



Serving Up a Successful School Breakfast Program

A Guide for School Breakfast Implementation



WISCONSIN DEPARTMENT OF
Public Instruction

Serving Up A Successful School Breakfast Program

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Introduction

Children of all ages do better in school when they start the day with a good breakfast. Research has shown time and again that students who eat breakfast are ready to learn. Schools that implement breakfast programs see improvements in attendance and behavior. There are several reasons children arrive at school without an adequate breakfast. An assessment of your buildings may demonstrate that teachers, administrators, and school nurses are providing food for hungry students, indicating a need for a breakfast program.

Providing nutritious meals that appeal to students throughout the school year presents challenges to food service professionals. Some schools that provide breakfast have low participation and need ideas to attract more students. This resource contains information on how to start a successful School Breakfast Program or improve participation in an existing program. Successful meal service requires student satisfaction, a positive meal image, and a supportive environment. To appeal to our consumer-savvy students, schools need to think beyond the tradition of just serving breakfast before school in the cafeteria. Innovative approaches bring breakfast to the students.

The Wisconsin Department of Public Instruction (DPI) is a resource for questions and information for all Child Nutrition Programs. Visit our School Breakfast Program website at <http://dpi.wi.gov/school-nutrition/school-breakfast-program> to stay on top of the latest breakfast information.

We can help you with program requirements, program promotion, and technical assistance. Please contact the DPI School Breakfast Specialist at dpisbp@dpi.wi.gov.



Schools that implement breakfast programs see improvements in attendance and behavior.



Assessing Needs

Starting a School Breakfast Program

There are several factors to consider when deciding whether or not to start a breakfast program. First, it is important to assess the current situation at your school. Surveys are an excellent tool to help assess your school's level of interest in starting a breakfast program. Distribute the survey to students and parents to learn more about their patterns of breakfast behavior. Are your students eating breakfast? What are their favorite foods? Are parents struggling to find time to feed their kids breakfast at home? Results from the survey will be compiled into an administrator survey to provide an overview for determining your school's readiness to start a breakfast program. Second, determine the target audience that the program will serve. Is your school an elementary, middle, high school, or combination? Who makes up the population you will be serving? What are their demographics? This will help to assess the needs of the group and the tactics that should be used to make the breakfast program a success. For example, a campaign with a cute mascot and colorful cartoon characters may not be successful in targeting a high school group. Similarly, you would not hand out wordy flyers to elementary students.

Last, it is important to get the support of key stakeholders. Assess the interest of key players in starting a breakfast program. Does the community think parents should feed students breakfast? Does the principal/administrator feel that breakfast is important? Is the School Board receptive to the School Breakfast Program? The School Breakfast Program benefits not only the food service program, but also parents, students, teachers, and principals. Parents are assured knowing they have another option for providing a nutritious breakfast for their children. Principals and teachers see improved attendance, reduced tardiness, and improved academic performance in students. Determine who needs more information and provide the necessary statistics or studies to educate them on why breakfast continues to be the most important meal of the day.

A video and brochure aimed at increasing parental support for School Breakfast Programs was developed through a collaborative effort by the Wisconsin Department of Public Instruction, University of Wisconsin-Extension and the Wisconsin Milk Marketing Board. Both resources provide information on the benefits of breakfast as well as the ways in which the School Breakfast Program provides those benefits. Watch the video at <https://www.youtube.com/watch?v=aHR7eECbKaE>.



The School Breakfast Program benefits not only the food service program, but also parents, students, teachers, and principals.

Expanding a School Breakfast Program

Participation in the School Breakfast Program is important – primarily as a way to help meet the nutritional needs of students, but also to help schools receive maximum reimbursement and run a successful program. Before moving forward with an action plan to increase participation, it is important to determine how well the current breakfast program is working at your school.

First, assess your current breakfast participation rates. What is the current participation? Which specific populations have high participation rates? Are there specific populations that are under-represented?

Second, determine your School Breakfast Program strengths and barriers. What aspects of your current School Breakfast Program work well? How can you continue to play to those strengths to expand participation in your program? Also identify barriers that might be keeping students from participating in the breakfast program. Is the current service model keeping students from participating in the program? Is there lack of support from key stakeholders to increase participation in your program?

Last, assess financial constraints that may be preventing the expansion of your breakfast program. Determine your program’s potential by calculating the target participation level needed to generate sufficient reimbursement/ income to offset costs. Can the program sustain itself? Administrators and other stakeholders may lend more support to the action plan if it reduces the financial burden on a district’s general funds.

HOME DATA & RESEARCH GRANTS NEWSROOM RESOURCES OUR AGENCY PROGRAMS

School Breakfast Program

In FY 2019, schools served over 2.4 billion breakfasts to children nationwide.

Starting the School Day Right with a Healthy Breakfast

The School Breakfast Program (SBP) provides reimbursement to states to operate nonprofit breakfast programs in schools and residential childcare institutions. The Food and Nutrition Service administers the SBP at the federal level. State education agencies administer the SBP at the state level, and local school food authorities operate the program in schools.

Program Fact Sheet Breakfast Infographic

Feedback

For breakfast resources including survey examples and customizable parent letters, see the USDA Energize Your Day with School Breakfast Toolkit at <https://www.fns.usda.gov/sbp/school-breakfast-program>



Breakfast Myths

MYTH #1: School breakfast is only for children of low-income families.

FACT: Breakfast benefits everyone! All children, regardless of socioeconomic status, need access to a nutritious meal to start their day. While participating in a school breakfast program may help limited-income families stretch their resources, all children may participate in the program.



MYTH #2: School breakfast is not healthy.

FACT: By law, schools receiving federal meal reimbursement must serve a breakfast that meets national nutrition guidelines. School breakfast meals must meet calorie requirements based on the age-grade group for whom the menu is planned. Additionally, less than 10 percent of calories may come from saturated fat, and all foods served as part of the School Breakfast Program must contain zero grams of trans fat per serving. Sodium targets were also implemented beginning in school year (SY) 2014-15. The meal pattern encourages an increased intake of fruits/vegetables and requires that 100 percent of grains served are whole grain-rich. On average, students who participate in a school meal program benefit from higher intakes of many nutrients. Compared with non participants, children who eat breakfast at school typically have a lower intake of added sugars. Some menu choices that might be perceived as “unhealthy” are actually prepared with low-fat ingredients or whole grains, or they are served with fruit or vegetables to provide a nutritious, balanced meal.

