

PERFORMANCE

PACK

Instruction Booklet

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WHY IS PERFORMANCE PACK IMPORTANT?

Overview & Rationale

The Performance Pack is a turnkey toolkit designed to increase breakfast participation within secondary schools but could be used with USDA Child and Adult Care Food Program (CACFP) dinner programs or a la carte menus. Additionally, Performance Pack provides coaches and teachers a comprehensive nutrition education resource.

The School Breakfast Program (SBP) is particularly important because students that start their day with a consistent, healthy breakfast are more likely to have:

- Higher Scores on Standardized Tests
- Fewer Emotional, Behavioral and Educational Problems
- Fewer Nurse Trips (less headaches and stomach issues)
- Stronger Attendance Rates
- Stronger Graduation Rates

We all want healthy students that can reach their full potential, whether athletically or academically. By utilizing Performance Pack during the SBP, students can stay fueled throughout the day. Currently, Indiana ranks 41st on Food Research & Action Center's (FRAC) [2021 Breakfast Scorecard](#). We can do better to serve our students, especially the approximate 160,000 student athletes, who practice throughout the day to perfect their sport; including early mornings when school meal services may not be available. Let's meet them where they are and provide a healthy start to their day and sound nutrition education at the same time.

Want to know the financial benefits of breakfast? Check out this [video](#).

Goals

The goals of the Performance Pack are:

- Engage secondary student athletes and coaches on the importance of nutrition.
- Increase school breakfast participation.

PERFORMANCE TIP

Need support to get the Performance Pack started? Check out our grants [here](#).

No Kid Hungry Center for Best Practices. (n.d.). "How School Breakfast Benefits Kids". <https://bestpractices.nokidhungry.org/programs/school-breakfast/how-school-breakfast-benefits-kids>

Food Research & Action Center. (n.d.). "Benefits of School Breakfast". <https://frac.org/programs/school-breakfast-program/benefits-school-breakfast>
Statista. (2019, August.). Number of Indiana High School Athletic Participants". [Statista](#).

PERFORMANCE TERMS



Afterschool Snack Program (ASSP)

School Breakfast Program (SBP)

Community Eligibility Program (CEP)

Summer Food Service Program (SFSP)

Child and Adult Care Program (CACFP)

Indiana Department of Education (IDOE)

Food Action & Research Action Center (FRAC)

National School Lunch Program (NSLP)

AREA ELIGIBILITY

HEALTHY LIFESTYLE CHANGES

Healthy Eating Habits

A nutrition education component accompanies the Performance Pack toolkit to educate students about healthy habits. While sports and extracurriculars may not be forever for our students, creating healthy habits early will impact their entire lives.

The Performance Pack nutrition education component provides three 45-minute presentations that can be added to team meetings or after practice. With relevant information and handouts, coaches can easily use these sessions without a worry to create their own content. The best part of our nutrition education component is that a Registered Dietitian created the presentations specifically for student athletes. As you use the nutrition education component and have additional questions, feel free to reach out [here](#).

Whether you are the food service director or coach, you can add these to any program, such as CACFP, as part of the enrichment component requirement. The nutrition education component is a plug and play resource for you and your student athletes.

We don't want to fuel them for a time, but for their entire lives.

PERFORMANCE TIP

Use the [Recipes for Team Building](#) as part of your team lessons.



LET'S GET STARTED!

Get Organized

In order to have a successful Performance Pack Program, let's identify the areas to get organized. The list below is not all-inclusive and some items may need to be adjusted based on your specific school needs.

As a school nutrition director, you know the importance of students starting their day off with breakfast. Shouldn't the emphasis be even higher for our student athletes? Breakfast is a perfect time to implement the project as some student athletes exercise in the morning.

Throughout the toolkit, we will have a breakfast focus, but that doesn't mean the Performance Pack can't be used for other meal programs. Because student athletes spend a lot of their out of school hours at practices or games, it makes sense to utilize the ASSP or CACFP to serve students healthy, game ready meals.

If you are wanting to increase your breakfast participation, then starting your own Performance Pack is the way to go. Nonetheless, take time to look at each meal service you provide students to identify potential areas of opportunity, students you could be missing, and other activities occurring after the school hours where more students could be fed. Don't forget about students participating in band, clubs or other extracurricular activities that could benefit from a nutritious third meal. Students may be able to perform and focus better with a meal prior to practice or competition. Food service can create an additional revenue stream through fee for service or reimbursable meals.

This is a Team

Universal Breakfast and Area Eligibility play a key role in eliminating barriers for students. If your meal programs aren't utilizing these options, check in with your IDOE Field Specialist to see if this could be added to your programs.

Once the meal program for the Performance Pack is identified, a team needs to be identified to rally around this project. Obtaining stakeholder buy-in is crucial for any program to be successful. Seek out support from school administration, parent organizations, coaches, and/or community organizations. There is no "I" in team, which means this is not a one person show.

