Blast Off With Out-of-This-World Breakfast Strategies

David Grotto, MS, RDN, LDN, FAND - Kellogg’s Wellbeing Manager - Moderator
Our Panelists

Annessa Bontrager, MS
Share Our Strength, No Kid Hungry, Senior Project Manager

Sarah Murphy Youssef, MS
School Nutrition Foundation, Program Manager

Heather Torrey, MS, RD, SNS
Assistant Director, Burlington Food Project

Stefanie Dove, MBA, RDN, SNS
Coordinator, Marketing and Community Outreach, Loudoun County Public Schools
Learning Objectives

Be inspired by operators who are driving school breakfast participation with their unique programs
Learning Objectives

Learn about integral tools, such as grants, that can revolutionize your breakfast program.
Socialize your success beyond the session by staying connected with peers who can help you apply new knowledge in marketing your program.
Explore new ways to excite your students with irresistible recipes, customization tips, student engagement and menu descriptions.
FEEDING FOODIES
MAKE IT FAMOUS
MAKE IT NEW
MAKE IT THEIRS
THANK YOU!

For customizable student posters, recipe ideas and menu customization tips visit KelloggsSpecialtyChannels.com/ElevateThePlate
Annessa Bontrager
1 in 6
Kellogg’s & No Kid Hungry

• Partnership since 2013
• Nationwide investments in No Kid Hungry strategies over the past 7 years!
• Grant opportunities are pushed out through our national partners, state-based field, and Center for Best Practices
• Grants are not an end, but rather a start
• 2018-19 SY alone, Kellogg’s and No Kid Hungry breakfast grants reached 129 schools, 24 states, 5,383 students
“I know so many of my students come to school hungry. Breakfast in the classroom has been a blessing to me and my students. We use this time to eat together and reflect on the goals of the day as a class. To some this is the only family type meal setting they have in their lives.” — Teacher

“As the manager of the Glen Rose Kitchen I have been very happy with the breakfast in the classroom we started in our Elementary. Knowing that more students are eating in the morning, seeing their excited faces as we deliver, and collecting empty bags at the end of service-starts our days in the kitchen off on such a positive note. Thank you to Kellogg’s for the grant that has made our deliveries safer, faster, and allowed us to serve more kids. We are hopeful and excited about possibly adding more schools next year.” — Kitchen Manager

“Breakfast in the classroom has created an environment where our students are able to get the food that they need in the mornings. We are thankful for Kellogg’s support in helping to achieve this.” — FNS Director
Elevate the Plate Challenge

• Chance to win $5,000
• Currently participate in at least one: SBP, NSLP, or CACFP
• Application opens 10/1 and remains open through 11/15
• Must be open to participate in site visits, launch events, and/or publicity efforts of this grant
• Winners determined by total score, creativity of innovative strategies, and a thorough answer of how you would use the prize money
• Stop by Kellogg’s booth to pre-register!
<table>
<thead>
<tr>
<th>Meal Quality</th>
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<tbody>
<tr>
<td>Fruits and vegetables instead of juice</td>
<td>1 point for each day the breakfast or afterschool meal does not include juice as the fruit or vegetable (10 points max)</td>
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<tr>
<td>Scratch/Speed Scratch</td>
<td>1 point for each item that is scratch or speed scratch (combining prepared/ready-made products with those made from scratch/fresh ingredients) during breakfast, lunch, or afterschool (15 points max)</td>
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<tr>
<td>Local Products</td>
<td>1 point for each local product offered during breakfast, lunch, or afterschool (15 points max)</td>
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<tr>
<td>Plant-Based Meat Alternatives</td>
<td>1 point for each meat alternative served during breakfast, lunch, or afterschool (15 points max)</td>
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<tr>
<td>Flavor Customization</td>
<td>1 point for every condiment and/or spice offered during breakfast and afterschool (10 points max)</td>
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<tr>
<td>Hot Menu Options</td>
<td>1 point for each day hot menu items are offered at breakfast and afterschool (10 points max)</td>
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<th>Marketing and Promotion</th>
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<tr>
<td>Facebook/Instagram/Twitter</td>
<td>1 point for each day your school highlighted school meals through social media (5 points max)</td>
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<tr>
<td>Posters/Visuals</td>
<td>1 point for each poster/visual in the school that encourages students to eat school meals (5 points max)</td>
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<tr>
<td>Taste Test and Sampling</td>
<td>1 point for each day you offer samples to students to encourage more participation (5 points max)</td>
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<tr>
<td>School Meal Presentation</td>
<td>5 points for communicating an important message about school breakfast to parents or members of the local community (ex: PTO/PTA meeting, local school board meeting)</td>
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<tr>
<td>Display</td>
<td>5 points if you have a way of displaying daily meals outside of the serving line (ex: display case)</td>
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<tr>
<td>School Meal Packaging</td>
<td>1 point for each day you used restaurant-style presentation and packaging for breakfast, lunch, or afterschool (15 points max)</td>
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<tr>
<td>Program Collaboration</td>
<td>5 points if you promote afterschool meals on the lunch menus</td>
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<tr>
<td>Contests/Challenges</td>
<td>5 points if you held a contest or challenge to get students excited about school meals</td>
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<tr>
<td>Breakfast-Breakfast after the Bell</td>
<td>5 points if any of these models are offered in your school (ex: Breakfast in the Classroom, Grab and Go Breakfast, or Second Chance Breakfast)</td>
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<tr>
<td>Afterschool Meals-Innovative Approaches</td>
<td>5 points if you serve afterschool meals in the classroom, deliver afterschool meals to activity groups, or leverage the &quot;umbrella model&quot; to increase participation in afterschool meals</td>
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<tr>
<td>Afterschool Meals-Allocating Time</td>
<td>5 points if you have encouraged afterschool personnel (coaches/program coordinators) to build the afterschool meal into their schedule</td>
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<tr>
<td>Seating</td>
<td>5 points if your school has seating for a central serving area outside of the cafeteria for breakfast or afterschool meals</td>
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<tr>
<td>Mobile Ordering</td>
<td>5 points if your school has a system in place allowing students to mobile order their breakfast or lunch meals</td>
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Center for Best Practices

http://bestpractices.nokidhungry.org/
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Programs
Federal child nutrition programs help ensure kids have access to nutritious food where they live, learn, and play.

School Breakfast
Give kids the fuel they need to grow and learn.

Summer Meals
Ensure that food is in when school is out.
Sarah Murphy Youssef, MS
SNF & PBIC Resources

- Videos showing BIC in action
- Videos to help planning
- Archived webinars
- Toolkits to help with trainings
- Equipment purchasing guide (COMING SOON)
- Blog with Best Practices
- Website redesign (COMING SOON)
- All found on: breakfastintheclassroom.org
Heather Torrey, MS, RD, SNS
What Did the Astronaut Eat for Breakfast?
Nothing! They just waited for LAUNCH
Boosting Interest with Customization
Find your Breakfast Super Stars
Out of this World Partnerships!
How do you get ready for NSBW?
You have to PLANET!
National School Breakfast Week  March 2-6, 2020

Garden to Breakfast
Innovative Breakfast Models
Wrap-Up
Q&A
Contact Info

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May The Fork Be With You!