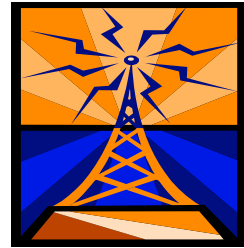


Marketing Efforts



School food service operates like a business with income and expenses. Unlike a business, however, school food service considers marketing efforts a lower priority. Without marketing, parents are unaware of school breakfast, students do not participate, and teachers, principals and students do not reap the benefits of the program. Adequate marketing ensures a successful program operation. Child nutrition programs are usually highlighted once or twice a year during National School Lunch and Breakfast Weeks. For marketing to be effective, it should occur more frequently. Developing a marketing plan is the first step. A few things to consider when creating your plan are:

- How do you define your business?
- Who is your target audience?
- What are their needs?
- What services do you offer to meet those needs?
- What are your competitors doing?
- What is your plan and budget?
- What are your promotional objectives?

In this section, various ideas are provided on how to market the program to specific targeted audiences by developing a marketing plan. This research is important because it will confirm who your customers are, what they want and where and when they want it. It can also identify problems in the current operation and find new ways to meet your customers' needs. Based on the information you gather about your school and your target audience, you can execute a successful marketing plan.

Also in this section are ideas presented on how to market the School Breakfast Program to increase participation. Simple promotions or events can highlight the program. Here are some examples:

- School Breakfast Week
- Parents' Breakfast
- Poster Contest
- Milk Contest
- Merchandising Tips for Food Service Directors
- Menu Ideas
- Flyers
- Student Panels
- Theme Days
- Serve Breakfast at Lunch
- Public Service Announcements (PSAs)

Merchandising tips for food service directors to promote the program and increase participation are included.

Editable, print ready posters and bookmarks are available at the end of this folder. Flyers and brochures have been developed for your use and are also editable to customize to your school. These media pieces can be found in the folder called "*Resources*".

One of the most important aspects of this kit is selling the idea to decision makers such as principals, administrators or school boards. This presentation is available in the folder called "*Resources*" (28).

Developing Your Marketing Plan

Developing a marketing plan requires knowing your business and your customers. Marketing may seem simple. Just as breakfast is more than food for children, marketing is more than simply announcing “breakfast is served”. For example, children base their decisions on hunger. Parents determine when children arrive at school and if they participate in the program. Teachers choose to be a role model and participate in the program. Principals choose to allocate funds to improve the program or join in to eat breakfast to show their support.

This section will assist you in evaluating your food service program, achieving a higher participation rate or creating awareness of the program’s availability as an option for students at school.

FIRST, DEFINE YOUR BUSINESS.



What are you selling? What is your service to the community? Who is your competition? What is your competition doing?

SECOND, DEFINE YOUR CUSTOMERS.

Who is your target audience? What do they like and dislike? Who is the final decision maker? What are their needs? What services do you offer to meet those needs?

THIRD, EVALUATE YOUR PLAN AND BUDGET.

How much money do you have to spend? What method of media will reach your target audience best?

LAST, DEFINE WHAT YOUR OBJECTIVES ARE.

Are you seeking to increase participation in your breakfast program or for the overall school meals? Do you think the community simply needs to be educated about the importance of breakfast?

One way to gather some of this information is to provide surveys like the ones included in the folder called “*Initial Assessment*”. These surveys are designed for students, parents and principals/superintendents in schools with and without the School Breakfast Program. Each survey may be adapted to ask necessary questions more pertinent to your school. Another great resource for this type of information is to go directly to your food service director. These professionals have direct contact with students every day and watch them choose their breakfast or lunch items. Teachers are another good resource for promoting nutrition education and for encouraging students to eat healthy.

Once you have all the necessary information, it is time to put your plan down on paper. The data you gather will help you answer the following questions. This survey is available in the folder called “Resources” (31A/B).

WHAT IS YOUR BUSINESS?

What is your product or service?
What is your geographic marketing area – neighborhood, city or county?
Who is your competition?
How do your products/services differ from those competitors?
What are your prices?
How do your prices compare to your competitors’ prices?
What are your competitor’s promotion methods?
What are your promotional methods?
How do you distribute your meals?