- Would you like to provide cold items, hot items, or both on the menu?
- What food items are available for you to use?
- Can you be creative with your commodity items?
- Where should the meal service take place? Is there a high traffic area in the building?
- Do you have enough staff to transport the food items?
- Do you have enough equipment to hold food hot or cold for meal service?

For more details on items needed for the project, check out the [Checklist](#) and [Menu Template](#).

PERFORMANCE TIP

Universal Breakfast and Area Eligibility play a key role in eliminating barriers for students. If your meal programs aren't utilizing these options, check in with your IDOE Field Specialist to see if this could be added to your programs.

PERFORMANCE CHECKLIST

Make a Plan

When planning a new program, it is recommended to start early to obtain the proper equipment, food items, and buy-in. You may have to adjust as you go down this checklist, but at least you will have an idea of where you are headed. Identify an implementation date that works well for your team.

We have identified activities below to help you organize and not feel overwhelmed with implementing a new program. While this list isn't all inclusive and specific, this will help you accomplish tasks without the burden.

3 Months Out

- ☐ Connect with Coaches or Athletic Department. [Send an email to them](#) and [share the Coach's Guide with them](#)
- ☐ Connect with a local university athletic department (See Performance Tip below)
- ☐ [Create Student Survey](#)
- ☐ Identify the school meal program to implement Performance Pack
- ☐ Update school sponsor sheet in CNPWeb
- ☐ Identify if a local stakeholder could support this program

2 Months Out

- ☐ Establish meeting with coaches to discuss meal timing, nutrition education delivery, student/parent engagement
- ☐ Meet with the school district's social media contact to create a timeline for posts, approval requirements, logistics
- ☐ Send survey to athletes
- ☐ Create tentative menu
- ☐ Collect incentives for athletes

PERFORMANCE TIP

Invite a local university athlete at your kickoff event - students love to see how dreams can come true. Ask them to share their story of becoming a collegiate athlete and the importance of good nutrition.



PERFORMANCE CHECKLIST

1 Month Out

- ☐ Check product items are still available for menu
- ☐ Implement student athlete ideas (from survey) to menu
- ☐ [Start morning announcements in school to promote](#)
- ☐ [Social media post](#)

3 Weeks

- ☐ [Social media post](#)
- ☐ Publish menu on district website
- ☐ Email parents menu and times using the school communication systems

2 Weeks

- ☐ [Morning announcements in school](#)

1 Week

- ☐ [Social media post](#)
- ☐ Ask student athletes to share social posts and/or post on social media about Performance Pack
- ☐ Post flyers in highest trafficked hallways

3 Days

- ☐ [Social media post](#)
- ☐ Display menu signage on serving lines

2 Days

- ☐ [Social media post](#)

PERFORMANCE CHECKLIST

1 Day

- ☐ [Social media post](#)

Day of

- ☐ [Social media post](#)
- ☐ Take pictures of meal service for website and social media
- ☐ Post on school website

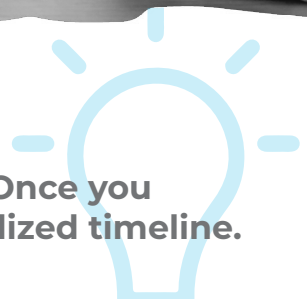
Post Program

- ☐ Send out student survey
- ☐ Connect with coaches



PERFORMANCE TIP

Identify an implementation date after a holiday, such as Labor Day. Once you have the date that works for you - work backward to have a personalized timeline.



EXPAND THE GAME PLAN

How to Use the Performance Pack

The Performance Pack can be utilized to increase proper nutrition education and healthy meals throughout the school day.

Let's begin by understanding the programs for which the Performance Pack will be beneficial:

National School Lunch Program (NSLP)

- Meal Program for K12 students during the school day
- Create a Performance Pack station
- Make sure all **components** are part of the meal

Child and Adult Care Food Program (CACFP)

- Meal Program for Preschool Students and Supper for K12 Students
- Supper Meals must have an enrichment portion
- Occur after the school day
- Great for practices!
- Curious about the meal pattern? Click [here](#).

Afterschool Snack Program (ASSP)

- Snack Program for K12 Students
- Must include an enrichment portion
- Occur after the school day
- **Great for practices or before a game**
- Curious about the meal pattern? Click [here](#).

Summer Food Service Program (SFSP)

- Meal Program during Summer Months for children 18 years old and younger
- Nutrition Education Portion great to keep students on the site
- Utilize sports programs to create a site with consistent meal participation
- Curious about the meal pattern? Click [here](#).



EXPAND THE GAME PLAN

Every resource (even [the checklist](#)) can be used for any of these programs to get your Performance Pack program running. If you want more resources on marketing and promoting the program check out additional resources in [Go the Extra Mile section](#). Below are some best practices when implementing the Performance Pack with these programs:

CACFP

- On your sponsor application, create the start time for meal service to begin prior to practice starting (or ending - depends on the coach). This would be as an [At-Risk sponsor application](#).
- During meal service, provide the coach with the nutrition education resources for it to count toward the [enrichment requirement](#).

