Overview

• Importance of Breakfast
• Challenges and Opportunities
• Changes 2014-15
• Serving Options
• What We’ve Seen
We serve more than just lunch...
50th Anniversary of the War on Poverty
Importance of Breakfast

- Research shows…
  - Nutrition benefits
  - Attendance
  - Performance
  - Behavior
- Fills hunger gap
2012-2013 School Breakfast Participation from FRAC’s School Breakfast Scorecard

- 13.2 million children participated in the program on a typical day.
- 85 percent of children served each day received a free or reduced price breakfast.
- 88,380 schools operated a school breakfast program.
- 90 percent of schools serving lunch also served breakfast.
- For every 100 children receiving free and reduced price lunch, 51.9 received free and reduced price breakfast.
- The ratio varied in states from 39.3 per 100 to 70.0 per 100.
Challenges

- Staffing
- Habits
- Site
- Funding
- Perceptions
- Class time vs. non-class time
Opportunities

- Increase hours
- Education
- Funding
- Perceptions
- Time
Breakfast in Cafeteria

- Probably seen most often
- Easier to have hot breakfast
- Difficult if all buses arrive at same time
- Seems to have more stigma
Breakfast in the Classroom

- Teacher buy-in
  - Time
  - Mess
  - Perceptions
- Easier to serve
- More kids eat
- Calm beginning to day
- What we’ve seen and heard
- Could pick up in hall
- Provisions for OVS
Breakfast After the Bell

- Kids can get started and settled
- More typical of lunch methods
- Could still be grab and go
- More students may eat
Vended Breakfast

- Reduces staff needs
- Can be stocked day before
- Kids love vending machines
- Could use pin/id numbers
- May have more waste
Provision 2 Breakfast

- What is it?
- Pros
- Cons
Community Eligibility Provision

• Now available for all states
• Based on direct certification
• All kids have access to breakfast and lunch at no cost
• Reduces stigma
• Number of breakfast participation appear to significantly increase
Community Eligibility

- Reports from pilot states
- Who benefits
- Plus and Minus
- Perceptions
School Breakfast Program: Changes Effective SY 2014-15

- 100% of weekly grains must be “whole-grain-rich”
  – “Other Foods” possibility
- First sodium reduction target in effect
- Fruit serving increases to 1 cup per day
- Students now only required to take ½ cup fruit under OVS
Fruits and Vegetables
Breakfast in Connecticut

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<th>Years</th>
<th>Connecticut</th>
<th>U.S.</th>
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<td>2011-12</td>
<td>85,024</td>
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<td>92,629</td>
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Administrators Are KEY
What We’re Hearing.....

- Breakfast numbers are increasing
- More schools are participating in BIC
- New meal pattern not a challenge
- Minimal food waste
- Administrative support increasing
Nutrition Education
Nutrition Technical Assistance

- **Food Buying Guide for Child Nutrition Programs:**
  - Designed for SFA’s and Industry to assist with crediting
  - Yield studies underway:
    - Updating crediting for whole grains, meats and certain vegetables

- **Food Menu Planner for Healthy School Meals:**
  - Designed for K-12 school menu planners
  - Incorporates:
    - *Current Meal Patterns*
    - *Smart Snacks guidelines and concepts from Smarter lunchrooms*
    - *Farm to School*
    - *NFSMI resources*
What's on your plate?

ChooseMyPlate.gov

Based on 2,000 calories a day.

Grains
6
1 oz. servings a day
At least 1/2 of your grains should be whole.

Vegetables
5
1/2 cup servings a day

Fruits
4
1 1/2 cup servings a day

Dairy
3
1 cup servings a day

Protein
2-3
3 oz. servings a day

60 MINUTES OF PHYSICAL ACTIVITY EVERYDAY!
HealthierUS School Challenge
The Most Important Piece of the Puzzle:

Is YOU!
Thank You!