**Wisconsin School Breakfast Challenge Announced**

Challenge strives to increase breakfast participation

Wisconsin has made great strides in increasing the number of schools offering, and students participating in, the School Breakfast Program (SBP). However, Wisconsin still places second to last of all 50 states regarding the number of schools offering breakfast programs. Less than one-fourth of Wisconsin students participating in the school lunch program participate in the SBP. Though schools with breakfast programs are serving higher numbers of meals each day, there are many school-age children throughout the state attending schools that do not offer a SBP.

One of Wisconsin’s priorities in education is to have “Every Child a Graduate”. The goal of this effort is to ensure that quality educators be recruited and retained; to invest in innovation; to ensure schools are safe and respectful environments; and more. If Wisconsin is going to have “Every Child a Graduate” we must provide access to and encourage students to consume a nutritious breakfast.

The Department of Public Instruction (DPI), the University of Wisconsin-Cooperative Extension, the Wisconsin Milk Marketing Board, and the Hunger Task Force have joined together to issue the **Wisconsin School Breakfast Challenge**. The goals of this two-year challenge are to encourage all public and private schools to implement a SBP if they currently do not offer one and to increase school breakfast student participation by 50 percent in existing school breakfast buildings.

*All schools are encouraged to apply.*

*Schools have until October 31, 2010 to submit an application.*

For more information about the challenge, including: announcement letter, application, resources and prizes please visit: [http://dpi.wi.gov/fns/brkchlng.html](http://dpi.wi.gov/fns/brkchlng.html)
New Approaches to School Breakfast

Save the date...November 10, 2010
Plaza Hotel & Suites – Eau Claire, WI

This workshop is offered for School Nutrition Professionals to learn about expanding school breakfast programs, increasing school breakfast participation and more. Sessions will include:

- **Every Child, Every Day** – Presented by Rita Houser, Wisconsin Milk Marketing Board, and Marilyn Hurt, Marilyn Hurt Consulting Services.
- **Breakfast Check-Up - Making Sure It Counts** – Presented by Barb Pratt, RD., CD., SNS., and Linda Krueger, SNS., Nutrition Program Consultants, Wisconsin Department of Public Instruction (DPI).
- **Communication, Collaboration, Reauthorization and Me!** – Presented by Jon Janowski, Director of Advocacy, Hunger Task Force.
- **Marketing School Breakfast** – Presented by John Bennett, President, John Bennett Creative Services for Child Nutrition Professionals, Inc.
- **Social Networking for Sharing, Caring and Information** – Presented by Molly Immendorf, Instructional Technology Specialist, UW-Extension.

Registration information will be sent in the next couple months. Wisconsin Kohl Grant recipients for the 2010-11 school year are required to attend this workshop. All Wisconsin School Nutrition Professionals and school leaders interested in school breakfast service are encouraged to attend. Registration cost is $35.00 per person, but the workshop registration fee will be waived for one (1) representative from each 2010-11 Kohl Grant school/district.

For additional information, contact:
Laura Wilford lwilford@wmmb.org
or Julia Salomon julia.salomon@ces.uwex.edu

What’s Fresh for Fall?

Flavor school breakfasts this fall with fresh produce at its peak. Incorporating seasonal produce in your menus can save you money, and add great flavor and interest to your meals. Serve local produce fresh or add to your favorite breakfast recipes.

- Apples
- Cranberries
- Pears
- Pumpkin
- Potatoes and Sweet Potatoes
- Squash
School Breakfast Grants Awarded for the 2010-11 School Year

Nutrition Enhancement Breakfast Grants were once again awarded to Wisconsin schools to expand school breakfast programs.

The Nutrition Enhancement Grants (otherwise known as the Breakfast Grants), made possible thanks to the support from Senator Herb Kohl, help Wisconsin schools start or improve a breakfast program. This school year, awards were given to 80 schools totaling $375,000 in funds to start a school breakfast program or increase participation in an existing program.

Nutrition Enhancement Breakfast Grants will be available for the 2011-2012 school year.

Congratulations to the following school districts!

Recipients of the 2010-2011 Nutrition Enhancement Breakfast Grants

**Start-up Grant Awardees**
- Altoona School District
- Auburndale School District
- Bethlehem Lutheran School – Hortonville
- Elkhorn Area School District
- Fall River School District
- Fontana J8 School District
- Germantown School District
- Mercer School District
- Milton School District
- Mount Horeb Area School District
- Neenah Joint School District
- Owen-Withee School District
- Pittsville School District
- Poynette School District
- Redeemer Lutheran School – Green Bay
- Shawano School District
- Sheboygan Falls School District
- Slinger School District
- St. Jerome School – Columbus
- Tigerton School District
- Twin Cities Catholic Education System – Neenah
- Twin Lakes School District #4
- Waunakee Community School District
- Wisconsin Rapids School District

**Program Improvement Awardees**
- Alma Center School District
- Almond-Bancroft School District
- Auburndale School District
- Brillion Public School District
- Eau Claire School District
- Elmbrook School District
- Green Bay School District
- Greenfield School District
- Hillsboro School District
- Howard-Suamico School District
- Montello School District
- Neenah Joint School District
- Northwest Lutheran School – Milwaukee
- Pittsville School District
- Randall Consolidated School Jt. #1
- Rhinelander School District
- Royall School District
- Sheboygan Falls School District
- Siloah Lutheran School – Milwaukee
- Siren School District
- Slinger School District
- South Milwaukee School District
- Sturgeon Bay School District
- Three Lakes School District
- Unified Catholic Schools – Oshkosh
- Waterloo School District
- Westby School District
- Westfield School District
- Young Minds Preparatory School – Milwaukee
Making the Grade……….Crediting Update

**CREDITING** is important. It helps identify how a food item contributes to the requirements of your school’s selected meal pattern, and it helps ensure that students are offered a reimbursable meal.