WHO IS YOUR TARGET AUDIENCE?

Who is your current customer base?
What are their ages, grades, income levels, ethnicities?
How do your customers learn about your product or services?
What patterns or habits do your customers and potential customers share? Where do they shop? What do they read, listen to and watch?
What do your customers need?
What are the qualities your customers value most about your product/service?
What are the qualities your customers like the least about your products/services?
What are the qualities your potential customers like the least about your products/services?

WHAT IS YOUR PLAN AND HOW MUCH MONEY ARE YOU WILLING TO SPEND?

What marketing methods have you previously used to communicate to your customers?
What method was most effective?
What other possible methods can you think of for future marketing of the program?
How much money can you allocate to your marketing campaign?
What types of marketing tools can you implement within your budget – newspaper, magazine, journals, radio, television, direct mail, newsletters or press releases?
What methods are you using to test your marketing ideas?
What methods are you using to measure the results of your marketing campaign?
What marketing tool can you implement immediately?

WHAT ARE YOUR MARKETING OBJECTIVES?

What are you trying to convey to the customer?
Are you trying to create awareness of your product/service?

Do you want to increase sales and create a profit?
Are a la carte items available as a reimbursable meal so free and reduced priced students have access?
What are you planning to offer to meet those needs of your target audience?

Objectives make it easier to design an effective campaign and help you keep that campaign on the right track. Plus, once you have defined your objectives, it is easier to choose the method that will be most effective.

SAMPLE ANSWERS

WHAT IS YOUR BUSINESS?

What is your product or service? Serving nutritional meals to students
What is your geographic marketing area – neighborhood, city or county?
School/School district
Who is your competition? Fast food restaurants, vending machines, student store, convenience stores
How do your products/services differ from those competitors? Nutritious meal fulfilling ¼ of daily requirements, low fat, complete meal
What are your prices? \$.80 paid, \$.30 reduced*, free* (*for qualified students)
How do your prices compare to your competitors' prices? Our prices are much cheaper for the amount of food they get
What are your competitor's promotion methods? 2 for 1 deals, television commercials, bigger sized products, signs in their windows, radio ads
What are your promotional methods? School newsletter at beginning of year, menus
How do you distribute your meals? In cafeteria serving lines

WHO IS YOUR TARGET AUDIENCE?

Who is your current customer base? What are their ages, grades, income levels, ethnicities? Customers are students in school, but parents are also decision makers in choosing to pay for school meals, K-6, free/reduced priced students, large Hispanic population
How do your customers learn about your product or services? Monthly menus
What patterns or habits do your customers and potential customers share? Like to watch television, spend lots of time in the car commuting
Where do they shop? What do they read, listen to and watch? Local grocery store or mega-store downtown, read major newspaper of town
What do your customers need? Convenience, inexpensive, easy, speed, better location
What are the qualities your customers value most about your product/service?
Availability every day, consistent
What are the qualities your customers like the least about your products/services? Not convenient time, more variety in meals

What are the qualities your potential customers like the least about your products/services? Familiar foods available to students of Hispanic origin

WHAT IS YOUR PLAN AND HOW MUCH MONEY ARE YOU WILLING TO SPEND?

What marketing methods have you previously used to communicate to your customers? School newsletters, monthly menus

What method was most effective? Monthly menus, they will eat if they see it is one of their favorite foods being served

What other possible methods can you think of for future marketing of the program? Include the menu in morning or afternoon announcements, include school meals information in parent newsletters home, offer free samples in hallways before lunch, bring a friend to breakfast day (increase awareness of the program), parent's breakfast day (increase awareness among parents), promotions, sweepstakes, and contests.

How much money can you allocate to your marketing campaign? About \$30

What types of marketing tools can you implement within your budget – newspaper, magazine, journals, radio, television, direct mail, newsletters or press releases? Newsletters, radio PSAs, parents night at school, posters

What methods are you using to test your marketing ideas? Student panels help to plan monthly events, themes or contests

What methods are you using to measure the results of your marketing campaign? Gauging for higher participation, improved parent/student comments, teacher participation

What marketing tool can you implement immediately? Improve look of monthly menus, posters, school announcements, newsletters, samples

WHAT ARE YOUR MARKETING OBJECTIVES?