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MYTH #3: School breakfast programs are not very profitable.

FACT: In Wisconsin, schools that participate in the School Breakfast Program receive federal and state reimbursements for every qualifying breakfast served to a student. The higher the student participation rates, the higher the amount of reimbursement the school receives. Many schools in Wisconsin operate financially successful breakfast programs. Successful breakfast programs rely on high student participation rates. Participation rates in turn increase with good program promotion and staff support for the program. Profitability depends on support for the program, promotion of the program (to parents, students, teachers, and other school staff), and consistent student participation.



MYTH #4: It is the families' responsibility to feed their children at home.

FACT: Parents who choose to have their children eat breakfast at school are responsible parents! They are ensuring that their children have access to breakfast elsewhere if breakfast is missed at home. The busy lifestyle of many families often means that breakfast is rushed or skipped at home. In addition, many children report not feeling hungry first thing in the morning, but have a better appetite later in the morning. Bus and commuting schedules may also interfere with children being fed at home. Having breakfast at school would provide these students with the morning nutrition they need to start their day.

MYTH #5: Breakfast is not really that important.

FACT: Research shows that children who eat breakfast perform better in school, visit the school nurse less often, are absent from school less often, have a decreased risk of being overweight, eat improved-quality diets, and have better behavior.

MYTH #6: Breakfast programs require a lot of extra work.

FACT: Many schools have successfully implemented a breakfast program without hiring additional help or making extensive equipment purchases. A school breakfast program can be worked into existing schedules or implemented with minimal change. Most schools have found that they need only 10 to 15 minutes to serve breakfast. Furthermore, breakfast programs often generate extra revenue for schools and offer additional opportunities for federal and state meal reimbursement.



Research shows that children who eat breakfast perform better in school, visit the school nurse less often, are absent from school less often, have a decreased risk of being overweight, eat improved-quality diets, and have better behavior.

MYTH #7: A non-traditional service model has the same participation rates as breakfast in the cafeteria.

FACT: One of the greatest benefits of non-traditional service models is that they can dramatically increase participation. Breakfast in the classroom is associated with the highest participation rates, which can be as high as 98 percent of the school's enrollment. Other service methods, such as Grab 'n Go and breakfast after first period, correlate with increases as much as 15-40 percent of current participation. Greater participation equates to higher levels of government reimbursement, which results in more revenue for the school.



MYTH #8: Parents do not want a breakfast program because they feed their child at home.

FACT: A school caters to children from different types of households: different socio-economic status, different family composition, different working-parent schedules, etc. Many families, regardless of household income, report school mornings as the most stressful time of the day. Busy lifestyles, work, school and bus schedules, varying appetites, and availability of food at home are some reasons students may not eat breakfast at home. It may be helpful to remind resistant parents that while their child may have breakfast at home, perhaps some of his or her classmates do not. A classroom with hungry children tends to experience less academic success and have more distractions. Classroom dynamics affect all students in that classroom. By supporting a school breakfast program in their child's school they are helping to ensure that all students have access to a nutritious meal in the morning, so they are ready to learn.



MYTH #9: Kids do not want to eat breakfast.

FACT: If breakfast is offered in a convenient way for students, they will participate in the program. A successful breakfast program is one that has high student participation. Offer breakfast in the school locations that are popular with students. The traditional way of serving breakfast—in the cafeteria before school starts—might not be the best time or location for your school. Spend the time to observe where the students socialize and at what time. Serving breakfast in the classroom has worked wonders in elementary schools, while serving breakfast in Grab ‘n Go bags out in the hallway may work best in high schools. Additionally, older students may believe that skipping breakfast keeps their weight down; however, the opposite is true. Research shows that both adults and children who eat breakfast are less likely to be overweight. One of the common denominators among people who have lost weight and successfully maintained their weight loss is that they eat breakfast every day! Why? When you skip a meal, you feel hungrier later on in the day and tend to overeat at the next meal.

MYTH #10: Students feel that menus are planned without their input.

FACT: Let students know you welcome ideas and suggestions from any source. Get students involved by starting a Student Breakfast Committee or hold a contest where students can design a breakfast menu that will be served.

MYTH #11: The custodial staff cannot accommodate extra trash and mess.

FACT: Communication is essential to combating resistance. Be sure to outline your ideas for dealing with trash when designing your breakfast program and be open to custodial staff suggestions. Typical foods in a school breakfast program are easy to serve, eat, and clean up. For breakfast in the classroom, many schools provide a large trash bag with the class breakfast. Students learn to be responsible by cleaning up after themselves. After the trash is collected, the bag is secured and placed in the hallway for custodial staff to collect. For Grab ‘n Go, trash containers are available near the service site, similar to a traditional cafeteria meal.

Offer breakfast in the school locations that are popular with students. The traditional way of serving breakfast—in the cafeteria before school starts—might not be the best time or location for your school.



MYTH #12: School breakfast has no impact on the work that teachers do.

FACT: Teachers value the benefit of having well-nourished students in their classroom who are ready to learn and are focused on the lesson, not on when they will eat again. Administrators should be aware of the strong association between breakfast and academic success. Research shows that students who eat breakfast perform better at school. In addition, many teachers spend their own money to buy snacks and other food items for students to eat in their classroom when breakfast is not available at school. Many schools will offer a free breakfast on “testing weeks,” fully aware that well fed children tend to perform better on tests. If this holds true on testing weeks, why would it not hold true the rest of the year?

MYTH #13: School breakfast, especially breakfast in the classroom, is disruptive and takes away valuable teaching time.

