ounces of juice or milk, and water was recommended in any size. The new guidelines eliminated several of our popular snack items such as Little Debbie Snack Cakes, Honey Buns, and Famous Amos Chocolate Chip Cookies. Students did not like the changes and sales decreased due to losing the most popular items, but they were open to trying the new items that were healthier for them and sales began to increase again. New items include tuna salad, dried fruit, Otis Spunkmeyer Muffins, reduced sugar fruit snacks, Dole Fruit Bowls, mozzarella cheese sticks, and 100 calorie packs of cheese nips, chips ahoy and Oreo cookies