What are you trying to convey to the customer? School meals are not only convenient but also inexpensive and a great option

Are you trying to create awareness of your product/service? Yes, we want to let people know about the availability of our product/service

Do you want to increase sales and create a profit? Yes, so that we can offer more choices and improve our kitchen equipment

Are a la carte items available as a reimbursable meal so free and reduced priced students have access? Yes, there are options available for free and reduced priced students on the a la carte menu every day

What are you planning to offer to meet those needs of your target audience? Will find out what they need based on student/parent surveys, evaluate our ability to meet those needs, implement a new idea once a month, improve location of service (bring it to the classroom or hallways) in high traffic areas

You want to make sure that your target audience is receives the message that you intend to convey to them and believes it.

Marketing Ideas to Reach Your Target Audience

CELEBRATE NATIONAL SCHOOL BREAKFAST WEEK

One of the easiest ways to promote breakfast is to celebrate **National School Breakfast Week** held annually during the month of March. Not only are there promotional materials available through various organizations supporting the event such as American School Food Service Association and USDA, but these events can be simple and inexpensive. Use some of the other ideas in this section to promote the School Breakfast Program, but also be creative and do what works for your school.

Providing free breakfast on the Monday of National School Breakfast Week may generate more awareness of the availability of breakfast as an option at school, as well as providing students with the opportunity to sample school breakfast options. Calculating the costs and estimating the participation may be the most you will have to do. Promoting the day can be as simple as giving out coupons to students for a free breakfast when they get off the bus or sending coupons home with them in a newsletter. This idea can be expanded to include the first day of school or the first week of school to generate awareness.

Also during School Breakfast Week, enlist the support of homeroom, health, science, physical education teachers and coaches so they will act as positive role models. Teachers can eat breakfast with students or discuss the importance of breakfast in class. Distribute menus to teachers so they can mention the foods served in school. Collaborate with health teachers to highlight the message of breakfast and the importance of eating breakfast for a healthy start to the day. Offer coaches a decorated table specifically for their teams to eat breakfast together the morning of a big game.

PARENTS' BREAKFAST

Parents understand the importance of breakfast and the impact it has on a child's ability to learn. Breakfast is important to big people too. So **invite them for a parents' breakfast**. Offer two or three samples of breakfast items so parents can see exactly the quantity and quality of food their children are served at school. Many parents have not seen or eaten school meals in years, so provide them with this opportunity. Offer a tour of the food service department. Have recipes for parents to take home with them (adjust recipes for family-sized meals and include a nutrient analysis to show that school meals are healthy). Show parents that school meals are better than ever.

CONTESTS

Contests provide an opportunity to **build awareness of your products and services**, as well as producing the goodwill that giveaways naturally inspire, in an exciting way. Think of the details: how do they enter, how will entries be handled, will there be prizes for everyone or just one grand prize? Create entry forms and an eye catching collection box for the complete forms. Advertise with flyers, banners and in your newsletters or announcements. After the contest is over, announce the winners and create publicity by taking their picture or putting their name on a banner at school. Be sure check school policies on contests and prizes.

Poster Contest

Students enjoy the chance to be creative and express themselves through various channels other than writing. Create an opportunity for students to **design a menu for the month or a poster promoting breakfast at school**. You can create your own rules regarding paper size, message and theme. You could also offer different grades different prizes so that each class has an opportunity to win. It can be as simple as taking their poster and posting it for the cafeteria.

Milk Contest

Creating partnerships with organizations interested in children's health and education can be helpful in promoting school breakfast. One way is to partner with organizations such as the National Dairy Council or their regional offices to create contests or generate prizes for an event. A milk contest can increase participation in the School Breakfast Program and increase consumption of milk. For each carton of milk bought individually or as part of a meal, you could mark which class it was from during a week-long contest. At the end of the week, the class who drank the most milk can win an ice cream party.

This idea can be extended throughout the year by having a large **paper cow** cut poster in the cafeteria. Every class purchasing 100+ cartons of milk gets a spot on the cow with their class name on it. At the end of the year, the class with the most spots on the cow wins a party or prize. Creating a contest for naming the cow is also an option.

