

School Breakfast Week 2024



Implementation Toolkit March 4-8th



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Food and Nutrition Division
School Breakfast Program



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www.SquareMeals.org

Implementation Toolkit

Aloha! TDA offers activities and promotional materials to make it easy to participate in National School Breakfast Week celebrations! These digital items can be found at www.SquareMeals.org/SBW

This toolkit will guide you on:

- ✓ Available NSBW resources
- ✓ Where to find them
- ✓ How to use them in your celebration plans

Toolkit Sections



Menu



Activities



Promotion

MENU

School Breakfast Week 2024



Join districts across Texas by serving the TDA-developed "Surf's Up with School Breakfast" menu for National School Breakfast Week (SBW). Recipes include USDA Foods, Texas/local agriculture, and the March Harvest of the Month - Button Mushrooms. The surf's-up-themed menu is appropriate for every grade level. Try a new recipe from TDA or use one of your students' favorite recipes that fit the daily theme. Customize the recipes to fit traditional on the line service, grab n' go, or breakfast in the classroom! For more school breakfast menu planning and service ideas that will get your students "stoked about school breakfast", check out the resources below.

MENU PLANNING RESOURCE GUIDE

K-12 Suggested 1-Day Menu

EPIC EGG BITES

SURF'S UP FRENCH TOAST SQUARES

SUNRISE GRAPEFRUIT SLICES

ALOHA PINEAPPLE TIDBITS

CHOICE OF MILK



EPIC EGG BITES
Start your students' day with individual egg casseroles featuring the March Harvest of the Month item-button mushrooms. Other products easily sourced from Texas include spinach and eggs. These egg bites are cooked in muffin tins and can be individually wrapped (IW) for a great grab n' go or breakfast in the classroom (BIC) option.
RECIPE RESOURCE: [USDA Recipe for Schools \(Vegetable Frittata\)](#)
Providing 1/8 cup additional vegetable per serving.

SURF'S UP FRENCH TOAST SQUARES
Maple Baked French Toast Squares feature local eggs and local Texas whole-grain bread. This cinnamon-spiced breakfast offers students a sweet way to start the day. This cinnamon-spiced breakfast offers students a sweet way to start the day! Serve Surf's Up French Toast Squares in a traditional breakfast service or use an as-purchased (local if possible) French Toast Stick product and call them "Surfboard French Toast Sticks" for a BIC or breakfast after the bell (BAB) option.
RECIPE RESOURCE: [USDA Recipe for Schools \(French Toast Squares\)](#)
Providing 1 oz equivalent meat alternate and 1 oz equivalent grains per serving.

SUNRISE GRAPEFRUIT SLICES
Slice Texas Ruby Red grapefruits into whole or half -circles. These "sun-shaped" sweets will help students start the day with local agriculture that not only tastes great but supports student health!
Providing 1/2 cup fruit contribution per serving.

ALOHA PINEAPPLE TIDBITS
Serve fresh, sliced pineapple or procure canned pineapple tidbits from USDA Foods. Either way, your students will say "Aloha" to school breakfast with these tasty tidbits!
Providing 1/2 cup fruit contribution per serving.

Use our Meal Planning Resource Guide that features Texas agriculture and the March Harvest of the Month – Button Mushrooms.

Customize the recipes to fit your style of service and student preferences to get them stoked about school breakfast!



ACTIVITIES

Morning Announcement

Raise awareness and provide nutrition education using our Morning Announcements. Promote engagement by encouraging students to read them each morning.



Theme Days

Use our Theme Days to raise awareness and get students excited about school breakfast. Choose your favorites and include them in your school's morning announcements, webpage, and social media to boost participation!



Parent Flyer

Distribute our Parent Flyer to inform parents on your celebration plans and the purpose of National School Breakfast Week. The flyer includes information on increased access to school breakfast and encourages application for free or reduced-price meals!



PROMOTION

Posters

- Digital Elementary and Middle/High School Poster are available for download. Use them digitally or print them to decorate your cafeteria!

Social Media Assistance Packet

- Choose from a list of example social media posts to promote NSBW. Simply copy and paste the text and images to use on your own social media accounts!

Press Release

- Use the press release to raise awareness in your community on National School Breakfast Week and how you promote student's health with a nutritious school breakfast.

Digital Images

- Explore our Web Buttons, Web Banners, and Social Media Images and Gifs. Use them on your school's homepage, social media, and other outlets to show your participation in National School Breakfast Week!