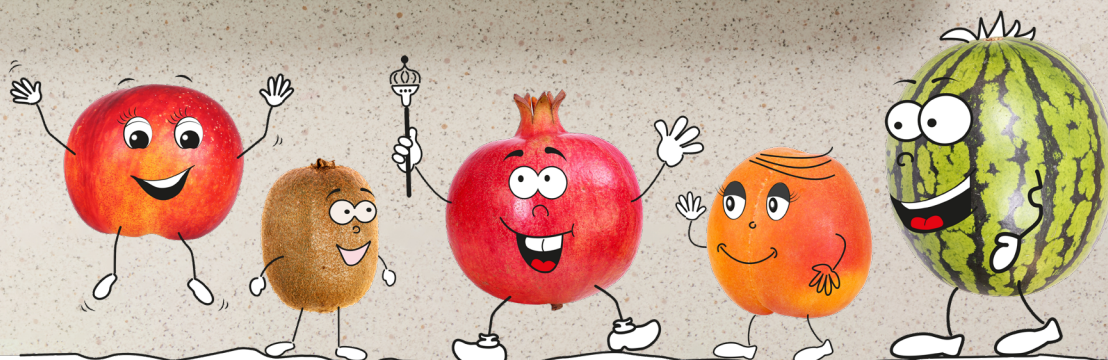


SERVING UP

# SCHOOL BREAKFAST EBOOK





“You’re serving up nutritious and delicious food at lunch every day to help your students shine, but did you know you could be helping them start the day off right with breakfast? It’s called the most important meal of the day for a reason. Breakfast sets the tone for the day with a full tummy and a brain fueled by nutrients to help kids learn and grow. Whether you’re new to school breakfast or hoping to get a quick refresher, here’s what you need to know.



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## WHY SCHOOL BREAKFAST MATTERS

School breakfast can help everyone in the school community. Research shows that children who eat breakfast perform better in school, are less likely to visit the school nurse and are absent from school less often.<sup>1</sup> Studies have even shown that they exhibit better behavior.<sup>2</sup> While the benefits to students are obvious, there is also an added benefit to your school related to staff. Teachers report they have more productive days and benefit from extra time in the morning when they don’t need to make their own breakfast.

School breakfast also presents the opportunity for nutrition programs to take advantage of their existing facility, preparation equipment and labor to increase participation (and ultimately—revenue) in the program.

Worried about the investment? The **USDA School Breakfast Program** can help.

<sup>1</sup> Wisconsin Department of Public Instruction, “Serving Up a Successful School Breakfast Program,” (2005, revised 2021), <https://dpi.wi.gov/sites/default/files/imce/school-nutrition/pdf/serving-up-a-successful-school-breakfast-program.pdf>

<sup>2</sup> Ibid



## THE USDA SCHOOL BREAKFAST PROGRAM

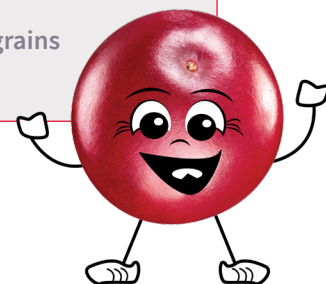
When searching for support to successfully incorporate breakfast into your school, choose to participate in the USDA School Breakfast Program. It's a federally assisted meal program that provides reimbursement for each meal served. Schools are eligible if they meet federal nutrition requirements and offer free or reduced-price breakfasts to all eligible children.

As of summer 2021, it was reported that schools could be reimbursed up to \$2.46 per meal, depending on eligibility. To be eligible for reimbursement, meals must follow the meal pattern laid out by the USDA.

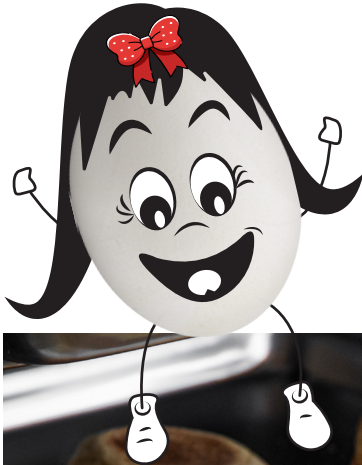
1 milk	1 cup	fluid milk
1 fruit/vegetable	1/2 cup	juice <sup>3</sup> , and/or vegetable
1 grains/bread <sup>4</sup>	1 slice 1 serving 3/4 cup 1/2 cup 1/2 cup	bread or cornbread or biscuit or roll or muffin or cold dry cereal or hot cooked cereal or pasta or noodles or grains

<sup>3</sup> Fruit or vegetable juice must be full-strength.

<sup>4</sup> Breads and grains must be made from whole-grain or enriched meal or flour. Cereal must be whole-grain or enriched or fortified.







