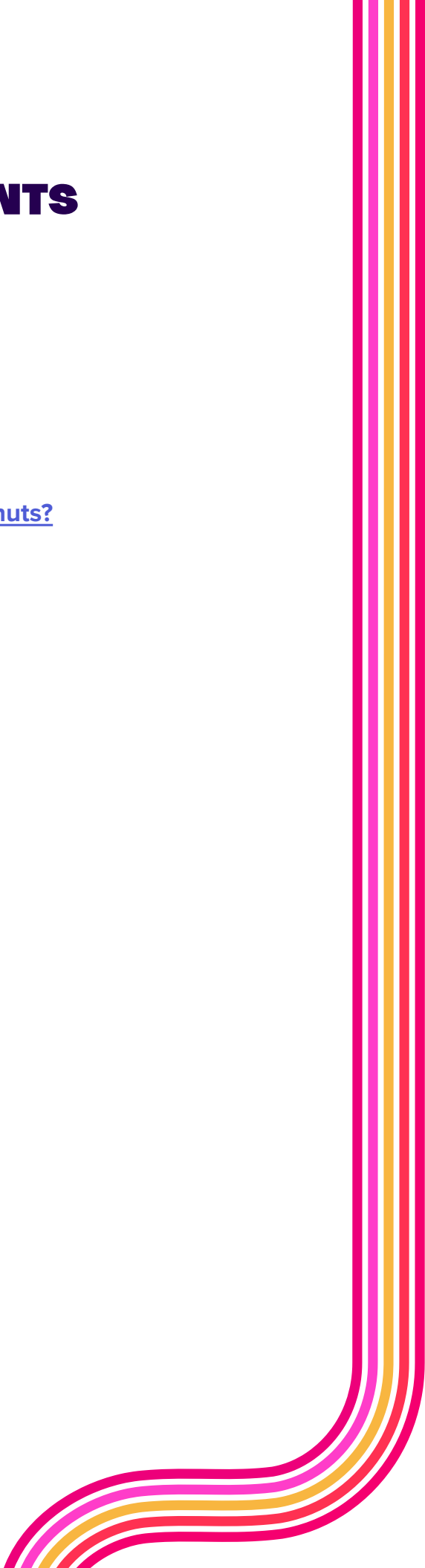


POWER
up with
PEANUTS

Making School Breakfast Epic

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EVERYTHING DEFINED

School nutrition programs can sometimes be thought of as an acronym soup. In case you need a reference, we have you covered below:

USDA	United States Department of Agriculture
FNS	Food and Nutrition Services
SBP	School Breakfast Program
CEP	Community Eligibility Program
POS	Point of Service
SNAP	Supplemental Nutrition Assistance Program
TANF	Temporary Assistance for Needy Families
SNA	School Nutrition Association

WHY BREAKFAST?

PowerUp with Peanuts is targeting secondary aged students, which means middle- and high-school-age students, to encourage eating breakfast. The National Peanut Board is focusing on this group of students because (as you have seen) this is the age where breakfast participation starts to drop dramatically. Although school nutrition staff care about participation numbers, the nutrients students miss when not eating a healthy breakfast daily is the fuel driving this toolkit.

Further, the National Peanut Board's goals for Power Up with Peanuts is for your school (or school district) to:

- **Increase School Breakfast Participation.**
- **Increase in Student Engagement with the School Breakfast Program.**
- **Diversify Cost-Effective School Breakfast Menus.**

We have tapped into our School Breakfast Champions from across the country to bring you this turnkey toolkit to elevate your school breakfast program. Before we begin, let's start at the beginning — meeting the School Breakfast Program at the foundation of time.



What is School Breakfast?

The School Breakfast Program (SBP) started as a two-year pilot program in 1966 to assist schools in providing breakfasts to children needing a healthy meal.¹ After several years, in 1975, Congress decided that breakfast should be made available at all schools where it is needed to provide adequate nutrition for children.² SBP is a federally funded program through the United States Department of Agriculture (USDA), specifically through the Food and Nutrition Services (FNS), to provide meals to students during the school day.³ Throughout the years, SBP has provided many students with breakfast. In 2019, schools served over 2.4 billion breakfasts to children nationwide.³

Today 1 in 8 American children are facing hunger on a daily basis (in some regions this increases to 1 in 2 children).⁴ By prioritizing breakfast for students nationwide, students are more likely to have an improved mood, increased alertness, and lower hunger for up to four hours.⁵

Through much research, SBP is an important meal program for our students because students that start their day with a consistent, healthy breakfast are more likely to have:^{5,6}

1. Higher scores on standardized tests;
2. Fewer emotional, behavioral, and educational problems;
3. Fewer nurse trips (less headaches and stomach issues);
4. Stronger attendance rates; and
5. Stronger graduation rates.