FACT: Breakfast in the classroom has proven to be a successful model in many schools across the nation. Some teachers report they have actually gained instructional time due to fewer disruptions such as visits to the school nurse, tardiness, and absenteeism. In addition, teachers report that the quality of instruction improves when students eat breakfast because the children are more alert and ready to learn. Breakfast can be incorporated into the learning process with lessons in health, social studies, and math. Teachers can go about their morning routine while the students are eating breakfast at their desks. Other types of school breakfast models, such as Grab ‘n Go, have been incorporated into the school’s existing morning break or homeroom activities, such as while the school announcements are made.



MYTH #14: If I wait long enough, someone else will start a breakfast program at my school.

FACT: Why wait? Schools in Wisconsin receive both federal and state reimbursements for breakfast, which may represent additional revenue for the school. Implementing a successful breakfast program requires a team effort. It is important for parents, teachers, principals, administrators, the school’s wellness committee, and food service staff to communicate with each other so that everyone’s needs and concerns can be addressed. Starting a program takes time and careful planning, beginning with a needs assessment of your school.

Many schools will offer a free breakfast on “testing weeks,” fully aware that well fed children tend to perform better on tests. If this holds true on testing weeks, why would it not hold true the rest of the year?



Breakfast Service Models

Using the assessment that you conducted of the current situation at your school, determine which of the following breakfast service models would be the best fit for your operation. If you already have a School Breakfast Program, but participation is low, investigate the other options that are available and determine which would work best to improve the success of your program.



Traditional Breakfast

Serving Methods:

- Reimbursable breakfasts are served in the cafeteria on a traditional serving line.
- Hot menu items are more common than with other service models.

When Served:

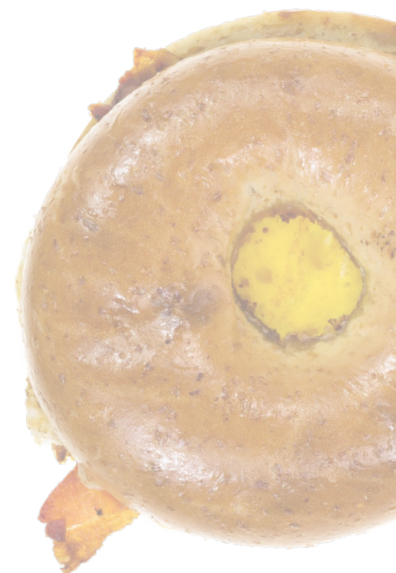
- Meals are served before the school day begins.

Where Served:

- Meals are served in the cafeteria or other large area such as a gym.

Why This Option is Attractive:

- Students arrive before school starts with time to eat.
- Cafeteria staff is already on site to prepare lunch.
- Cafeteria can be marketed like a café or university union with high tables, music, newspapers, televisions, etc., and is a popular place for students to socialize.
- Parents drop students off early to get to work on time.
- Bus schedule gets students to school with time to eat breakfast.



Breakfast in the Classroom

Serving Methods:

- Bagged or boxed breakfasts containing the required components are available for students to consume in the classroom.
- Individual breakfast components are delivered to classroom in bins or items are available on a cart for students to select.
- Students pick up breakfast in the cafeteria and take it back to the classroom to eat.

When Served:

- Meals are served prior to the start of the school day or during the first period.



Where Served:

- Meals are consumed in the classroom, but the point of service may occur in either the classroom or cafeteria.

Why This Option is Attractive:

- Easily incorporated into existing school day schedule (students eat while teachers take roll and hand out graded assignments).
- Provides a nutritious meal to students who do not have time to eat or are not hungry before the start of the school day.
- Requires few, if any, additional labor hours for preparation, service and clean up.
- Makes the best use of available space. It is not necessary to alter schedule of the multi-purpose rooms where lunches are served. Such spaces are frequently used for physical education classes or other purposes in the morning.

Resource:

- Breakfast in the Classroom Toolkit is at: https://fyi.extension.wisc.edu/wischoolbreakfast/files/2009/10/BIC_FINAL-web.pdf

Provides a nutritious meal to students who do not have time to eat or are not hungry before the start of the school day.



Grab 'n Go

Serving Methods:

- Bagged breakfasts containing the required components are available for students to pick up and consume in designated location(s).
- Individual breakfast components are set out for students to select and students may put their selection in bags.

When Served:

- Meals are served during the designated serving period and/or a morning break.



Where Served:

- Meals are served from mobile cart/tables positioned near the school entrances or in high traffic areas, or even on the playground when the weather is nice.
- Meals may also be served from a serving line where traditional breakfast and/or à la carte items are available.

Why This Option is Attractive:

- Easily incorporated into existing school day schedule.
- Provides a fast, nutritious option if à la carte items are sold in the morning.
- Available to students who have scheduled activities prior to the beginning of the school day.
- Limited amount of labor time is needed for preparation, service, and clean up. Breakfast items are assembled and packed when labor is available.



Mid-Morning Nutrition Break

Serving Methods:

- Reimbursable breakfasts are individually packaged in grab 'n go bags.
- Foods that are easy to eat or hand held are popular and more convenient.
- When Served: Students eat breakfast during a break in the morning, usually between 9:00 and 10:00 AM.
- While lunch must be served between 10:00 AM and 2:00 PM, there are no regulations specifying a time frame during which breakfast must be served.
- If serving a later breakfast, consider offering lunch later as well to ensure that students are hungry during meal service.

Where Served:

- Meals are offered from mobile carts or tables located in high traffic areas.

Why This Option is Attractive:

- A break from classes in the morning may already be offered.
- Gives students who were not hungry first thing in the morning a second chance.
- Reimbursable meals accommodate students who may not have the money to purchase items from vending machines.
- Particularly successful in middle and high schools.
- A mid-morning nutrition break can be prepared quickly with few staff.
- Ideal when there is no time to serve breakfast before classes, or participation is low using a breakfast before-school service model.

Notes:

- Mid-morning nutrition break may also be referred to as breakfast after first period or second chance breakfast.
- Convert an existing milk break to a mid-morning nutrition break if students already bring snacks or teachers provide snacks to students.

If serving a later breakfast, consider offering lunch later as well to ensure that students are hungry during meal service.



