

START THE DAY WITH

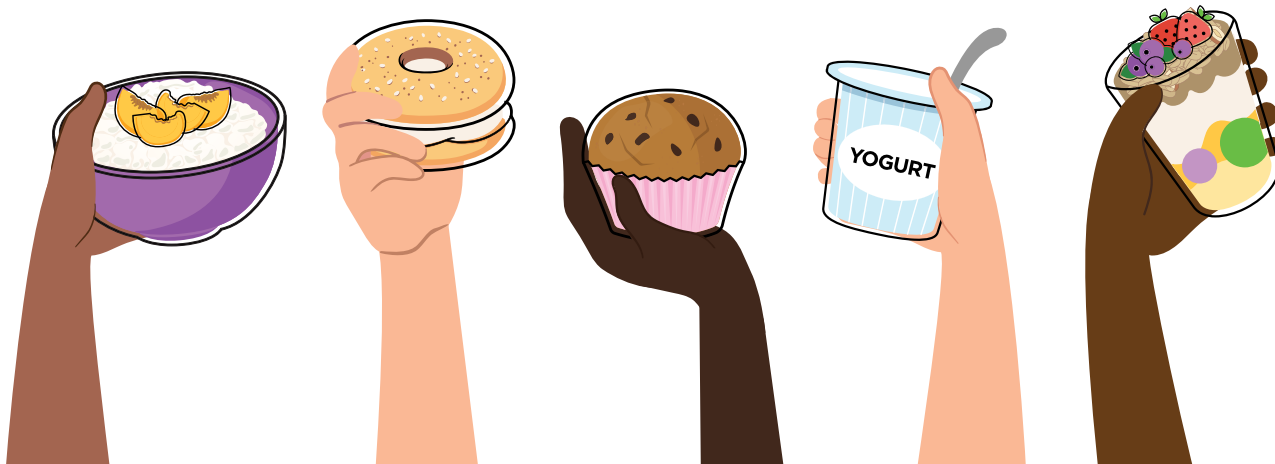
SCHOOL BREAKFAST

• made with **real** milk •



SCHOOL BREAKFAST SUCCESS GUIDE

- Starting the school day with breakfast has proven benefits for students including:
 - Improved moods and alertness
 - Calmer classrooms
 - Increased test scores, attendance, and graduation rates
 - Decreased hunger and nurse visits
- Serving dairy at breakfast provides students with protein and other essential nutrients, including calcium and vitamin D. In fact, students who eat a protein-rich breakfast have reported lower hunger for up to 4 hours.
- THIS SCHOOL BREAKFAST SUCCESS GUIDE** is designed to share a variety of sample breakfast combinations and recipes, practical implementation strategies and promotional materials that will **HELP INCORPORATE DAIRY INTO THE USDA'S SCHOOL BREAKFAST PROGRAM** and keep meals interesting for students.



SCHOOL BREAKFAST MODELS

Along with traditional cafeteria service, there are multiple school breakfast service options to choose. Find the breakfast model that works best for your school to get students fueled up for the day! Alternative breakfast models can increase participation and remove the stigma of food insecurity.

1

BREAKFAST IN THE CLASSROOM: Served from breakfast carts or the cafeteria and eaten in the classroom before school or during a morning break. This model works well for younger students and can allow teachers to hold a morning meeting, assist students with homework, or have story time.



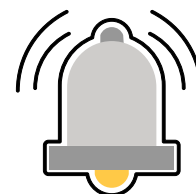
2

GRAB N' GO BREAKFAST: Served in the cafeteria, from breakfast carts, or tables for students to take in bags or boxes. Placing carts near student entrances may also increase participation.






3

SECOND CHANCE BREAKFAST OR BREAKFAST AFTER THE BELL: Served from breakfast carts or tables using grab n' go options and eaten during a mid-morning nutrition break (~9-10 a.m.) in the classroom or other designated areas.