ASSP

- On your sponsor application, create the start time for the snack to begin prior to practice or game starting.
- The coach will be able to simply play the nutrition education resources during the meal period.

SFSP

- On your sponsor application, create the start time for the meal program to begin after practice (or between depending on the sport). Make sure to ask the coach what works best for the team's schedule.
- You may want to consider this site as a closed site so that it is available just for the specified teams. Try to get the coaches to coordinate so each team can participate.



PERFORMANCE TIP

Area eligibility plays a key role here in determining if the meals will be free. Cost can be a barrier to the success of the program.



STAKEHOLDER BUY-IN TEMPLATES

More Support & Deeper Impact

For any project, stakeholder buy-in is a game changer. Inviting others in on the Performance Pack creates an opportunity for more support and deeper impact. Prior to implementing the Performance Pack, we recommend identifying individuals that would be valuable members to this team. Potential stakeholders worth contacting are, but not limited to: Athletic Director, Principals, Superintendent, School District Social Media Contact, Coaches, Parent Organizations, Student Athlete Organizations, Nurses, and Health Education Teachers.

Below are template emails or letters you can send to obtain stakeholder buy-in. As noted in our [Checklist](#), this will need to be accomplished in the early months of preparing for implementation. We recommend using the templates as initial contacts while also following up with your contacts in person.

Coach Template

Hello [Insert Name],

Congratulations on such a great season last school year!

As we prepare for the next season of school year [insert year], I wanted to reach out to see how the School Food Service Department can partner with you to provide protein-packed meals for your athletes.

On [insert implementation date], we plan to launch our Performance Pack to reach our student athletes' needs during breakfast. The meals will be specifically curated to enhance the nutrition of our student athletes. Additionally, I have a 3 week nutrition education course that can be used as a team builder for your athletes. The materials and presentations are already completed and you can use them at your convenience.

The meals and resources would be completely **FREE** for your team. We would simply need to sort out logistics.

I would love to know more about your team and the needs of your students, such as where and when does your team typically practice.

What time/day is good for us to discuss more?

Sincerely,
[insert your name]

PERFORMANCE TIP

Prior to seeking out stakeholder buy-in, nail down a few dates to implement the project, the stakeholder's role in the Performance Pack, and how the Performance Pack will benefit them.

STAKEHOLDER BUY-IN TEMPLATES

Administration Template

Hello [insert name],

For the upcoming school year I am planning strategies to reach more students through our school meals programs. Because we have such a strong student athlete presence and there is a high demand for new breakfast items, I am looking into starting a Performance Pack.

The Performance Pack will provide your school the following:

- More protein-packed breakfast options
- Nutrition education for students (targeted for student athletes)
- Resources for students to take home
- Team building exercises for our athletic teams

The best part is that this resource would be completely FREE for your school while reaching [insert number of student athletes at school] more students.

My next step is to reach out to the Athletic Director and coaches to learn more about the teams' needs.

When are you available to discuss the logistics of this project?

Let me know.

Sincerely,

[insert your name]



PERFORMANCE TIP

Include “FREE” if your school district operates Universal Free Breakfast or CEP. Need other ideas? Use this [resource](#).



MARKETING & PROMOTION

The Importance of Marketing

Marketing of your Performance Pack is important to peak interest and increase participation. Promotion can be as simple as flyers/handouts or more detailed with social media posts, local radio announcements, and press releases.

To jump start program promotion, below are announcement and social media post templates. These are simply to help get you started as some of these announcements can be tailored to fit your school.

Announcements

Every day schools typically start with announcements for the day. This is a great time to announce the upcoming Performance Pack. If your school has a television class, reach out to the teacher and ask if students would be willing to create a commercial to air prior to the implementation date.

Here are a few to get you started:

- Did you know breakfast is the most important meal of the day? On [implementation date] students will be able to select protein-packed meals for breakfast. Keep a look out at [where meals will be offered] for the Performance Pack stickers.
- If you are involved with sports, we are excited for you to have protein-packed breakfast meals offered. This program is free for all students, and you will see the items start on [implementation date].
- We are one week away from the Performance Pack. Are you ready to fuel your morning? [if having an incentive for participating - insert here]
- Tomorrow students will be able to refuel with the Performance Pack for breakfast. Check out these new breakfast options at [place where offered].



MARKETING & PROMOTION

Social Media Posts

Announcements are typically student facing promotions, but we want to also make sure parents are aware of the Performance Pack. Information about the Performance Pack can also be added to the website and/or sent out to parent emails. To reach more of the community, we have generated social media posts for your convenience:

- Who likes to start their day off strong? We will be counting down the days for our #performancepack #schoolbreakfast meals @INDairy
- Ready to fuel up for your big game? Join us at #schoolbreakfast for the Performance Pack next week @INDairy #winnersdrinkmilk
- Calling all student athletes! Protein packed #schoolbreakfast coming your way in 2 days!
- Join us (or insert food service social handle) for Performance Pack tomorrow at [time] in [place] @INDairy #winnersdrinkmilk

Do you need images to go with your social media posts? We have you covered. Click [here](#) to download Performance Pack social media images.