Breakfast Financial Models

The following financial models can be combined with any of the above service models to enhance your program.

Severe Need Breakfast

What It Is:

- Eligible to schools where forty percent or more of student lunches served in the second preceding school year were served free or at a reduced price.
- Eligibility is determined on an individual school basis as listed in the most current copy of the Wisconsin School Directory (<https://apps6.dpi.wi.gov/SchoolDirectory/Search/PublicDistrictsSearch>).

Benefits:

- Provides schools with additional reimbursement for every breakfast served to a student eligible for free or reduced price meals.

How to Participate:

- Participation in Severe Need Breakfast is approved by entering numbers for lunches served in the second preceding school year for each eligible site on Schedule A of your online contract.



Elimination of Reduced Price Breakfast

What It Is:

- Only two prices are offered at breakfast – free and full price.
- Students who would typically qualify for a reduced price meal are able to receive their breakfast for free in this model.

Note: All students should still be claimed according to their correct eligibility category.



When It Works Best:

- There is a high free and reduced approval rate at a school.
- There is low breakfast participation from reduced price students.
- Breakfast is easily accessible to students.

Benefits:

- Allows the ability to keep food costs in check.
- Additional staffing is not necessary to handle the increase in participation.
- Increases breakfast participation.
- Families qualifying for reduced price meals are saving money at breakfast and may be more likely to purchase a lunch.

How to Participate:

- Participation in Elimination of Reduced Price Breakfast is indicated through a checkbox for each site on Schedule A as well as when entering your meal prices for the School Breakfast Program on your online contract.



Families qualifying for reduced price meals are saving money at breakfast and may be more likely to purchase a lunch.



Universal Free Breakfast

What It Is:

- Breakfast is available at no charge to all students, regardless of their household income.

Note: All students should still be claimed according to their correct eligibility category.

When It Works Best:

- Offered in conjunction with breakfast in the classroom
- Greater than 70 percent of students are eligible for free and reduced price meals (Note: schools with fewer eligible students have operated the program successfully).
- Qualifying for Severe Need Breakfast provides additional reimbursement.
- Stigma appears to be a factor in low participation rates.
- Percent of students eating free and reduced price breakfast is much lower than expected.
- Combine with Provision 2, which decreases the paperwork involved in schools with minimal growth from year to year.

Benefits:

- Reduces the stigma attached to eating breakfast at school.
- May improve attendance and tardiness.
- Overall labor costs per meal are reduced, although labor needs may increase.
- Breakfast participation and therefore reimbursement can increase so significantly that a loss from otherwise paying students may not be experienced.

How to Participate:

- To determine if this option would be financially feasible for your school or district, try the Cost Analysis Spreadsheet on our website under the heading “Starting a School Breakfast Program:” <https://dpi.wi.gov/school-nutrition/school-breakfast-program/resources>.
- Participation in Universal Free Breakfast is indicated through a checkbox for each site on Schedule A as well as when entering your meal prices for the School Breakfast Program on your online contract.



Breakfast participation and therefore reimbursement can increase so significantly that a loss from otherwise paying students may not be experienced.



Community Eligibility Provision (CEP)

What It Is:

- A four-year reimbursement option for eligible local educational agencies (LEAs) and schools participating in both the National School Lunch Program and School Breakfast Program that wish to offer free school meals to all children in high poverty schools without collecting household applications.
- Reimbursement is provided at a federal free category rate using the ratio of Identified Students to enrolled students, multiplied by the USDA multiplier factor.
 - The difference between the free claiming percentage and 100 percent represents the paid claiming percentage.
- *Identified Students* are students who are eligible for free meals without the collection of applications, and include the following:
 - Directly certified on the basis of participation in the FoodShare, Wisconsin Works (W-2) Cash Benefits, and the extension of benefits to students within the same household
- Directly certified foster child (foster children do not provide an extension of benefits)
 - Homeless, runaway, or migrant youth (certified by coordinator listing)
 - Head Start (certified by the Head Start coordinator listing)

Benefits:

- Lunches and breakfast are served free to all students in participating schools.
- No free and reduced price meal applications are collected.
- CEP schools are exempt from the verification process.
- Potential for increased meal participation rates, especially breakfast.
- Simplifies the counting and claiming process by tracking total reimbursable meals for breakfast and lunch.

How to Participate:

- LEAs and schools have an identified student percentage of at least 40 percent based on data as of April 1 of the prior school year.
 - The 40 percent threshold to participate can be determined at the LEA level, by individual school or by grouping several schools together to get the needed percentage rate.
- CEP sites agree to cover any costs of providing meals above the amounts provided in federal assistance, with non-federal funds.
 - If a transfer from the general fund is necessary to cover such a cost, schools must be able to show that the available funds from the general fund are from non-federal resources.
- Residential Child Care Institutions are not eligible to participate in CEP.
- For more information on CEP or to apply, visit our website: <http://dpi.wi.gov/school-nutrition/national-school-lunch-program/community-eligibility>.



Breakfast Meal Pattern 2020-2021

Meal Pattern Component	Grades K-5	Grades 6-8	Overlapping Grades K-8	Grades 9-12	Overlapping Grades K-12
Fruits (cups) ^{a,c,e}	Weekly: 5 cups Daily: 1 cup				
Vegetables (cups) ^{a,c,d,e}	0 cups required daily <i>There is no separate requirement to serve vegetables in the SBP. Schools may substitute vegetables for fruit.</i>				
Grains (oz eq) ^{b,f}	≥ 7 oz eq week 1 oz eq daily	≥8 oz eq week 1 oz eq daily	≥ 8 oz eq week 1oz eq daily	≥ 9 oz eq week 1oz eq daily	≥ 9 oz eq week 1oz eq daily
Meats/Meat Alternates (oz eq) ^{b,g}	0 oz eq required daily <i>There is no separate meat/meat alternate component in the SBP. Schools may substitute 1 oz eq of meat/meat alternate for 1 oz eq of grains after the minimum daily 1 oz eq grain requirement is met. A school may also offer meat/meat alternate as an extra food and not credit the item towards any component.</i>				
Fluid milk (cups) ^h	1 cup daily for all age-grade groups				

Other Specifications: Daily Amount Based on the Average for a 5-Day Week					
Min-max calories (kcal) ^{i,j}	350-500	400-550	400-500	450-600	450-500
Saturated fat (% of total calories) ⁱ	< 10				
Sodium Target 2 (mg) ^j	≤485	≤535	≤485	≤570	≤485
Trans fat ^k	0 grams/serving				

^a Minimum creditable serving for fruits and vegetables is 1/8 cup.