There are four sources of crediting information: (accessible from DPI website: [http://www.dpi.wi.gov/fns/index.html](http://www.dpi.wi.gov/fns/index.html))

- The USDA Food Buying Guide (FBG)
- USDA Commodity Fact Sheets,
- WI Processed Commodities Meal Pattern Contribution Guide
- USDA Recipes for Schools

The Food Buying Guide (FBG) contains food items that have a *standard of identity* which helps you determine the specific contribution each food makes toward the requirements of the food based meal patterns.

Some foods will not have a standard of identity and thus would not be listed in the FBG (i.e. breaded chicken patties or purchased pizza). To determine the contribution the product makes to the meal pattern a *Child Nutrition (CN) label* or a *Specification Sheet* from the manufacturer is needed. Schools are not required to offer products with CN labels. However, the CN label provides the assurance of the product’s contribution to the meal pattern requirements since it has been approved to meet guidelines provided by the Food and Nutrition Service (FNS) of USDA.

**How to recognize the CN Label:**
The CN label has:
- a distinctive border
- a meal pattern contribution statement
- a 6-digit product identification number
- the USDA/FNS authorization
- the month and year of approval

**Meat/Meat Alternates**
A sample product specification sheet for meat/meat alternates can be found on the DPI website at [http://www.dpi.wi.gov/fns/menupln.html](http://www.dpi.wi.gov/fns/menupln.html) Scroll down to *Components of Food Based Menu Planning*, and look for *Meat/Meat Alternates - Sample Product Formulation Statement*. The sample product sheet contains the required information that should be included on a meat or poultry fact sheet to determine the product’s contribution toward the meal pattern requirements.

**Grains and Breads**
An easy way to spot a creditable grain product is to review the product’s ingredient list. Usually the whole or enriched grain is the first ingredient on the list, which indicates this is the primary ingredient *by weight*. All grains/breads must be enriched or whole grain, made from enriched or whole grain meal and/or flour. Cereals must also be whole grain, enriched, or fortified. Bran and germ are credited the same as enriched or whole grain or flour. Use Exhibit A, on pages 3-15 and 3-16 of the FBG to determine creditability for those types of items listed.

If the grain/bread or cereal product is not one that you can determine the credit of from Exhibit A in the FBG, then a product specification sheet is needed.

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Making the Grade… (continued from page 4)

The following information should be included on the grains/breads fact sheet in order to determine the product’s contribution toward the meal pattern:

- number of grams of whole or enriched grain in the product (14.75 grams = 1 grains/bread serving)
- amount of cereal by volume or weight per serving (1 grains/breads serving = ¾ cup or 1 ounce, whichever is less).

There are two new sample worksheets for crediting grains/breads products on this website: [http://www.dpi.wi.gov/fns/menupln.html](http://www.dpi.wi.gov/fns/menupln.html) Scroll down to **Components of Food Based Menu Planning** then down to **Grains/Breads** to view a worksheet for purchased products and a worksheet for recipes.

**TIPS FROM THE EXPERTS:**

- Never purchase a product based on a sales representative’s or other food service person’s word.
- Always have the supporting documentation before spending the money!
- The time to determine or request crediting information is BEFORE you purchase the product!

<table>
<thead>
<tr>
<th>Marketing Corner</th>
<th>Breakfast Facts</th>
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<tbody>
<tr>
<td><strong>Social Marketing</strong></td>
<td><strong>Flavored Milk For Breakfast - To Serve Or Not To Serve? That Is The Question!</strong></td>
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<td>One example of a social marketing tool is Facebook.</td>
<td><strong>Myth:</strong> If you remove flavored milk from your school nutrition programs, children will simply choose to drink white milk. <strong>Fact:</strong> Recent studies show that when flavored milk is removed from the cafeteria, milk consumption decreased by an average of 35%. A reduction in milk consumption has health repercussions such as a decrease in calcium intake.</td>
</tr>
<tr>
<td>Facebook reaches 56% of the active U.S. Internet Universe, with an average usage of 6 hours a month per user.</td>
<td><strong>Myth:</strong> Flavored milk is not beneficial for children because it has too much added sugar. <strong>Fact:</strong> Studies show that children who drink flavored milk consume more milk, in turn, meeting more daily nutritional needs, especially calcium, potassium, and magnesium.</td>
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</tbody>
</table>
| With over 10.5 million users ranging in ages from 13 to 17, Facebook can be a great tool for getting your message to youth. | **Issues to Consider**  
Milk, even flavored milk, is a great source of calcium. Studies show that 70% of students nationwide do not get enough calcium in their daily diets. |
| Facebook can be used to combine technologies like photos, videos, blogs, instant messaging and forums to share your message. The rate at which you can communicate information through this site is extraordinary. | **TIPS FROM THE EXPERTS:**  
- Never purchase a product based on a sales representative’s or other food service person’s word.  
- Always have the supporting documentation before spending the money!  
- The time to determine or request crediting information is BEFORE you purchase the product! |
| You might want to consider creating a Facebook account to market your program or event (such as National School Breakfast Week) to your school. |  

If you have an article or an idea for *The Breakfast Scoop*, please contact Julia Salomon.  
[julia.salomon@uwex.edu](mailto:julia.salomon@uwex.edu)