Don't forget to tag [American Dairy Association Indiana](#) in your social media posts!



PERFORMANCE TIP

Speak with your district's social media contact to identify when these posts need to be in their hands to add to the appropriate platforms (make sure they tag the food service department's social media platform too).

Don't forget! Tweets can contain up to 280 characters.

Students are pros in this area - don't be afraid to ask them to generate more posts and/or social graphics to use.

STUDENT SURVEY TEMPLATES

Your Opinion Matters

The Performance Pack is for our students, which means their opinion does matter. For the success of the program, we encourage a pre and post survey to identify:

- The best meal service times
- How to market the program
- Students' perception of healthy and school meals
- Menu items that engage students
- Barriers that may hinder students from participating

When building surveys, we recommend the following best practices:

- Anonymous surveys
- Incentive for completing the survey
- Keep the surveys short
- Provide 3 meal options for students to select (don't leave it open)
- If your school(s) breakfast is universal free, make sure to ask:
 - Did you know breakfast is free for all?

Digital Surveys

Surveys can be delivered to students via paper and pencil, but our favorite way to provide surveys would be digitally. With secondary students typically utilizing a tablet, sending the survey digitally will allow you to collect results faster (and easier).

For digital surveys, there are several platforms to choose from that are free, such as **Survey Monkey** and Google Forms. If you are unfamiliar with creating a digital survey, check out this **helpful resource**. Additionally, with the survey below you can simply copy and paste the questions.

If you prefer a paper and pencil survey, we have created the survey on the next page for you to print and use. For either platform you use to send out the survey, we recommend allotting time (1-2 weeks) for survey completion and data compilation, and then 1 week to deliberate on the results.

PERFORMANCE TIP

If you don't have time to create a digital survey, find a student volunteer to create the survey for you!



PERFORMANCE PACK STUDENT SURVEY

The Performance Pack is specifically curated to increase nutrition consumption for our student athletes while also helping you perform your best. We want to hear your voice when creating the menus.

Please complete the survey below.

- 1 Which grade are you in?
- 2 What season(s) do you play your sport?
- 3 What sports do you play?
- 4 Do you have morning practice? (circle one)
Yes No
- 5 Where does your team meet in the morning after practice?
- 6 From the breakfast items below, which one is your favorite? (circle one)
Smoothie Breakfast Sandwich Granola Bar
- 7 Do you have time to grab breakfast before your first period? (circle one)
Yes No
If no, why not?
- 8 What barriers keep you from grabbing breakfast in the morning?

MENUS IN YOUR CORNER

Breakfast Menu

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	Sausage & Cheese Breakfast Sandwich	Bagel with Cream Cheese & Hard Boiled Egg	<u>Banana Nut Smoothie Bowl</u>	<u>Breakfast Burrito</u>	<u>Build Your Own Parfait Bar</u>
WEEK 2	Blueberry Muffin with Greek Yogurt	Western Omelet Quesadilla	<u>Strawberry Pancake Yogurt Parfait</u>	<u>Daily Special Overnight Oats</u>	Breakfast Pizza

CACFP Menu

(don't forget to add a fruit and vegetable for each day based [age range](#))

Don't forget the milk! Make sure to offer milk at each meal service.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	Cheese Pizza	Chef Salad with Crackers	Turkey Club Sandwich	<u>Caprese Chicken Wrap</u>	Cheeseburger
WEEK 2	Chicken Sandwich	<u>Buffalo Chicken Parfait</u>	<u>Fiesta Salad with Crackers</u>	Turkey Gyro Wrap	<u>Pizza Pizzazz Shaker</u>

ASSP Menu

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	Sliced Apples with Peanut Butter	Carrots with Ranch Dressing & Crackers	Fruit Smoothie	Milk with Energy Bites	Greek Yogurt with Granola Bar

PERFORMANCE TIP

To get the most bang for your buck - make sure to use items on your menus at least twice in one month.



RECIPES: BREAKFAST

Smoothies

- [Mango Smoothie Bowl](#)
- [Peach Yogurt Smoothie](#)
- [Fun Fruit Breakfast Pizza](#)
- [Apple Cinnamon Blenderless Smoothie](#)
- [Berry Banana Smoothie Bowl](#)
- [Banana Nut Smoothie Bowl](#)



Parfaits

- [Fruit & Yogurt Parfait](#)
- [Strawberry Pancake Yogurt Parfait](#)
- [Build Your Own Yogurt Parfait Bar](#)
- [American Flag Parfait](#)
- [Yogurt Parfait for On-the-Go](#)



Overnight Oats

- [Daily Special Overnight Oats](#)
- [Peach Crisp Overnight Oats](#)



Hot Items

- [Quiche](#)
- [Breakfast Burrito with Salsa](#)