^b Minimum creditable serving for grains and meat/meat alternates is 0.25 ounce equivalents (oz eq).

^c Dried fruit credit double their volume (e.g. 1/4 cup of dried fruit credits as 1/2 cup of fruit); No more than half of the fruit or vegetable offerings may be in the form of juice. All juice must be 100% full-strength juice.

^d Leafy green vegetables credit half their volume (e.g. 1.0 cup of leafy greens credits as 1/2 cup of vegetables).

^e Schools must offer 1.0 cup of fruit or vegetables daily and 5.0 cups of fruit or vegetables weekly.

^f All grains must be whole grain-rich.

^g There is no meat/meat alternate requirement. Schools may substitute 1.0 oz eq of meat/meat alternate for 1.0 oz eq of grains after the minimum daily grains requirement (1.0 oz eq) is met.

^h Fluid milk must be low-fat (1 percent milk fat or less, unflavored) or fat-free (unflavored or flavored).

ⁱ The average daily calories for a 5-day school week must be within the range (at least the minimum and no more than the maximum values)

^j Discretionary sources of calories (solid fats and added sugars) may be added to the meal pattern if within the specifications for calories, saturated fat, trans fat, and sodium. Sodium Target 2 (shown) is effective through SY 2021-22.

^k Food products and ingredients must contain zero grams of trans fat (less than 0.5 grams) per serving.

Offer Versus Serve (OVS)

- A food item is defined as the daily required minimum amount of each food component that a student can take:
 - 1 cup of milk
 - 1 oz eq of grain (or meat/meat alternate)
 - ½ cup of fruit (or vegetable)
- When using OVS, at least four food items must be offered to students from the three components.
- Students must select at least three food items in order to have a reimbursable meal.
- Students have the option of which item/s to decline. However, they must select at least ½ cup of fruit or vegetable as one of their three food items.
- The menu planner has the discretion to count larger foods, such as a 2 oz eq bagel or an apple crediting as 1 cup of fruit, as one or two food items.
- Serving sizes must equal the minimum quantities required for the grade group being served.
- Breakfast must be priced as a unit. Students are charged the same whether they select three or four food items.
- OVS is encouraged, but is optional for all age-grade groups.

Students have the option of which item/s to decline. However, they must select at least ½ cup of fruit or vegetable as one of their three food items.

Signage

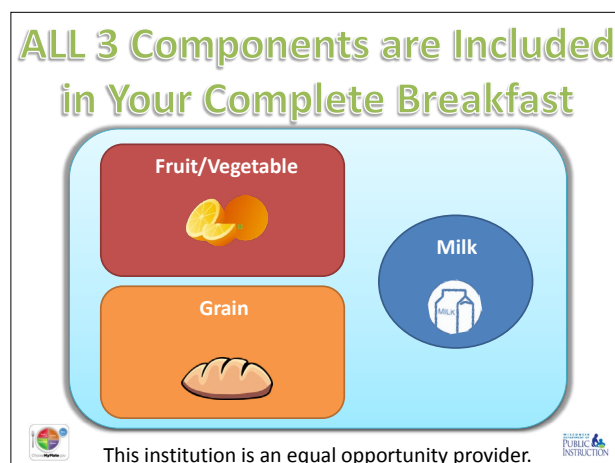
- Similar to the National School Lunch Program, regulations require that signage be posted at or near the beginning of the serving line for the School Breakfast Program.
- Signage should identify what foods constitute a unit priced reimbursable meal.
- Schools using OVS must also identify what a student must select in order to have a reimbursable meal under OVS (including the requirement to select at least ½ cup of fruit and/or vegetable).
- Signage is not required for field trips, breakfast in the classroom, and other venues where signage may be problematic. However, other methods should be used to inform students what choices they have.
- Printable signage, including editable options, is available at <http://dpi.wi.gov/school-nutrition/national-school-lunch-program/menu-planning/signage>.

Today's Breakfast Choices
Build a complete meal by selecting at least 3 items, including ½ cup of fruit, vegetable or fruit/vegetable

<p>Fruit/Vegetable/Juice</p> <p>_____ item (s)</p> <p>_____ item (s)</p> <p>_____ item (s)</p> <p>_____ item (s)</p> <p>May Select _____ item(s)</p>	<p>Milk</p> <p>_____ 1 item</p> <p>_____ 1 item</p> <p>_____ 1 item</p> <p>May Select _____ item(s)</p>
<p>Notes:</p>	<p>Grains/Breakfast Entrees</p> <p>_____ item (s)</p> <p>_____ item (s)</p> <p>_____ item (s)</p> <p>_____ item (s)</p> <p>May Select _____ item(s)</p>

This institution is an equal opportunity provider.

Breakfast Signage (offer versus serve)



Breakfast Signage (no offer versus serve)

Breakfast Entrée Ideas

Banana and Honey Toasted English Muffins

Blueberry Pancake Wrap with Sausage

Breakfast Burrito with Salsa

Breakfast Pizza

Breakfast Sandwich

- Egg and Bagel Sandwich
- Egg, Sausage, and Cheese Sandwich

Breakfast Wraps

- Denver: Dice an omelet and ham with green pepper and onions. Roll in a tortilla.
- Vegetarian: Slice an omelet into strips. Toss with sautéed spinach and mushrooms. Top with cheddar and olives and roll in a tortilla.