Schools can kick off this event by creating a **milk mustache photo gallery**. Each student can have the opportunity to have his or her picture taken with a milk moustache. These pictures can be displayed in the hallway to the cafeteria or in the cafeteria. Each quarter can have a different theme where students dress a certain part with their milk mustaches; there is a common theme throughout all of the pictures.

MENU IDEAS

Menus are powerful tools in merchandising and marketing school meal programs. Not only do they **provide information** for students, parents and faculty, but they also help to entice the student in participating and eating a school meal.

After creating a menu that is well planned, offers a variety of choices and offers what the students want, **displaying the information in a creative way** is the next important step. You want your students to do two things with the menu – read it and keep it. If a student does not read the menu, they lack the incentive to eat at school. Similarly, if the student does not keep the menu, the student will not have the information they need to make the decision. An appealing menu students read and keep leads to potential participants in your school meal program.

Computers programs, blank menu calendars and pre-designed menus available from the Internet are all tools you can use to add interest to your menus. Also, the choice of words describing the food or meal is also important. **Choose words that are interesting and enticing.** Keep the descriptions fresh, new and accurate. You can use menus at restaurants as resources for ideas on how to describe various foods and preparations. Marketing firms have developed many of these menus for restaurants, so use the resources available to you.

Also, when displaying the menu or day's meal options in the cafeteria or place of service, make sure your menu **attracts a student's attention.** The letters and font size must be easy to read from where they are standing as well as look appetizing. Make sure you put your menus in locations throughout the school. Encourage teachers to post menus in class. You can also create a plated sample of the meal options and put those plates where students can see them.

Identify the types of foods students are eating. (*"Initial Assessment"* has surveys designed for students to fill out and share what they like to eat.) Adjust the menu to reflect their suggestions or occasionally serve special meals that contain **favorite food** items (especially for foods that may not fit into the menu on a regular basis). Publicize that the menu has been altered to accommodate students' preferences. Finding little plate waste lets you know that you have served a menu that students like.

FLYERS

One way to focus attention to the School Breakfast Program is to **deliver the message with flyers.** Flyers can be directed to students and displayed in school hallways. Flyers directed to parents can be included in school newsletters or at Parent's Night. Orientation is another time for families to gather information about the school year.

Each flyer should have lettering that is easy to read and a size that can be read from a distance. This promotional piece could describe the convenience of the School Breakfast Program, outline the nutritional value of school breakfast, and include a cost

comparison between school breakfast and breakfast at a local fast food restaurant or convenience store. **Hours of operation, cost, location and breakfast options should be included in the flyer.** Also, let all students know that they can have both breakfast and lunch at school every day.

STUDENT PANELS

What better way to address the needs of students than by asking them? Create student panels in your school to test products, flyers and ideas. Students can be from the class councils, Associated Student Body, Honor Society or other organizations.

Pull these students together to ask them questions. Find out what they think of school meals and ask how school breakfast can be more appealing. Find out what kinds of foods they would like to eat and have them help you design or create a menu for their age group. **Utilize your advisory council.** Or simply provide the Student Survey from the folder called "*Initial Assessment*".

Student panels will provide the quickest response and will help to generate ideas on how to increase participation. These students can also help develop or choose new items to add to the menus depending upon their own personal tastes. Students will likely share the information they've learned with peers, generating interest.

THEME DAYS

Theme days increase interest in going to the cafeteria and provide the opportunity of serving new types of foods. Similar to a school's spirit week, choose different themes for the cafeteria and based on that, **serve food that supports that theme.**

Hawaiian Day can integrate cut out palm trees, a grass skirt cut to line the front of the serving counter, and Hawaiian shirts and leis worn by food service personnel. You can serve a meal as simple as Hawaiian pizza (pizza with ham and pineapple) or luau muffins or serve pineapple as the fruit of the meal.

Creating an event and menu **based on a holiday, culture or team** can be as fun, simple and innovative. Remember to be population and culture sensitive.