PERFORMANCE TIP

Don't forget! Make sure to serve your breakfast items with a grain.
Need a recipe? Try this: [Granola with Dried Fruit](#)



RECIPES FOR OTHER MEAL PROGRAMS

Snack

- [Herry's Blueberry Lemon Parfait](#)
- [Big Bird's Happy Day Sunrise Smoothie](#)
- [Samurai Banana Sushi Roll](#)
- [Peach, Pineapple & Orange Smoothie](#)
- [Strawberry Yogurt Parfait](#)
- [Baby Bear's Honey Bites](#)
- [Elmo's Strawberry Pops](#)
- [Greek Yogurt Cucumber Salad](#)



Supper

- [Buffalo Chicken Parfait](#)
- [Fiesta Parfait](#)
- [Pizza Pizzazz Shaker](#)
- [Caprese Chicken Wrap](#)



Recipes for Team Building

- [Bear Naked Triple Berry Coconut Energy Bites](#)
- [Purple Power Frozen Yogurt Waffle Sandwiches](#)
- [Toasted Granola Cups](#)
- [Samurai Banana Sushi Roll](#)
- [Peanut Butter Oat Biscuits](#)
- [Oatmeal Crust Breakfast Pizza Crust](#)



PERFORMANCE TIP

Find recipes creditable for the Snack or Supper Program for coaches to use as a team building exercise.



GET THE BALL ROLLING

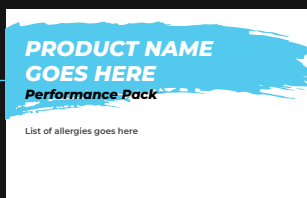
As you roll out your Performance Pack program, we have signage ready to use. Each of the following promotional materials are editable for you to personalize.

Menu Template

As you create your Performance Pack Menu, use this template to post on your food service website, at the front of the service line, and/or in a highly trafficked hallway.

Product Identifiers

On your serving line, these cards identify the recipe name for students to know what they are selecting. You can personalize these cards by adding your recipe names to each. To print these, use **Avery template 4785** for the best quality.



Labels

These labels are perfect for on the go meals. You can add the recipe's name, nutritional information, and allergy information. For best quality, print the labels on **Avery template 97186**.

Are there additional signage resources available?

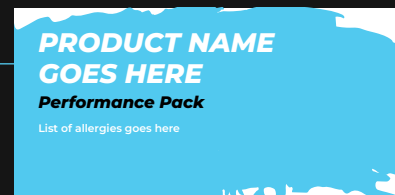
- [8.5" x 11" Posters](#)
- [Service Line Clings](#)
- [Stickers](#)

Where can I find these resources?

Visit our [website](#) to download all of these resources.

A poster titled "MONTH HERE MENU Performance Pack". It displays a 4-week menu grid. Each week has columns for Monday, Tuesday, Wednesday, Thursday, and Friday. The rows represent meal times: Breakfast, AM Snack, Lunch, and PM Snack. Each cell in the grid contains the text "Food Goes Here".

	Monday	Tuesday	Wednesday	Thursday	Friday
WEEK 1					
Breakfast	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
AM Snack	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
Lunch	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
PM Snack	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
WEEK 2					
Breakfast	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
AM Snack	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
Lunch	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
PM Snack	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
WEEK 3					
Breakfast	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
AM Snack	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
Lunch	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
PM Snack	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
WEEK 4					
Breakfast	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
AM Snack	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
Lunch	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here
PM Snack	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here	Food Goes Here



PERFORMANCE TIP

After printing the product identifiers, we recommend laminating and adding a magnet to the back of each. This will allow students to quickly identify recipes that you market on menus.



GO THE EXTRA MILE!

More resources for your programs to be a success

American Dairy Association Indiana has more resources for your programs at our [website](#). Don't see what you are looking for? Reach out to us ADAI@winnersdrinkmilk.com.

Does your coach want more? Check out our [Chocolate Milk for Coaches Grant](#).

We want to see your Performance Pack!

Tag us on Facebook, Twitter, or Instagram about your project. [@INDairy #winnersdrinkmilk](#)
Those who post will be given a swag bag.

Check Out these Resources

[Discover School Breakfast Resource Materials](#)

Do you need other resources for your breakfast program? USDA has created surveys, announcements, and other resources for you to successfully implement the School Breakfast Program.

[Food Action & Research Center's School Breakfast Expansion Strategies](#)

The School Breakfast Program remains underutilized: just over half of the low-income children who eat school lunch also eat school breakfast.

The traditional school breakfast program — served before school in the cafeteria — misses too many children and creates unnecessary obstacles for low-income families. Strategies that move breakfast out of the cafeteria and into the classroom are the most successful at overcoming barriers to participation.

[School Breakfast Promotion Strategies](#)

Getting the word out about school breakfast helps to ensure that more kids start the day with the fuel they need to learn, grow and thrive. This webinar highlights a variety of marketing and promotion strategies to help you build awareness, generate excitement and ultimately increase school breakfast participation. Learn how you can use contests & challenges, social media, posters & flyers, taste tests, special guests and more to promote the school breakfast program and increase participation.