Cheese Omelet with Toast

Chicken Biscuit- chicken patty served on a biscuit

Eggs Benedict- an omelet on an English muffin with hollandaise sauce

Egg Patty with an English Muffin

French Toast Sticks with Spiced Apple Topping

Grilled Cheese Sandwich

Pancakes

Peanut Butter and Jelly Uncrustables

Peanut Butter on Toast

Sausage Bagel

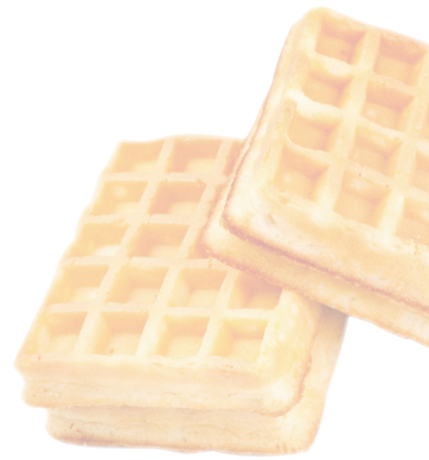
Smoothie - See smoothie memo SP 10-2014 v.3 for information on crediting smoothies. *(Note: a grain must also be offered)*

Super Pretzel with Cheese Sauce

Turnovers

Waffles

Yogurt Parfait with Granola



Meal Component Menu Ideas

Meat/Meat Alternate (M/MA) ¹	Grains ³	Vegetables/Fruit
Cottage Cheese Canadian Bacon Cheese Slices Hard-boiled Egg Ham Slice Maple-flavored Pork Breakfast Patty Mozzarella Cubes Peanut Butter Sausage Links Turkey Sausage Scrambled Eggs Yogurt String Cheese	Bagels (variety) Banana Bread Biscuits Cinnamon Rolls Coffee Cake Cold Cereal (variety) Cranberry Bar English Muffins Graham Cracker Granola Bar Muffins (variety) Oatmeal Muffin Square Oatmeal Pita Raisin Toast Quick Breads Sweet Rolls	Apples Wedges Apple Slices Applesauce Banana Carrot Sticks or Baby Carrots Cherry Apple Sauce Dried Fruit Fruit Cup with Fresh and/or Canned Fruit Full Strength Fruit Juice Grapes Hash Browns ⁵ Melon Orange Wedges Peaches Pears Pineapple Tidbits Potato Rounds ⁵ Strawberries Vegetable Juice
Reminder: Use <i>USDA's Food Buying Guide</i> ² , CN labels and/or Product Formulation Statements to ensure minimum requirements are met.	Reminder: The sizes of grains vary; a grain must be at least 1 oz eq to credit as one food item. Use <i>USDA's Food Buying Guide</i> or <i>Exhibit A</i> ⁴ to ensure minimum requirements are met.	Reminder: The minimum amount that can count toward meeting the total required servings is 1/8 cup. Use <i>USDA's Food Buying Guide</i> to ensure minimum requirements are met.

¹Meat/Meat Alternate is not a component in the School Breakfast Program. However, it can be counted toward the grain component after at least 1 oz eq of grain is offered daily. Meat/Meat Alternate can also be served as an extra.

²USDA's Food Buying Guide: <http://www.fns.usda.gov/tn/food-buying-guide-school-meal-programs>.

³All grains credited toward the meal pattern must be whole grain-rich.

⁴Exhibit A: <https://dpi.wi.gov/sites/default/files/imce/school-nutrition/pdf/exhibit-a.pdf>.

⁵At least 2 cups of non-starchy vegetables from the dark-green, red/orange, beans/peas, or "other vegetables" subgroups must be planned during the week before a starchy vegetable can be counted towards the meal pattern. Starchy vegetables can also be served as an extra.



Sample Menus

Cold Breakfast Menu Options			
Menu Items	Serving Size	Meal Pattern Contribution	Number of Items for OVS
Scrumptious Coffee Cake* Orange Smiles 100% Fruit Juice Choice of Milk	1 piece coffee cake 4 orange quarters (1 whole orange, 113ct) 4 fl oz juice 8 fl oz choice of milk	1.5 oz eq grain 5/8 cup fruit 1/2 cup fruit 1 cup milk	1 1 1 1
Cereal 1/2 Peanut Butter Sandwich Apple Choice of Milk	1 oz cereal 1 slice of bread (28g) 1 Tbsp peanut butter 1 apple (138ct) 8 fl oz choice of milk	1.0 oz eq grain 1.0 oz eq grain 0.5 oz eq M/MA 1 cup fruit 1 cup milk	1 1 Extra*** 1 or 2** 1
Pumpkin Chocolate Chip Muffin* Cheese Stick Yummy Mixed Fruit Cup* Choice of Milk	1 muffin 1 oz cheese stick 1 cup mixed fruit 8 fl oz choice of milk	1.0 oz eq grain 1.0 oz eq M/MA 1 cup fruit 1 cup milk	1 1 1 or 2** 1
Blueberry Oat Muffins* 100% Fruit Juice Diced Peaches in Juice Choice of Milk	1 muffin 1/2 cup fruit juice 4 fl oz juice 8 fl oz choice of milk	1.0 oz eq grain 1/2 cup fruit 1/2 cup fruit 1 cup milk	1 1 1 1
Whole Wheat Toast Hardboiled Egg Kiwi Strawberries Choice of Milk	1 slice of bread (28g) 1 large egg 2 kiwi 1/2 cup strawberries 8 fl oz choice of milk	1.0 oz eq grain 2.0 oz eq M/MA 1/2 cup fruit 1/2 cup fruit 1 cup milk	1 1 or 2** 1 1 1
Yogurt Parfait* 100% Fruit Juice Choice of Milk	1/2 cup yogurt 1/2 cup blueberries (frozen, thawed drained) 3/8 cup granola* 4 fl oz juice 8 fl oz choice of milk	1.0 oz eq M/MA 1/2 cup fruit 1.25 oz eq grain 1/2 cup fruit 1 cup milk	1 1 1 1 1
Crunchy Hawaiian Chicken Wrap* Strawberry Applesauce* Choice of Milk	1 wrap 1/2 cup applesauce 8 fl oz choice of milk	1.75 oz eq grain 2.0 oz eq M/MA 1/2 cup vegetable (non-starchy) 1/2 cup fruit 1 cup milk	Wrap = 1, 2, 3 or 4** 1 1
Peanut Butter Banana Roll-up* Purple Grapes Choice of Milk	1 roll-up 3/4 cup grapes 8 fl oz choice of milk	1.5 oz eq grain 1.0 oz eq M/MA 1/4 cup fruit 3/4 cup fruit 1 cup milk	Roll-up = 1 or 2** 1 1
Raisin Cinna Twist* Strawberry Cup Banana Choice of Milk	1 each 4.5 oz cup 1 banana (150ct) 8 fl oz choice of milk	1.5 oz eq grain 1/8 cup fruit 1/2 cup fruit 1/2 cup fruit 1 cup milk	1 1 1 1
Whole Grain Bagel Peanut Butter Pear Choice of Milk	1 bagel (2oz) 2 Tbsp peanut butter 1 pear (100ct) 8 fl oz choice of milk	2.0 oz eq grain 1.0 oz eq M/MA 1 cup fruit 1 cup milk	1 or 2** 1 1 or 2** 1