INCORPORATING DAIRY INTO MEAL PATTERNS

Reimbursable school breakfasts must include a grain, fruit or vegetable and fluid milk to meet USDA School Breakfast Program requirements. Schools may also include optional meat/meat alternate (M/MA) items in breakfast, making it easy to include dairy foods like yogurt, cheese and cottage cheese. Remember these key details when creating reimbursable meals including dairy:

-  **MILK COMPONENT:** Schools must offer at least two different fluid milk options at breakfast. Milk options must be fat-free or low-fat and at least one option must be unflavored.
-  **MEAT/MEAT ALTERNATE (M/MA) COMPONENT:** USDA allows schools the option to offer a dairy M/MA at breakfast as a creditable item contributing to the weekly grain requirement. After the daily grain requirement is met for breakfast, schools may substitute a 1 ounce equivalent (1 oz. eq) of grain with a 1 oz. eq of a dairy M/MA as a credited item.
-  Schools are always welcome to offer a **DAIRY M/MA AS AN ADDITIONAL BREAKFAST ITEM** that fits into weekly dietary requirements.

CREATING A REIMBURSABLE BREAKFAST (K-12)

REIMBURSABLE MEAL OPTION 1



1 OZ. EQ
GRAIN

+



1 CUP
FRUIT OR VEGGIES

+



8 OZ.
MILK

REIMBURSABLE MEAL OPTION 2



1 OZ. EQ
GRAIN

+



1 OZ. EQ (OPTIONAL)
M/MA

+



1 CUP
FRUIT OR VEGGIES

+



8 OZ.
MILK

REMINDER: Check current USDA guidance for the most up-to-date meal pattern requirements and crediting information.

REIMBURSABLE BREAKFASTS WITH DAIRY

There are several ways to incorporate dairy into a reimbursable breakfast. Consider the examples below across different service models.

BREAKFAST IN THE CLASSROOM



YOGURT, GRANOLA AND FRUIT PARFAIT
(M/MA + GRAIN + FRUIT)

+



COTTAGE CHEESE AND PEACHES
(M/MA + FRUIT)

+



+



FRUIT SMOOTHIE MADE WITH YOGURT AND MILK (M/MA + FRUIT)

+



+



BAGEL WITH CREAM CHEESE SPREAD
(GRAIN)

+



+



BREAKFAST BENTO BOX/BASKET BREAKFAST



YOGURT
M/MA

+



MUFFIN
GRAIN

+



APPLE SLICES
FRUIT



CHEESE STICK
M/MA

+



BREAKFAST BAR
GRAIN

+



STRAWBERRIES
FRUIT

Add pre-packaged options, like a **CHEESE STICK**, **YOGURT**, or **COTTAGE CHEESE CUP** to other components to make your own Grab n' Go Breakfast combinations

Check out our other school food service toolkits for other ways to add dairy options at breakfast, like smoothies, hot chocolate milk, and lattes at midwestdairy.com



PREPARATION & SERVICE TIPS

Adding dairy foods, like yogurt, cheese and milk, to recipes and breakfast combinations provides students with 13 essential nutrients from dairy. Consider these tips and strategies when brainstorming different ways to incorporate dairy into breakfast!



USE DAIRY FOODS CREATIVELY by offering yogurt as a dip for fruit or a topping on pancakes or waffles.



PREPARE FOOD COMBINATIONS that can be **MADE AHEAD OF TIME** and packaged for students to eat hassle-free.



TRY PACKAGING OPTIONS that allow students to easily take items with them, like bags, boxes, or disposable trays.



DEVELOP A PLAN that suits your school to easily transport grab n' go items on carts or wagons and also keep foods at proper temperatures with coolers, cold packs or hot packs.



OFFER DIFFERENT FLAVORED MILKS to provide flexible and nutritious options.

Flavored milk has been shown to increase milk consumption and reduce food waste.



OFFER SMOOTHIES, HOT CHOCOLATE MILK, OR LATTES (in high schools only) that meet milk component requirements.



BUILD A BREAKFAST BOWL

Explore the different ways to introduce delicious dairy breakfast bowls. Mix and match different flavor and ingredient combinations to keep breakfast offerings at your school fresh and seasonally appropriate.