ANNOUNCEMENTS

Promote School Breakfast every day over the **intercom or on the school radio station.** Remind students that eating school breakfast every day is convenient, gives them energy for activities, a chance to socialize and will help them do better in school.

SERVE BREAKFAST AT LUNCH

Not only will this provide a nice change for the noon menu, it may also **create interest in the breakfast program**. Serve nutritious meals that meet the dietary guidelines for lunch with breakfast foods such as muffins, pancakes, sausages, egg sandwiches or whatever your students like to eat.

WEB SITE

Create or update a **school web site to promote** the benefits of the School Breakfast Program. Include breakfast menus on the web site as well as prices. The web site can be created with the help of a student from a computer class. Contests can be created and announced on the web site.

CELEBRITY DAY

Create an event for **local celebrities** to come and join your students for breakfast. These local celebrities are role models for students of any age. They can be mascots from sports teams, members from a university sports team, news reporters, a familiar local face of the community, the mayor, and a councilman. Seek out people who are familiar to the children and bring about a positive image. Ask them to talk about the importance of breakfast in sports performance or learning or even appearance. It's important to find different angles for each celebrity's message. Students listen to not only their peers, but to other adults they emulate.

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Public service announcements can be an effective method to deliver your message about breakfast or school meals. Although you may not be able to count on prime airtime, your message will be delivered to the public. If your population tends to drive for long periods of time or in their cars often, **radio PSAs** could be very useful. If you have a successful sports team with a large following and the population fits your target audience (i.e. parents of students in elementary, middle and high schools), you should consider asking for them to make an **announcement** for you as a public service.

GIVEAWAYS

Provide **free breakfast** to all school staff on the first day of school to build support for the program. Offering breakfast free on the first day will be appreciated by teachers and will set an example for students to start their day off right too!

PRESS RELEASES

Send press releases to **local papers or community newsletters** before the start of the school year to notify parents that the School Breakfast Program is available to all students. If your high school has a school newspaper, formalize the event by releasing it to their editor. Be sure to include information about the convenience, cost and nutritional value of school breakfast. Communicate with the paper on a regular basis and use it to promote special events.

Merchandising Tips for Food Service Directors

SIGNS

Sell your products and your service with signs. Change the image of school food service into a positive one by conveying style, building an image and enhancing the environment where food is prepared and served. Take time to create signage that fits the type of service you are providing. Keep the message and design simple to ensure readability. Use the computer to design simple signs for meal descriptions or for the cafeteria.

MENUS

Menus are important because they offer vital information regarding types of meals served as well as portraying the image of the school meals program. Students are not the only people who see the menus; parents, teachers, principals and the community also see them. It is important to improve the image of school meals and this is one simple way to do just that.

FOOD PRESENTATION

When serving meals at school, there are limitations on what you can serve and how you serve it due to time, labor and equipment constraints. Therefore, be creative in varying your method of service so that you find one that operates efficiently and serves customers well. One way to change it up is to serve hamburger days outside BBQ style (taking precaution for food safety) or prepackaging picnic lunches. It is important to show the meal in the best light, so think of ways you can plate the meal for display.

CHOICE WORDS

Imagine yourself in a restaurant. You scan the menu for your appetizer and entrée for the meal. As you look at the words, your decision is solely based upon the words on the piece of paper. So use words that are enticing, because if it sounds good to you, it will probably sound good to the next person. Try using some of these words when describing your meals. Remember to deliver what you promise.