Want specific data points?
[Click here](#)



Is School Breakfast Worth It?

If you haven't caught on yet — we definitely think a tasty, healthy school breakfast is worth your time. We all want our students to grow up healthy and lead successful lives. With all of the benefits for students, here are a few more we want to point out:



School breakfast is important for your food service department because this meal is most visible to parents and community members. Creative, catchy menus can engage students right where they are (did we mention you can serve breakfast conveniently too? [See the Breakfast Service Models section](#)).

Breakfast can also be an important staff wellness initiative. If students perform better on school work and are more likely to attend school, then educating our staff about a nutritious start to their day will improve (and help retain) our teams.



What are Common Barriers to School Breakfast?



Time

School breakfast isn't structured in the school day.



Money

Students and families don't have the ability to pay for healthy meals — and students don't want their peers knowing this.



Convenience

Students are busy and if it's not right in front of them — they will pass it up.



Socializing

Students prefer to talk with friends before school starts — and will pick talking over eating.



Cultural Norms

Breakfast is no longer seen as cool, and students are looking for trendy food items seen in common restaurants.



National Peanut Board

Many teens think that eating breakfast will cause them to gain weight. This is a myth that has been corrected by multiple research studies, which you can find [here](#). Eating a healthy breakfast is connected to having more favorable weight-related outcomes in the short and long term for students' health.⁷ Nutrition education about school breakfast helps students understand these misconceptions (tips and tricks are located in our [Breakfast Best Practices section](#)).

How can My Program Overcome These Barriers?

Every school breakfast program has the power to overcome these barriers. USDA allows several provisions for school districts to break down these barriers. First, universal breakfast can be decided at the school district level. Universal breakfast allows you to provide breakfast free for all students by paying the difference of income eligibility levels, i.e. paid and reduced, through the food service funds. This means that you will have to make sure you have enough in your budget to cover the costs. If this is something you are interested in, we highly recommend you discuss this with your field representative at the state level and finance director.

[Community Eligibility Provision](#) (CEP) allows students to have free school meals (including lunch) while cutting down the yearly burden of checking free and reduced lunch applications. Reimbursements are calculated on a percentage each month based on categorically eligible benefits — this refers to students part of the Supplemental Nutrition Assistance Program (SNAP) or Temporary Assistance for Needy Families (TANF). In order to qualify for this provision, you would need to look at each school's direct certification number. These numbers play into calculating the identified student percentage (ISP), which also allows you to identify where you would implement CEP. Based on the ISP, you could implement this provision in the entire district, a group of schools, or one school. We highly recommend speaking with your field representative to identify if CEP is the correct approach for your school district.

Similar to CEP and Universal Free Meals, there are three provisions school districts may be able to implement to decrease the money barrier for students. These also reduce the burden of free and reduced lunch applications for school nutrition professionals. To distinguish among each provision, check out this [resource](#).