[Healthier Kansas Menus - Innovative School Breakfast Options](#)

This resource provides 1 week breakfast menus, production records, purchasing, preparation and serving instructions for innovative school breakfast options including Grab and Go, Second Chance Breakfast, and Breakfast in the Classroom.

[Gluten-Free Diets Training](#)

Learn more about what gluten is and where it is found; and what a person on a gluten-free diet can and cannot eat." Program objectives: Understand celiac disease and gluten intolerance. Discuss gluten-free diet management. Know what documentation is required to accommodate children with disabilities. Describe meal modifications that may be required for customers on a gluten-free diet. This material was developed through a FY 2016 TNTG from Kansas State Department of Education-Child Nutrition and Wellness.


RESOURCES

THINK YOUR **DRINK** When it comes to nutrition **MILK** delivers! **8** fluid oz. serving comparison

AVAILABLE IN SCHOOLS

Low-fat milk 1%

100 CALORIES **0 tsp** ADDED SUGARS



	% Daily Value
Saturated Fat (g)	8%
Sodium (mg)	5%
Protein (g)	16%
Vitamin D (mcg)	15%
Calcium (mg)	25%
Iron (mg)	*
Potassium (mg)	8%
Vitamin A (mcg)	15%
Vitamin C (mg)	0%
Vitamin E (mg)	0%
Thiamin (mg)	4%
Riboflavin (mg)	35%
Niacin equivalents (mg)	10%
Folate (mcg)	4%
Vitamin B ₁₂ (mcg)	50%
Phosphorous (mg)	20%

1% Low-fat Chocolate Milk REDUCED SUGAR


140 CALORIES **2 tsp** ADDED SUGARS



	% Daily Value
Saturated Fat (g)	8%
Sodium (mg)	7%
Protein (g)	17%
Vitamin D (mcg)	10%
Calcium (mg)	25%
Iron (mg)	2%
Potassium (mg)	8%
Vitamin A (mcg)	15%
Vitamin C (mg)	0%
Vitamin E (mg)	0%
Thiamin (mg)	7%
Riboflavin (mg)	350%
Niacin equivalents (mg)	10%
Folate (mcg)	4%
Vitamin B ₁₂ (mcg)	20%
Phosphorous (mg)	20%

Orange Juice


120 CALORIES **0 tsp** ADDED SUGARS



	% Daily Value
Saturated Fat (g)	0%
Sodium (mg)	0%
Protein (g)	3%
Vitamin D (mcg)	*
Calcium (mg)	2%
Iron (mg)	*
Potassium (mg)	10%
Vitamin A (mcg)	0%
Vitamin C (mg)	90%
Vitamin E (mg)	4%
Thiamin (mg)	10%
Riboflavin (mg)	8%
Niacin equivalents (mg)	4%
Folate (mcg)	12%
Vitamin B ₁₂ (mcg)	0%
Phosphorous (mg)	4%

Water

0 CALORIES **0 tsp** ADDED SUGARS




	% Daily Value
Saturated Fat (g)	0%
Sodium (mg)	0%
Protein (g)	0%
Vitamin D (mcg)	*
Calcium (mg)	*
Iron (mg)	*
Potassium (mg)	*
Vitamin A (mcg)	0%
Vitamin C (mg)	0%
Vitamin E (mg)	0%
Thiamin (mg)	0%
Riboflavin (mg)	0%
Niacin equivalents (mg)	0%
Folate (mcg)	0%
Vitamin B ₁₂ (mcg)	0%
Phosphorous (mg)	0%

AVAILABLE OUTSIDE SCHOOLS

Fruit Punch


60 CALORIES **3 tsp** ADDED SUGARS



	% Daily Value
Saturated Fat (g)	0%
Sodium (mg)	4%
Protein (g)	0%
Vitamin D (mcg)	*
Calcium (mg)	*
Iron (mg)	*
Potassium (mg)	2%
Vitamin A (mcg)	0%
Vitamin C (mg)	70%
Vitamin E (mg)	0%
Thiamin (mg)	0%
Riboflavin (mg)	0%
Niacin equivalents (mg)	0%
Folate (mcg)	0%
Vitamin B ₁₂ (mcg)	0%
Phosphorous (mg)	0%

Chocolate Almond Beverage


120 CALORIES **5 tsp** ADDED SUGARS



	% Daily Value
Saturated Fat (g)	0%
Sodium (mg)	7%
Protein (g)	3%
Vitamin D (mcg)	10%
Calcium (mg)	35%
Iron (mg)	8%
Potassium (mg)	4%
Vitamin A (mcg)	15%
Vitamin C (mg)	10%
Vitamin E (mg)	45%
Thiamin (mg)	4%
Riboflavin (mg)	30%
Niacin equivalents (mg)	2%
Folate (mcg)	0%
Vitamin B ₁₂ (mcg)	130%
Phosphorous (mg)	4%

