



BREAKFAST & YOGURT: YOUR WINNING COMBO!

NATIONAL SCHOOL BREAKFAST WEEK, MARCH 8-12

This is the perfect time to refocus on making school breakfast an integral part of the academic day. And when you combine it with Yogurt, everyone wins!

There's still time to submit your Yogurt Plan for a chance to earn \$3,000 worth of Yogurt service equipment.*

[Complete your application.](#)



Try these tips to encourage students to eat School Breakfast:

1. **Promote National School Breakfast Week** in advance on your website, announcements and social media.



Find many more ideas and resources in the [School Nutrition Association Toolkit](#). Take advantage of all the great thinking to help you "Score Big with School Breakfast!"

2. Add randomly placed **"Lucky Tickets"** to grab and go meals that week. Offer small prizes for students who receive tickets, such as a smart snack or gift card.

The USDA also offers valuable tools to help you raise awareness that school meals (including breakfast) are continuing to be served daily.

3. It's still chilly out there - warm them up by adding **Hot Chocolate Milk** to your daily breakfast menu for the week.



Meals continue to be free until June 30, 2021 following the Seamless Summer Operation (SSO) program.

4. Try popular new breakfast menu items for in-school or curbside pickup meals. [Get recipes here.](#)

Whether children are in school, at home or on a hybrid schedule, a nutritious school breakfast is essential to their learning readiness and long-term success.

5. **Take a poll** about the breakfast items offered during this special week, then declare the most popular item and serve it again through the rest of March. (It's National Nutrition Month!)



**Open to school districts in the American Dairy Association North East territory operating under the federal school nutrition feeding programs. Pre and post data will be required for confirmation of equipment packages. Submission deadline is 3.12.21. See Official Rules.*