*Recipes available in the On, Wisconsin! Cycle Menu: <http://dpi.wi.gov/school-nutrition/national-school-lunch-program/menu-planning/cycle-menu>.

**Menu planners have the discretion to credit large items as 1 or more food items, based on the amount of each component that they contain. As an example, if the Crunchy Hawaiian Chicken Wrap is broken down, it can be credited as up to four food items (1 grain, 2 M/MA counting as a grain, and 1 vegetable).

***M/MA items counted as "extra" do not count as a food item.

Hot Breakfast Menu Options			
Menu Items	Serving Size	Meal Pattern Contribution	Number of Items for OVS
Egg and Cheese Breakfast Sandwich on Whole Grain English Muffin	1 English muffin (56g) 1 cheese omelet	2.0 oz eq grain 2.0 oz eq M/MA	Sandwich = 1, 2 3 or 4**
Grapefruit Half	½ grapefruit	½ cup fruit	1
Apple Slices	½ cup apple slices	½ cup fruit	1
Choice of Milk	8 fl oz choice of milk	1 cup milk	1
Oatmeal	½ cup cooked oatmeal	1.0 oz eq grain	1
Cottage Cheese	½ cup 1% cottage cheese	1.0 oz eq M/MA	1
Pineapple	½ cup pineapple	½ cup fruit	1
Raisins	¼ cup raisins	½ cup fruit	1
Choice of Milk	8 fl oz choice of milk	1 cup milk	1
Eggritos*	1 burrito	1.0 oz eq grain 3.0 oz eq M/MA	Burrito = 1, 2 3 or 4**
Clementines	2 clementines	1 cup fruit	Each clementine = 1
Choice of Milk	8 fl oz choice of milk	1 cup milk	1
Whole Grain French Toast Sticks	3 French toast sticks	1.25 oz eq grain 1.0 oz eq M/MA	French Toast Sticks = 1 or 2**
Spiced Apple Topping	1/3 cup apple topping	⅓ cup fruit	0
100% Fruit Juice	4 fl oz juice	½ cup fruit	1
Strawberries	½ cup strawberries	½ cup fruit	1
Choice of Milk	8 fl oz choice of milk	1 cup milk	1
Spicy Egg Taco	1 taco	0.5 oz eq grain 2.25 oz eq M/MA	Taco = 1 or 2**
Whole Wheat Toast	1 slice of bread (28g)	¼ cup vegetable (non-starchy)	1
Purple Grapes	¾ cup grapes	1.0 oz eq grain	1
Choice of Milk	8 fl oz choice of milk	¼ cup fruit 1 cup milk	1
Western Omelet Quesadilla	1 quesadilla	1.0 oz eq grain 1.75 oz eq M/MA	Quesadilla = 1 or 2**
Banana	1 banana (150ct)	½ cup fruit	1
100% Fruit Juice	4 fl oz juice	½ cup fruit	1
Choice of Milk	8 fl oz choice of milk	1 cup milk	1
Breakfast Pita	1 breakfast pita	1.5 oz eq grain 1.5 oz eq M/MA	Breakfast Pita = 1 or 2**
Cantaloupe	1 cup cantaloupe	1 cup fruit	1
Choice of Milk	8 fl oz choice of milk	1 cup milk	1
NYC Style Eggs on a Roll	1 roll	1.5 oz eq grain 2.5 oz eq M/MA	Roll = 1, 2, 3 or 4**
Pineapple Chunks	½ cup pineapple	½ cup fruit	1
Kiwi	2 kiwi	½ cup fruit	1
Choice of Milk	8 fl oz choice of milk	1 cup milk	1

*Recipes available in the *On, Wisconsin!* Cycle Menu: <http://dpi.wi.gov/school-nutrition/national-school-lunch-program/menu-planning/cycle-menu>.

**Menu planners have the discretion to credit large items as one or more food items, based on the amount of each component that they contain. For example, if the egg and cheese breakfast sandwich on whole grain English muffin is broken down, it can be credited as up to four food items (2 grain, 2 M/MA counting as a grain).

***M/MA items counted as “extra” do not count as a food item.

Marketing and Promotion Ideas

Remember the key to having a successful School Breakfast Program is to have FUN while still providing a nutritious start to a student's day. You know your students best, so customize your breakfast program to meet their needs.

Offer Incentives and Activities

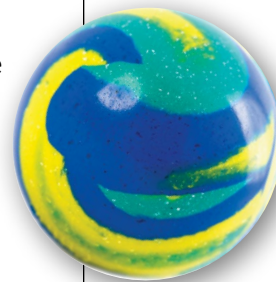
- Put a sticker on the bottom of a tray/plate and give a prize to the student who finds it. Make sure to promote the event in advance.
- To generate interest in breakfast in the classroom, offer a prize drawing for a home room class to win breakfast in the classroom. Take photos of the event and post on the school or district website.
- If kids eat school breakfast every day for a week, they get a small prize such as a sticker or coupon.
- If kids eat school breakfast for every day in a chosen month, they are entered for a chance to plan a breakfast menu for a day.