Sports Drink


60 CALORIES **3 tsp** ADDED SUGARS



	% Daily Value
Saturated Fat (g)	0%
Sodium (mg)	4%
Protein (g)	0%
Vitamin D (mcg)	*
Calcium (mg)	*
Iron (mg)	*
Potassium (mg)	*
Vitamin A (mcg)	0%
Vitamin C (mg)	*
Vitamin E (mg)	0%
Thiamin (mg)	2%
Riboflavin (mg)	0%
Niacin equivalents (mg)	4%
Folate (mcg)	0%
Vitamin B ₁₂ (mcg)	0%
Phosphorous (mg)	2%

Cola

60 CALORIES **4 tsp** ADDED SUGARS



	% Daily Value
Saturated Fat (g)	0%
Sodium (mg)	0%
Protein (g)	0%
Vitamin D (mcg)	*
Calcium (mg)	*
Iron (mg)	*
Potassium (mg)	*
Vitamin A (mcg)	0%
Vitamin C (mg)	0%
Vitamin E (mg)	0%
Thiamin (mg)	0%
Riboflavin (mg)	0%
Niacin equivalents (mg)	0%
Folate (mcg)	0%
Vitamin B ₁₂ (mcg)	0%
Phosphorous (mg)	2%

*Not a significant source of this nutrient.

Percent Daily Values are based on a 2000 calorie diet. Nutrients are highlighted if they contain at least 10% of the Daily Value. Percent Daily Values and Calories are rounded according to RDA rules for labeling. For purposes of comparison, all nutrients are those contained in 8 fluid ounces.

Nutrient values for products are shown for illustration-purposes only. Nutrient values shown are representative of products as reported in the USDA National Nutrient Database for Standard Reference (SR 28). USDA NDB Number: Low-fat milk 1% 01082; Low-fat reduced sugar chocolate milk 01305; Orange Juice 09209; Water 14555; Fruit-flavored drink 14646; Chocolate almond beverage 14054; Sports drink 14460; and Carbonated Cola 14400. Because amount of tryptophan is not listed for USDA 01305, niacin equivalents for the reduced-sugar chocolate milk were calculated with amounts listed in the low-fat chocolate milk 01082.

Sugars in beverages can include intrinsic and/or added sugars. Milk and orange juice naturally contain intrinsic sugars that are not considered "added sugars." Added sugars were calculated using the following information: 8 oz of milk contains 12 g intrinsic sugar (lactose); 8 oz of orange juice contains 21 g intrinsic sugars; all sugars in 8 oz. almond beverage (15 g), sports drink (13 g), and cola (16 g) are "added sugars."

February 2019

NDC
NATIONAL DAIRY COUNCIL™

Teenagers 13-18 Years

Necessary Nutrition for Teens

Adolescence is a unique growth period, making nutritious food choices vitally important. However, the gap between the amount of dairy foods recommended in the U.S. Dietary Guidelines and what's actually eaten widens as children age. This is concerning because dairy foods provide more bone-beneficial nutrients per calorie than any other food group.¹ Teen girls are especially vulnerable to falling short of their vitamin B12 and bone building nutrient needs.²



Dairy's Unique Contributions

Teenagers are constantly on the go and enjoying more independence, so it's important that they understand why – and how – to make healthy food choices. If they don't, teenagers run the risk of missing out on important nutrients at a time when they're experiencing major developmental changes.² Low consumption of dairy foods can lead to low intakes of key nutrients, such as:



Calcium, vitamin D and phosphorus, which help build strong bones and teeth;



Magnesium, which supports muscle function and energy production; and



Choline, which helps support cognitive health and the conversion of food to fuel.³

Special Considerations



Acne is a common concern for teens. To promote healthy skin, the American Academy of Dermatology encourages a balanced approach to eating that contains all food groups, rather than removing specific foods.⁴



Lactose intolerant? There are many lactose-free milk options on the market – it's real milk with all the same nutrients, just without the lactose. Additionally, many teens with lactose intolerance can still tolerate some amount of lactose in their diet. For example, the good bacteria in yogurt helps digest lactose.

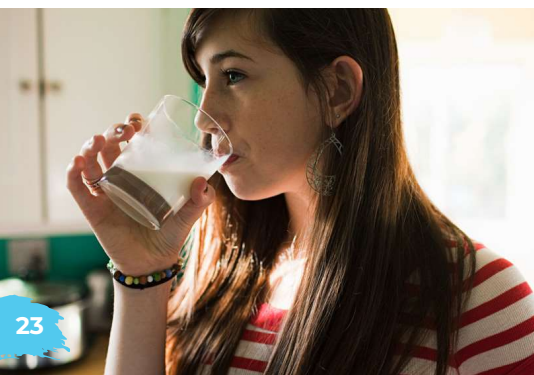


Recommended Daily Dairy Servings^{2,5}



3 cups

See backside for what counts as a serving of dairy. There are a variety of ways to enjoy milk, cheese and yogurt to meet the recommended daily servings.