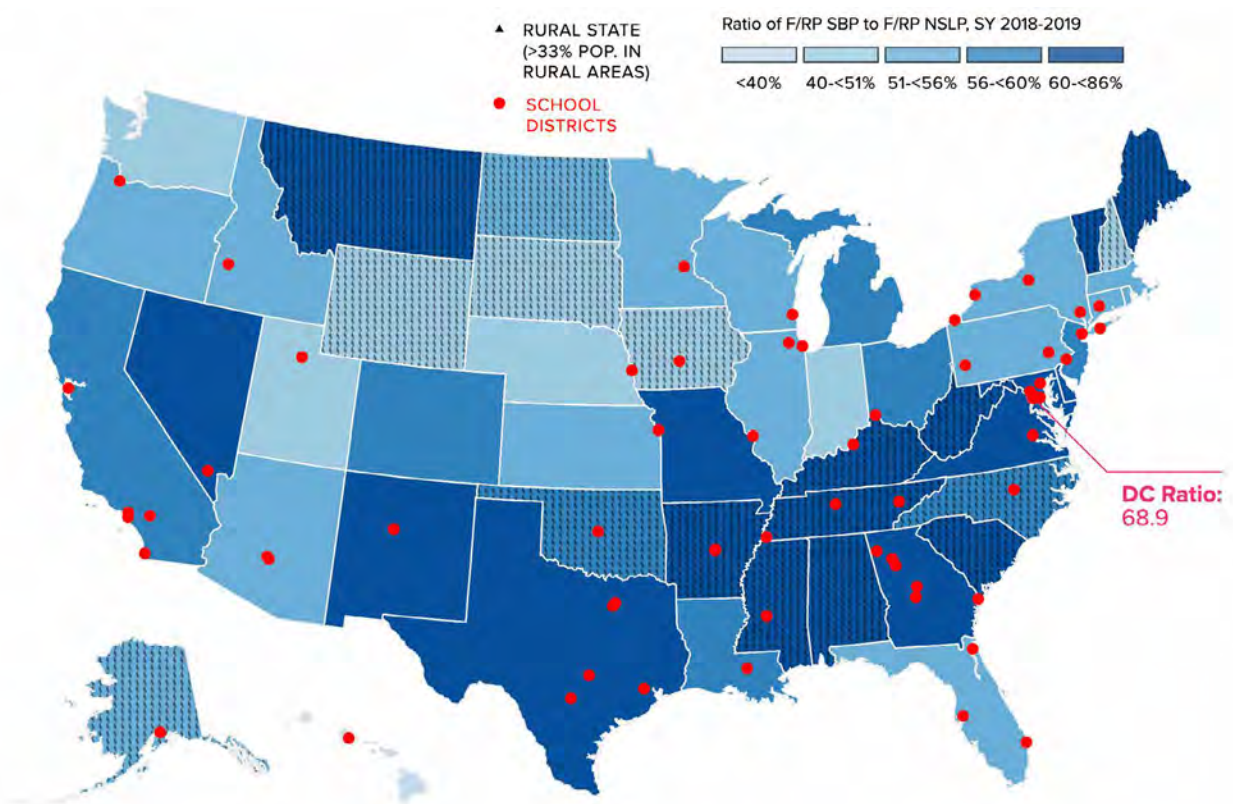
POWER TIP

Universal Breakfast is a great plan to spend down budgets over the six-month operating allowance.

There are a handful of states that have passed bills providing universal free breakfast (and lunch) for all students in the state. This is state-specific, and must go through your state's government in order to be implemented. If you think this is a great option for your community (we think so too!), then we recommend you contact your state legislator. For more information on this program, check out this [memo](#).

Second chance breakfast reduces the barrier of convenience and cultural norms. The school may implement second chance breakfast, which means serving breakfast between the first and second period. A grab-and-go breakfast service model presents breakfast as a snack to secondary students. Additionally, students are usually hungry by the time of second chance breakfast. For best results, we recommend implementing your second chance breakfast in a highly trafficked hallway, pairing it with universal free breakfast, and adding a mobile point of service (POS) station where you serve the meals.

Curious about school breakfast participation in your state (and much more)? Check out this [interactive map](#).



Source: School Breakfast Program Participation Map Food Research & Action Center, 2020

¹ United States Department of Agriculture. 2023. Program Fact Sheet. <https://www.fns.usda.gov/sbp/sbp-fact-sheet>.
² United States Department of Agriculture. 2020. School Breakfast Program History. <https://www.fns.usda.gov/sbp/program-history>.
³ United States Department of Agriculture. 2023. School Breakfast Program. <https://www.fns.usda.gov/sbp/school-breakfast-program>.
⁴ Feeding America. "Map the Meal Gap." 2023. <https://www.feedingamerica.org/sites/default/files/2023-05/Map%20the%20Meal%20Gap%202023.pdf>.
⁵ United States Department of Agriculture. 2022. Make Breakfast First Class. <https://www.fns.usda.gov/sbp/make-breakfast-first-class>.
⁶ 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>.
⁷ Food Research & Action Center. (n.d.). "Benefits of School Breakfast". <https://frac.org/programs/school-breakfast-program/benefits-school-breakfast>.

WHERE'S THE POWER IN PEANUTS?

The power of peanuts is coming out of the shell (see what we did there?). While being a sustainable, vegetarian-friendly option that provides 7 grams of protein per ounce, peanuts provide school nutrition meal planners with a food item that is versatile and affordable. A powerhouse packed full of vitamins and minerals, peanuts are the perfect addition to your school breakfast menus.

Curious about the Peanut Powerhouse?
Check out our [nutrition information](#).