Use Social Media

- Promote breakfast events such as the School Breakfast Challenge or National School Breakfast Week on your school's social media pages
- Showcase new breakfast items on your pages to get students and families interested in school breakfast.
- Share photos of all of your other promotions such as when you invite guests to breakfast, have theme days or provide activities and prizes to students. This can be a great way to spread the message farther than just to your students, but to their families as well! Just be sure to always make sure you have permission forms when including photos of students.

Use Themes

- Advertise "Fundays" at breakfast to entice kids to come and eat.
- Use a theme or movie to promote breakfast, for example the Disney Cars movie. Each car races around the track and the cars would move based on the number of breakfast served each day.
- Have a Dr. Seuss breakfast day.
- Follow the yellow brick road to breakfast. Use a "Wizard of Oz" theme with yellow "bricks" leading to the breakfast serving area. You could serve items such as Wizard Waffles or Munchkin Muffins. Excerpts from the book could be read during breakfast.
- Books and Breakfast: Host a book and breakfast week; invite your library/media specialist. You could create a display of breakfast books and give bookmarks to participants. Use the books in your menu and decorations. You could even read one during breakfast.



Invite Guests

- Invite local 'heroes' to breakfast such as firefighters, policeman, military personnel.
- Have breakfast with the High School Mascot; create a photo opportunity.
- Invite parents to join the students for breakfast. Students could make invitations in advance.
- Invite the mayor or a college athlete.
- Invite the local television station to film in the cafeteria during breakfast.
- Bring a local radio station in and have them broadcast their show during breakfast time. They bring giveaways, and it is a lot of fun.



Get Parents and Staff Involved

- Advertise the benefits and how much time school breakfast will save parents in the morning rush via newsletters, emails, and signs. See our website for a video, letters, and inserts to send home: <http://dpi.wi.gov/school-nutrition/school-breakfast-program/resources>.
- Promote school breakfast (including menus) on the school website.
- Teach the teachers by sponsoring a breakfast with teachers and principals. Let them know the importance of eating breakfast and the positive effects it can have on students.
- Have the principal serve breakfast.
- Implement "Breakfast with the Principal" for straight As, award winners, etc.



Get Students Involved

- Set an attainable growth goal over your average participation, and when it is reached, have a fun celebration. Participation can be announced daily over announcements to promote the event and create a buzz.
- Have a class participation contest with prizes for the winning class.
- Serve a menu that students have helped to plan.
- Offer samples of a new breakfast item once a month.
- Start a breakfast club whose main role is to taste-test potential food items.
- Promote school breakfast with posters and displays around campus.
- Get the cheerleaders to create a breakfast cheer or make it a contest for the school.
- Ask students to create a breakfast commercial. Ask a TV or radio station to produce and air the winning entry or announce it over the loudspeaker.
- Correlate menus with school spirit days. Work with student leadership to promote these menus as part of spirit day promotion.

Make Breakfast More Convenient

- Offer Grab 'n Go breakfast; use a cart to serve breakfast in the hallways or at the school entrance.
- Have a frequent breakfast buyers card which enables students to enter a prize drawing once they have a certain number of stamps.
- Serve breakfast in a way students can identify with a restaurant or café. Promote breakfast specials like a diner.
- Offer convenient “special delivery” breakfasts during testing week to encourage students to eat breakfast.

Change the Atmosphere

- Provide entertainment during breakfast by playing music or showing news-oriented television programs or videos.
- Give the cafeteria a face lift or use a mobile cart to bring breakfast to places in the school where students socialize.



Start a breakfast club whose main role is to taste-test potential food items.



Resources

- Department of Public Instruction – School Nutrition Team
 - For information on Wisconsin reimbursement rates and severe need breakfast go to <http://dpi.wi.gov/school-nutrition/national-school-lunch-program/free-reduced-applications#rr>.
 - For general information on breakfast go to <http://dpi.wi.gov/school-nutrition/school-breakfast-program>.
- Wisconsin Dairy Council
 - For information on marketing, on-site training opportunities, and free materials for schools go to <http://www.wisconsinmilkcouncil.com/school-foodservice>.
- School Nutrition Association
 - For information on marketing and running your program go to <https://schoolnutrition.org/resources/>.
- USDA Food and Nutrition Services
 - For the Energize Your Day with School Breakfast toolkit, go to <http://www.fns.usda.gov/sbp/toolkit>.
 - For stakeholder surveys, go to http://www.fns.usda.gov/sbp/toolkit_planning.
 - For sample letters and marketing materials, go to http://www.fns.usda.gov/sbp/toolkit_marketingresources.
- Food Research Action Committee
 - FRAC's Building a Better Breakfast Program: A Guide for Secondary School Principals: https://frac.org/wp-content/uploads/Building-a-Better-Breakfast-Program_FNL.pdf.
 - How to Start a Breakfast After the Bell Program: <https://frac.org/wp-content/uploads/how-to-start-a-breakfast-after-the-bell-program.pdf>.
 - Increasing Breakfast Participation to Improve Student Health: <https://frac.org/wp-content/uploads/increasing-breakfast-participation-to-improve-student-health.pdf>.
- No Kid Hungry
 - A Study On Chronic Absenteeism And Breakfast After The Bell: <https://bestpractices.nokidhungry.org/resource/study-chronic-absenteeism-and-breakfast-after-bell>.
 - Ending Childhood Hunger: A Social Impact Analysis: <https://bestpractices.nokidhungry.org/resource/ending-childhood-hunger-social-impact-analysis>.
 - No Kid Hungry Starts with Breakfast: <https://bestpractices.nokidhungry.org/resource/no-kid-hungry-starts-breakfast>.
- Other Resources
 - USDA School Breakfast Program: <https://www.fns.usda.gov/sbp/school-breakfast-program>.
 - Dietary Guidelines for Americans: <https://www.dietaryguidelines.gov/resources/2020-2025-dietary-guidelines-online-materials>.