Experts agree that the body requires immediate fuel to recover and rehydrate during the first 30 minutes after a workout. Milk is nature's recovery drink for athletes, with a perfect mix of carbs and protein to rebuild muscles and restore fluid and electrolyte loss.

AFTER EXERCISE, IT'S TIME FOR RECOVERY.



PROTEIN + CARBS

are the right mix of energy sources to refuel exhausted muscles.



B VITAMINS

convert food into energy.



FLUIDS

Milk is 90% water, great for rehydrating and maintaining fluid balance.



AMINO ACIDS

Protein building blocks needed for muscle growth and repair.



ELECTROLYTES

Sodium, potassium and magnesium replace what's lost in sweat.



LACTOSE

is a natural sugar that helps get amino acids into muscle cells.



CALCIUM + VITAMIN D

strengthen bones and help reduce the risk for stress fractures

8 oz of MILK
contains as
much

CALCIUM
as 10 CUPS
RAW SPINACH

POTASSIUM
as ONE
BANANA

VITAMIN A
as 2 BOILED
EGGS



WinnersDrinkMilk.com

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Good for You & the Environment



Consumers are increasingly looking for foods that benefit their health as well as the environment.¹

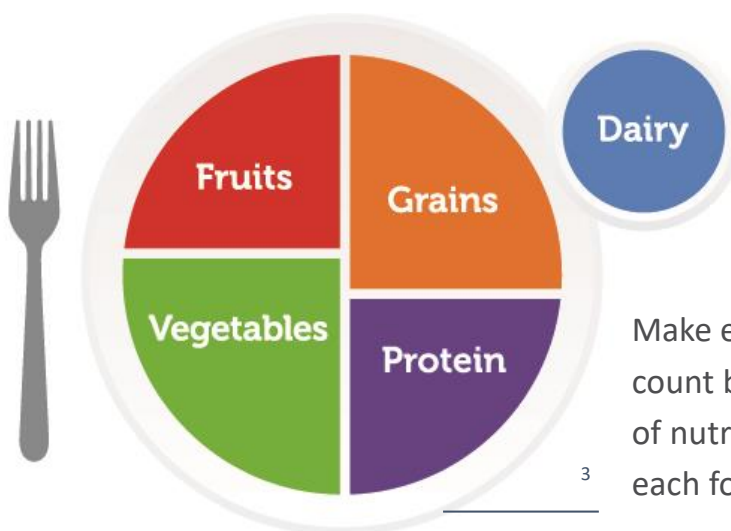
Good news! You do not have to eliminate any one food group to do both.

A modeling study published in *Nature Foods* looked at the intersection between health and the environment by characterizing foods according to their nutritional contribution to health and environmental impact.* Every food group contributes to health and has an environmental impact and within a single food group different foods contribute differently to health and their impact on the environment. The study authors concluded that to promote both human and planetary health drastic dietary changes are not necessary. In other words, no food group needs to be eliminated to support both health and the environment.²

*The nutritional contribution to health was calculated from 2011-16 NHANES consumption data and 2016 Global Burden of Disease Study health effects data; environmental impact was calculated from life cycle inventories available for main agricultural commodities.

Key Takeaway:

Small, targeted dietary substitutions offer a powerful solution to improve health and reduce environmental impact.



Make every bite and sip count by choosing a variety of nutrient-rich foods from each food group.



National Dairy Council's (NDC) mission is to bring to life the dairy community's shared vision of a healthy, happy, sustainable world with science as our foundation. On behalf of America's dairy farmers and importers, NDC strives to help people thrive across the lifespan through science-based information on dairy's contributions to nutrition, health and sustainable food systems.

For more information visit www.usdairy.com



U.S. Dairy Cows Upcycle Byproducts Into Dairy Foods



Dairy cows upcycle nutrients found in foods that humans can't or won't eat to make nutritious milk.

A study published in the *Journal of Cleaner Production* quantified milking cows byproduct (BP) consumption. The survey data described 33.5% of U.S. lactating cows* - making this the most comprehensive survey of U.S. BP usage in dairy cows.¹

- BP comprise almost 30% of the world's agricultural production. For decades, BP have been fed to dairy cows providing them valuable nutrients.
- **The average U.S. dairy cow consumes an estimated 26.5 pounds of BP each day**, supplying valuable nutrients for the cow that they turn into nutritious milk for human consumption.

Further, **BP feeding results in considerably less methane and nitrous oxide than landfill disposal or composting.**

**2,617,110 out of a total 7,801,830 cows.*



up·cy·cle

/ˈəpˌsaɪkəl/ verb:

to recycle (something) in such a way that the resulting product is of a higher value than the original item : to create an object of greater value from (a discarded object of lesser value).²

Key Takeaway:

Feeding byproducts to dairy cows benefits human life with reduction in food waste, minimization of environmental impact and production of nutritious milk.



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