SELECT CHOICES
as the base of your
breakfast bowl.



ADD FRUIT,
with a focus
on whole fruit.



ADD GRAINS,
with a focus on
whole grains.

USE THIS CHECKLIST TO CREATE YOUR OWN BREAKFAST BOWL



1 OZ. EQ DAIRY M/MA
Select one item



4 OZ. YOGURT
(Ex. Plain, Vanilla or Greek Style)



2 OZ. COTTAGE OR RICOTTA CHEESE



1 OZ. EQ GRAIN
Select one item



CEREAL



**FRENCH
TOAST**



OATS



PANCAKE



GRANOLA



**GRAHAM
CRACKERS**



1/2 CUP OF FRUIT
Select one or more items



APPLES



BANANA



BERRIES
(Ex. Blueberries, or strawberries)



CHERRIES
(Pitted)



GRAPES



KIWI



MANGO



MELON
(Ex. Cantaloupe or watermelon)



ORANGE



PAPAYA



PEACH



PINEAPPLE



RAISINS

EXTRAS (Optional)

Spice up your breakfast bowls by
experimenting with different spice blends!



CINNAMON



NUTMEG



MINT

Make it a parfait! Layer yogurt, fruit, and toppings in a clear cup to create a nutritious
and delicious parfait — **GREAT FOR SNACKS OR MEALS!**

CHECKLIST DEVELOPED BY THE DAIRY ALLIANCE



SCHOOL BREAKFAST SUCCESS: CASE STUDIES

Bismarck Public Schools in North Dakota implemented Grab n' Go Breakfast at Simle Middle School, using a Midwest Dairy grant, and Breakfast in the Classroom at Jeanette Myhre Elementary School and Will Moore Elementary School. In each school, shifting breakfast models **INCREASED STUDENT PARTICIPATION IN THE SCHOOL BREAKFAST PROGRAM!**

GRAB N' GO BREAKFAST CART — Simle Middle School

AVERAGE DAILY BREAKFAST PARTICIPATION

BEFORE
95
STUDENTS

>

AFTER
182
STUDENTS

Midwest Dairy awarded the school a **\$6,200 GRANT FOR A SINGLE SIDED BREAKFAST CART** with a hot and cold well to offer Grab n' Go Breakfast. Before implementing the breakfast cart, average daily breakfast participation was 95 students. After implementing the new model in March 2018, **AVERAGE DAILY PARTICIPATION INCREASED TO 182 STUDENTS, A 52% INCREASE!**

BREAKFAST IN THE CLASSROOM — Jeanette Myhre Elementary School

In school year 2017-2018, **44%** of students participated in breakfast. After implementing Breakfast in the Classroom in school year 2018-2019, **82%** of students participated, a 38% increase! **HERE'S WHY TEACHERS LOVE IT:**

“ LOVE, LOVE, LOVE THE TONE IT SETS FOR THE MORNING! FULL BELLIES AND FOCUS! WORKED INTO ROUTINE NICELY! ”

“ THE STUDENTS ARE SO CALM AND READY TO LEARN. IT IS COMPLETELY CALM IN MY ROOM BECAUSE THEY ARE SO BUSY EATING. I AM SO THANKFUL THAT WE STARTED BREAKFAST IN THE CLASSROOM! ”

BREAKFAST IN THE CLASSROOM — Will Moore Elementary School

AVERAGE DAILY PARTICIPATION IN BREAKFAST:

BEFORE BREAKFAST IN CLASSROOM
27%

>

BREAKFAST IN CLASSROOM
41%

Two second grade classes piloted Breakfast in the Classroom in school year 2018-2019. Average daily breakfast participation was **27%** before the pilot. Participation rose to **41%** with **BREAKFAST IN THE CLASSROOM, A 26% INCREASE!** With the success of this pilot, the school went on to implement the model school-wide in school year 2019-2020.



RECIPES

..... TRY THESE RECIPES TO GET STARTED!