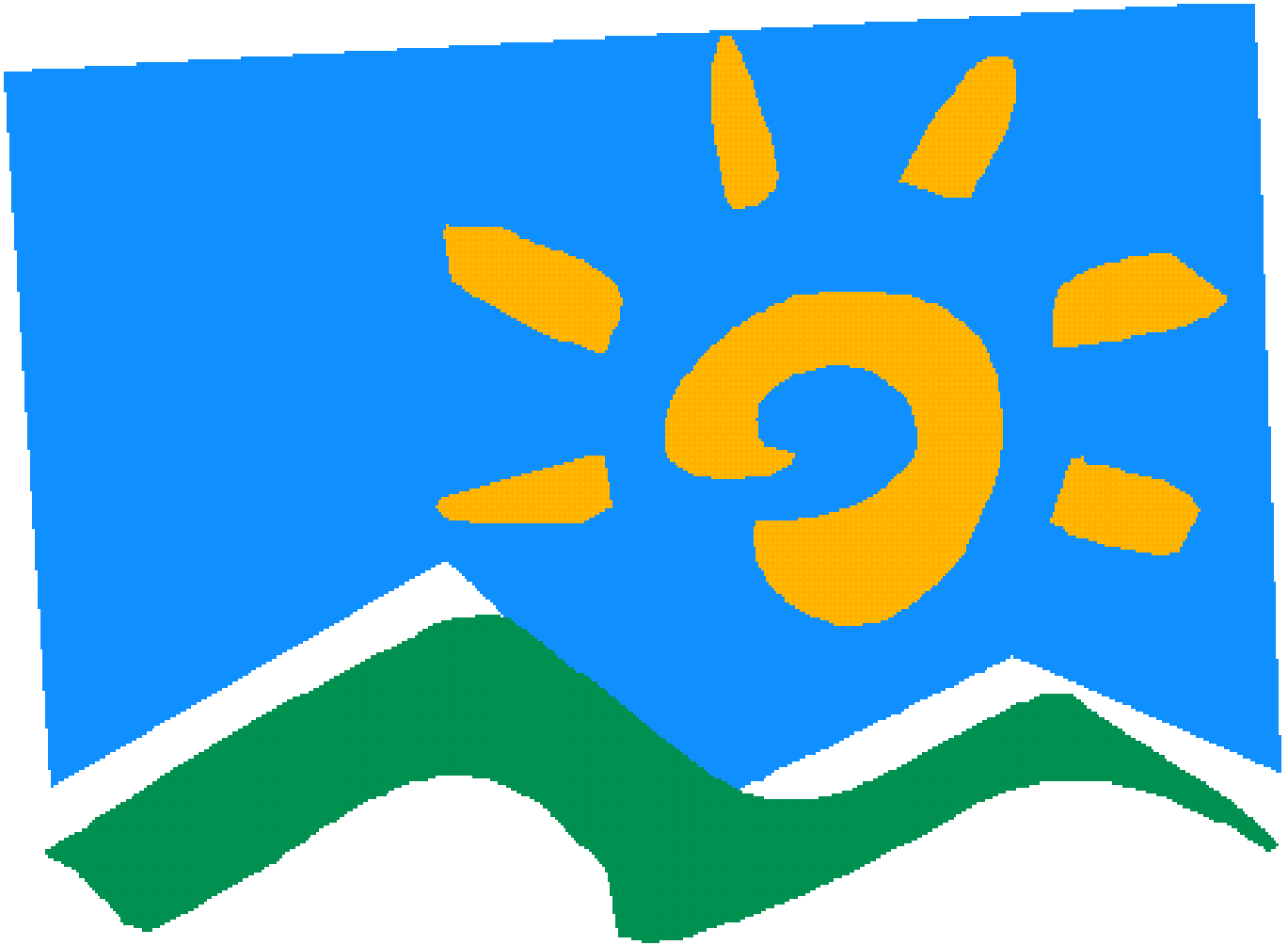
| | | | |
|-----------------|----------|----------|--------------|
| Lightly breaded | Cheesy | Creamy | Heaping |
| Fresh daily | Country | Tropical | Stuffed |
| Chilled | Golden | Zesty | Golden brown |
| Piping hot | Juicy | Favorite | Natural |
| Sautéed | Baked | Fresh | Giant |
| Crisp | Savory | Popular | Hot |
| Marinated | Homemade | Tangy | Rich |
| Garden fresh | Frosty | Crunchy | Saucy |

ENVIRONMENT

The environment where food is served is important. A multi-purpose cafeteria is not often considered to have an appetizing atmosphere. Sometimes cafeterias are used for food service, gym class, sports practice, assemblies and meetings. Create an area that is neutral for those activities and design ways that it could be more relaxing and entertaining to be there. Play music softly in the background or decorate the walls so that it looks more appealing. Solicit ideas of how you can create an environment where students will enjoy eating. Improve customer service by maintaining a positive attitude when serving food. Train food service staff on customer service and problem solving. Have the food service staff select a new style of uniform for comfort, cleanliness and attractive appearance.