## UNDERSTANDING WHETHER BREAKFAST IS RIGHT FOR YOUR SCHOOL

There are a few factors to consider when deciding whether you should implement a breakfast program at your school. First up – assessing the need. It's important to understand whether there is a strong desire for breakfast to be served. Taking a survey or looking at breakfast inquiries is a great way to see if kids, families and the community at large will want or need breakfast from your school. Next, you should get buy-in from school administrators. Finally, determine if your school is equipped to handle a brief breakfast run. If all those factors are in place, it's time to get cooking!



## BREAKFAST MODELS

There are a few ways you can incorporate breakfast into your school's meal program. Having a plan for each of these models while considering COVID protocols can help set you up for success while you transition to meet ever-changing guidelines.

### TRADITIONAL

The first option that may come to mind is a traditional breakfast service, which is served in the cafeteria, like lunch. This method makes it easier to serve hot food items and requires children to go through a line to get their food. With a traditional breakfast service, kids can be dropped off before school starts to allow time for breakfast. During times of COVID precautions, it may be more difficult to keep kids distanced with this model.

### BREAKFAST IN THE CLASSROOM

With a classroom breakfast, kids arrive early to their classroom and receive a bagged or boxed breakfast. This cuts down on the amount of cafeteria staff needed to serve, while still allowing kids access to a morning meal. This is a great option for ensuring distancing guidelines are maintained.

### GRAB N' GO

In this model, bagged or boxed breakfasts are available for pick up at designated locations. It's easy for kids to swing by and grab food before the school day begins to make sure they start their day off right.

### BREAKFAST AFTER THE BELL / SECOND CHANCE BREAKFAST

Much like grab n' go, this meal is usually served between 9:00 and 10:00. This gives students like bus-riders, who can't make it to school early for breakfast, an opportunity to get a burst of nutrition in their morning. Second Chance Breakfast works best in a middle school or high school setting, where students will have breaks between classes, but can also be implemented into an elementary program that has a mid-morning break in the schedule.

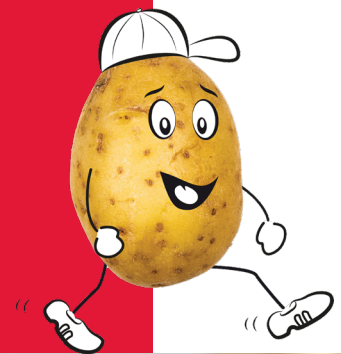




## WAYS TO INCREASE BREAKFAST PARTICIPATION

You may be concerned that your breakfast program won't serve up enough excitement to get participation, but there are a few simple ways to increase the likelihood that kids will engage. First, offer up an incentive. Putting a sticker on the bottom of a tray that wins a prize or holding a breakfast toy raffle can help get feet in the door. You can also leverage your school's social media platforms to promote the program. A few school-related incentives can go a long way.

Offer breakfast as a quarterly reward for attendance or ask students to nominate their friends for breakfast with the principal. One more way to get kids excited for breakfast is to create themes for each week. Get to know what kids at your school like in terms of television or music and theme your breakfasts around those ideas.





## WHAT TO COOK

Any time you're starting a new service, it can be difficult to know what to make. You want to walk the line between what students will eat and what's right for your kitchen. Luckily, with breakfast, there are many ways you can serve up something special.

### CLASSIC

It's hard to argue with a good pancake and sausage breakfast. It's hearty, simple and a great way to get the day started. Add a side of fruit to help balance out this breakfast.

### POPULAR DISHES

These fan-favorite dishes are sure to please even the toughest crowd. No matter what you cook, make sure it has a good mix of protein, grain, fruits and vegetables.

- Blueberry pancake wrap with sausage
- Breakfast burrito with salsa
- Breakfast wraps: try a Denver-style wrap alongside a vegetarian option
- Eggs Benedict
- Pancakes
- Sausage bagel
- Blueberry oat muffin
- Yogurt parfait
- Peanut butter and banana roll-up
- Whole grain bagel
- Fruit cup

Breakfast is a great option for most schools. It gives the kids a nutritious start to the day and helps your school thrive with happier, healthier students. Whatever breakfast service looks like at your school, we have the kitchen equipment to help you make it remarkable.

### KEEP IT COOL

Use fruits and grains like bagels for an easy breakfast that cuts down on cooking time and is perfect for grab n' go meals.

### LUNCH FOR BREAKFAST

You've heard of breakfast for dinner, but you can also flip that on its head with lunch for breakfast. Items like grilled cheese, peanut butter on toast or breakfast pizza are all fun ideas to keep breakfast exciting.







START THEIR MORNING OFF RIGHT

# BREAKFAST SETS THE TONE FOR THE DAY



For more information on how Vulcan can help you  
serve up breakfast in your school, **please contact**  
**your local sales rep.**

1-800-814-2028  
[vulcanequipment.com](http://vulcanequipment.com)