BLUEBERRY DELIGHT

TOTAL YIELD:
24 Servings

MEAL PATTERN CREDITING (1 SERVING):

1 oz. eq dairy M/MA, 1 oz. eq grain, 1/2 cup fruit

3 1/2 cups oats, quick cooking
2 cups Greek yogurt, vanilla, fat-free
3 eggs
1/3 + 2 tbsp. cornstarch
3 1/2 cups oats, quick cooking
1 1/2 cups sugar, granulated
1 1/2 quarts blueberries, frozen
2-3 tbsp. flour, all purpose

[View Full Recipe and Directions](#)

LEMON BLUEBERRY CHIA PARFAIT

TOTAL YIELD:
25 Servings

MEAL PATTERN CREDITING (1 SERVING):

1 oz. eq dairy M/MA, 1 oz. eq grain, 1 cup fruit

1/2 cup lemon juice, fresh or reconstituted
9 3/4 cups milk, low-fat or fat-free
1 cup chia seeds
6 1/4 cups cereals, regular or quick oat
6 lbs. + 4 oz. Greek yogurt, vanilla, fat-free
12 1/2 cups graham crackers, crushed, plain or honey
12 1/2 cups blueberries, fresh or frozen

[View Full Recipe and Directions](#)

PEACHES N' CREAM WAFFLE DUNKERS

TOTAL YIELD:
25 Servings

MEAL PATTERN CREDITING (1 SERVING):

1 oz. eq dairy M/MA, 1.5 oz. eq grain, 1/2 cup fruit

3 1/2 cup yogurt, vanilla, low-fat
6 1/4 cup peaches, canned, drained
16 oz. cream cheese, softened, fat-free
50 waffle sticks, whole grain
1 1/3 cup cinnamon sugar
6 1/4 cup peaches, canned, drained (set aside for serving)

[View Full Recipe and Directions](#)

VERY BERRY OVERNIGHT OATS

TOTAL YIELD:
32 Servings

MEAL PATTERN CREDITING (1 SERVING):

1 oz. eq dairy M/MA, 1 oz. eq grain, 1/2 cup fruit

16 cups Yoplait® ParfaitPro® yogurt
8 cups milk, low-fat or fat-free
16 cups berries, frozen, unsweetened
10 2/3 cup oats, quick cooking

[View Full Recipe and Directions](#)

RECIPES DEVELOPED BY THE DAIRY ALLIANCE



GET THE WORD OUT

Now that you're ready to serve milk and dairy foods at breakfast, it's important to get the word out about your School Breakfast Program and new offerings! Build awareness and anticipation through announcements, signage, and social media. Consider the ideas below to keep students interested and coming back for more throughout the school year.

1

For big test days, like standardized testing, encourage families to have their student(s) participate in school breakfast by sharing the benefits of breakfast and the menu ahead of time.

2

Feature a giveaway for students that randomly receive a carton of milk or other dairy item with a special symbol or sticker.

3

Spark excitement with new menu items or offerings each month. Try offering a breakfast item at lunch to promote participation!

4

Plan themed breakfasts, using books, movies, holidays or seasons as inspiration for food and décor.

5

Encourage special guests, like teachers, administrators or the school mascot, to help with service, and share with students and families ahead of time.

6

Share the academic and nutritional benefits of school breakfast with students and families via e-blasts, letters home or social media, encouraging participation in school breakfast.

7

Invite families to join breakfast and eat in the school cafeteria during a "Family Breakfast Day."

8

Participate in National School Breakfast Week. Visit schoolnutrition.org for more information and dates.



GET THE WORD OUT: SAMPLE MESSAGING

Promoting your school breakfast program is just as important as developing recipes that students will enjoy. Use the sample messaging below in announcements or social media posts, and add your own spin or create a customized message for your school.

SAMPLE ANNOUNCEMENTS

- Start the day off right with school breakfast! Get into your morning groove by providing your body and brain with essential nutrients to make the most of your day. The milk, *[insert dairy food served]* and *[insert dairy food served]* offered with school breakfast will boost your day with protein, calcium and vitamin D.
- Start the day off in a new way! Join us for school breakfast and try the new *[insert menu item containing dairy]*. Packed with the essential nutrients provided by dairy, this will give your day a tasty start and fuel your morning.
- Looking for a boost to your morning? We've got you covered with *[insert new school breakfast model]*! School breakfast comes with milk, grains, and fruit, giving you the essential nutrients you need to make the most of your mornings.