Start your day right with Breakfast!



Breakfast
Served daily at 7:00 a.m.

Only \$1 to give you the brainpower you need to succeed!



Did you eat breakfast this morning?
Don't think you have time?

Try Grab 'N Go!



A convenient prepackaged bag filled
with all the breakfast goodies you like.

Cinnamon Toast Sticks

Granola or Cereal Bar

Yogurt

Blueberry Muffin

Juice

Milk

Pick one up on the way to class
at these convenient locations:

Student Union Building

Churchman Hall

Penny Gymnasium

Breakfast: Boost Your Brainpower!



Did you eat breakfast this morning?
Don't think you have time?

Try Grab 'N Go!



A convenient prepackaged bag filled with all the breakfast goodies you like.

- **Cinnamon Toast Sticks**
- **Granola or Cereal Bar**
 - **Yogurt**
- **Blueberry Muffin**
 - **Juice**
 - **Milk**

Pick one up on the way to class
at these convenient locations:

Student Union Building
Churchman Hall
Penny Gymnasium

Breakfast: Boost Your Brainpower!



School Breakfast Newsletter Inserts

For use in any school or organization's newsletter

SEPTEMBER

Free and Reduced Priced Meal Applications: Vital for State Funding!

At the beginning of school, your family received a Free and Reduced Price Meal Application. This application actually serves two purposes:

- 1) It helps the food service director to determine if your family qualifies for full-price, reduced-price or free school meals. This includes full-price, reduced-price or free School Breakfast as well! School Breakfast is available to *all* students every school day as another option.
- 2) The application is also used to determine how much state funding our school receives for supplies like books, classroom furniture, and other school resources. *It is important that all families complete and return these applications to the school.*

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$.90 paid, \$.40 reduced*, free* (*if qualified)
No advance registration necessary! All students are welcome every day!

OCTOBER

How Was Your Last Report Card?

Want to help your kids succeed academically? Send them to the School Breakfast Program. Research shows that “children who attend school hungry often have diminished attention spans and are unable to perform tasks as well as their nourished peers. In these cases, the full value of the education provided is lost.” On the other hand, school breakfast participation has been shown to improve standardized test scores, make kids more alert in class, and improve classroom behavior. Make sure your kids start the school day with a delicious, nutritious meal – you’ll see the results in their report cards!

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$.90 paid, \$.40 reduced*, free* (*if qualified)
No advance registration necessary! All students are welcome every day!

NOVEMBER

Good for Kids; Good for Parents!

For parents with busy morning schedules, it's sometimes difficult to ensure that kids are eating a healthy breakfast before they head off to school. Children often aren't ready to eat right after waking up, and it can be challenging to find nutritious breakfast foods they like. Some kids refuse breakfast at home and discover that they're hungry when they arrive at school. The School Breakfast Program provides a great option for parents.

As you may know, a great breakfast is offered for all students at school. Studies have proven that kids who eat breakfast achieve higher academic scores, are more alert in class, visit the school nurse less often, and are better behaved in school. If morning meals are difficult for your family, let the School Breakfast Program help you out!

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$.90 paid, \$.40 reduced*, free* (*if qualified)
No advance registration necessary! All students are welcome every day!

DECEMBER

[School Breakfast Facts](#)

A great breakfast program is offered in the cafeteria every day. Here are five good reasons to send your child:

1. It's easy: instead of running around in the morning trying to make sure your children are eating a nutritious meal, why not just leave it to us? They'll get a great breakfast and have time to hang out with friends before classes begin. Also, no dishes for you to wash.
2. It's inexpensive.
3. It's tasty. There are so many choices. Go ahead and see for yourself. New menus are available every month.
4. It makes them smarter: According to the Tufts University School of Nutrition Science and Policy, "Children who participated in the School Breakfast Program had significantly higher standardized achievement scores than eligible non-participants."
5. It makes them healthier: Harvard Medical School/Massachusetts General Hospital found that students who ate School Breakfast reduced hyperactivity, decreased absence and tardy rates, and improved behavior.

[School Breakfast Information](#)

Serving Time: 7 a.m. **Price:** \$.90 paid, \$.40 reduced*, free* (*if qualified)
No advance registration necessary! All students are welcome every day!

JANUARY

[Start the Day \(and the Year\) Right](#)

Make sure this year's resolutions include guaranteeing your kids a balanced, nutritious breakfast every day. If your morning schedule makes this difficult, or your kids aren't hungry early in the morning, send them to school for breakfast. Many nutritious foods are available every morning in the cafeteria for ALL students. Help your kids to make this semester a success!

[School Breakfast Information](#)

Serving Time: 7 a.m. **Price:** \$.90 paid, \$.40 reduced*, free* (*if qualified)
No advance registration necessary! All students are welcome every day!

FEBRUARY

[Breakfast Logic](#)

When students need to take achievement tests, schools strongly urge them to eat breakfast first on testing days. Why? Because we know that when students eat balanced meal, they perform better academically and are better able to concentrate. Yet on "normal" days, many students fail to eat breakfast: they're too busy, they're too tired, they don't know what to eat. This is why School Breakfast is offered. Let's help students to perform better *every day*, not just on testing days, by making sure they eat a healthy breakfast at home or at school.

[School Breakfast Information](#)

Serving Time: 7 a.m. **Price:** \$.90 paid, \$.40 reduced*, free* (*if qualified)
No advance registration necessary! All students are welcome every day!

MARCH

[March includes National School Breakfast Week](#)

During March, schools throughout the country will celebrate National School Breakfast Week with visits from national, state and local leaders, food demonstrations, games and other activities. It is a great time for your child to try school breakfast.

[School Breakfast Information](#)

Serving Time: 7 a.m. **Price:** \$.90 paid, \$.40 reduced*, free* (*if qualified)
No advance registration necessary! All students are welcome every day!

APRIL

What's Cooking?

Some mornings, it's tough to find the time to make sure your kids are eating a nutritious breakfast. On those days, why not send them to the School Breakfast Program? Each meal meets government nutritional guidelines, which means offering a combination of four food components 1) milk, 2) fruit/vegetable/juice, 3) grains (biscuit, muffin, bagel, cereal and granola bar) OR 4) meat or other high protein foods (cheese, egg, peanut butter, beans, sausage and nuts). Check your child's menu to see the variety of nutritious choices available at School Breakfast, or stop by to sample the food yourself!

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$.90 paid, \$.40 reduced*, free* (*if qualified)
No advance registration necessary! All students are welcome every day!

MAY

Fight End-of-the-year Slump!

As the summer approaches, kids are often more restless and distracted at school. You can help to make sure that their last weeks of school are productive by ensuring that they begin the day with a nutritious breakfast. Studies show a good breakfast makes kids more alert, less distractible and better behaved in school; it even improves their test scores! Let's keep our students focused by making sure they begin every school day with a balanced meal at home or at the School Breakfast Program.

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$.90 paid, \$.40 reduced*, free* (*if qualified)
No advance registration necessary! All students are welcome every day!



Article for School Newsletter

BREAKFAST AT SCHOOL

Mornings can be really crazy! The alarm doesn't go off, the kids don't want to get up, there's no time to eat breakfast before the bus comes or they're just not ready to eat. Or maybe your teenager to grabs a can of soda and a candy bar on the way to school. If this sounds like your house, we have good news for you.

Breakfast is now available at school! Take advantage of this option to ensure your child eats a nutritious breakfast. Recent studies show a link between nutrition and learning. A nutritious breakfast helps students be more alert so they can actively participate in class. Breakfast has vitamins and nutrients for a strong and healthy body..

Breakfast at school is affordable, too. A full breakfast costs less than convenience store items. If you qualify for free and reduced price meals, you also qualify for the breakfast program, with no additional paperwork. If you must pay, you'll find that breakfast often costs less than a dollar. Nowhere else will you find a balanced breakfast at such a low cost.

So take advantage of this opportunity to start the day on the right foot. Your child will find breakfast at school provides not only a nutritious meal but also a relaxed atmosphere for socializing with friends and siblings.