SAMPLE SOCIAL MEDIA POSTS

FACEBOOK, INSTAGRAM OR TWITTER



- Start a new day with something new! We're now offering *[insert menu item containing dairy]* at school breakfast. Made with real dairy, it contains essential nutrients including protein, calcium, and vitamin D to help give a boost to your morning. #UndeniablyDairy
- Join us for school breakfast and get important nutrients to make your day a breeze. Each breakfast comes with milk, grains, and fruit to give you the nutrients you need to energize your day. #UndeniablyDairy
- Did you know dairy contains 13 essential nutrients the brain and body need, including protein, calcium and vitamin D? And did we mention it's delicious? #UndeniablyDairy
- Join us for school breakfast where we'll be serving up dairy every morning along with grains and fruit. #UndeniablyDairy
- Spend some quality time with your classmates and start your mornings off fresh with school breakfast. We're now offering *[insert new school breakfast model]*. #UndeniablyDairy
- Check out our menu and learn more about our options! #UndeniablyDairy *[insert link]*
- We're celebrating National School Breakfast Week from *[insert dates for that year]*! Join us for special meal options and a whole lot of morning fun. You won't want to miss it! #UndeniablyDairy
- We have a special guest serving up breakfast on *[insert day]*! Start your school day with a nutritious breakfast from *[insert name or people]*. #UndeniablyDairy



ADDITIONAL RESOURCES

SCHOOL BREAKFAST PROGRAM INFORMATION

GENYOUTH School Breakfast Brief

[Learn More](#)

No Kid Hungry School Breakfast Program

[Learn More](#)

USDA School Breakfast Program

[Learn More](#)

TOOLS FOR SERVING SCHOOL BREAKFAST

Breakfast in the Classroom (3 resources)

[Program Overview](#)

[FAQ](#)

[Operating Procedures](#)

Grab and Go Breakfast (2 resources)

[Program Overview](#)

[FAQ](#)

MORE RECIPES TO TRY



School Breakfast Basket



Yummy Yogurt Bars



Peaches N' Cream Overnight Oats



Greek Yogurt Banana Muffin

TOOLKITS FOR INCORPORATING DAIRY INTO SCHOOL MEALS



Smoothie Toolkit



Hot Chocolate Milk



Lattes in High School

CONTACT INFORMATION

ST. PAUL, MINNESOTA OFFICE

Midwest Dairy
2015 Rice Street,
St. Paul, MN 55113
800-642-3895

ANKENY, IOWA OFFICE

Midwest Dairy
101 NE Trilein Drive,
Ankeny, Iowa 50021
800-642-3895

TOOLKIT PROVIDED BY MIDWEST DAIRY — AN AFFILIATE OF NATIONAL DAIRY COUNCIL

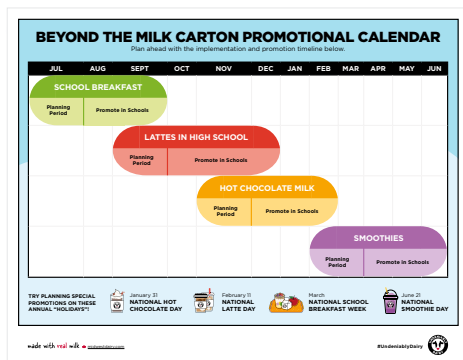
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ADDITIONAL RESOURCES

1. PROMOTIONAL CALENDAR

(8.5" x 11")



2. DIGITAL SIGNAGE

(1920 x 1080 px)



3. POSTERS

(8.5" x 11" and 11" x 17")



4. SOCIAL GRAPHICS

(1200 x 1200 px and 1080 x 1080 px)



ACCESS OR DOWNLOAD
ALL BREAKFAST RESOURCES
TO PRINT OR SHARE.

[CLICK HERE](#)