As we have discussed earlier, school breakfasts impact the way our students learn and grow. More importantly, research shows that “teens experiencing hunger are more likely to have been suspended from school and have difficulty getting along with other children.”¹ School breakfast can save students’ day by breaking the fight of hunger and allowing them to attend school to be successful in life. Peanuts easily fit into school meals in the following ways:



¹ Alaimo, K., Olson, C. M., & Frongillo, E. A., Jr. (2001). Food Insecurity and American School-Aged Children’s Cognitive, Academic and Psychosocial Development. *Pediatrics*, 108(1), 44-53.

School Meals and Peanuts

Meal Pattern Compliance



1 ounce of peanuts
= 1 ounce meat/meat alternate



2 tablespoons of peanut butter
= 1 ounce meat/meat alternate

Convenience

Shelf stable product - easy to store!



Affordability

Approximately \$0.10 per ounce
2 tablespoons = \$0.10



Sustainability

Peanuts have 7 grams of power-packed protein, perfect for vegetarian options!

Growing peanuts requires less water per 1 ounce of peanuts



Peanuts require **3.2 gallons** of water to grow where almonds require **28.7 gallons per ounce.**

Versatility



Great for any meal! Peanuts can check every meal planner's box:

Low in added sugar

Low in sodium

High in nutrient dense calories

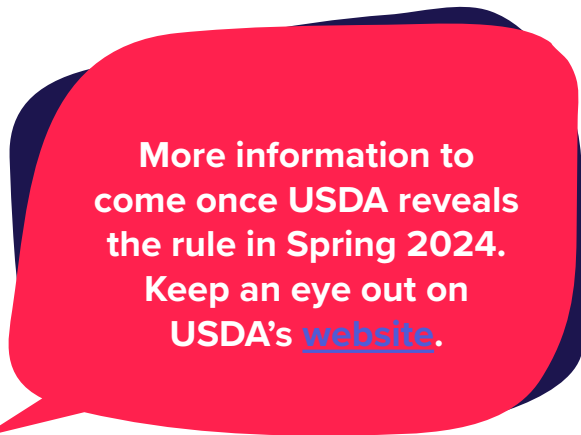
Complying with the USDA Proposed Rule

Are you wondering what the USDA Proposed Rule is? Last spring, USDA proposed a new rule that would require further nutrient standards regulations for breakfast and lunch. Historically, school nutrition programs have had a maximum sodium limit per weekly average. With the proposed rule, the weekly average of sodium will be reduced another 10% starting the school year 2025-2026 with another 10% reduction occurring for school years: 2026-2027 and 2028-2029.

Added sugars used in school breakfast and lunch is another focus for the USDA proposed rule. The two phase approach will begin in the 2025-2026 school year with limiting food products that contain large quantities of added sugars, such as grain-based desserts (e.g., donuts, pastries), cereals, yogurts, and milk. The next phase will begin in the 2027-2028 school year to limit added sugars to less than 10% of the calories for the meal.

In Spring 2024 USDA will be announcing the new [Nutrition Standards](#) that will impact sugar and sodium limits for lunch and breakfast. You can get a jumpstart on this by adding in scratch recipes that include peanuts. Looking for new recipes? Check out [page 31](#).

Peanuts can be found easily in grocery and convenience stores, which makes peanuts a familiar item to many students. **Why not meet students where they are and provide a nutritious breakfast packed with peanut power?**



More information to come once USDA reveals the rule in Spring 2024. Keep an eye out on USDA's [website](#).



POWER
up with
PEANUTS


follows USDA's
Best Practices
for Reducing
Added Sugars
at School
Breakfast!

Peanut Allergies

Now you may be thinking — what about peanut allergies? How do peanut allergies stack up? Did you know that 98% of students in schools do not have a peanut allergy?² Yes, that's right — most of the students in your entire school district do not experience a food allergy to peanuts.


You and your team can be [fearless when serving peanuts](#) in your school by following our simple tips:

- Train school nutrition professionals on the **Big 9 Food Allergies** and signs/symptoms
- Train school nutrition professionals on cross-contact and how to set up kitchens for success
- Create a [Standard Operating Procedure](#) on how to prepare peanut recipes that include storing, preparing, and serving practices
- Create a process for all school nutrition professionals (and potential subs) can easily follow to keep students safe
- Communicate with school nutrition professionals student allergies
- Provide awareness to families of all Big 9 Allergens served in your school district
- Communicate with families and students about all allergens served on your menus



Use our [Best Practices for Handling Food Allergies in School Foodservice video](#) for your next training!

[Allergen Aware](#) helps [students](#) learn how to navigate this world with any allergy. View our [website](#) to empower students to own their allergy and be confident in their next chapter — life outside of school.



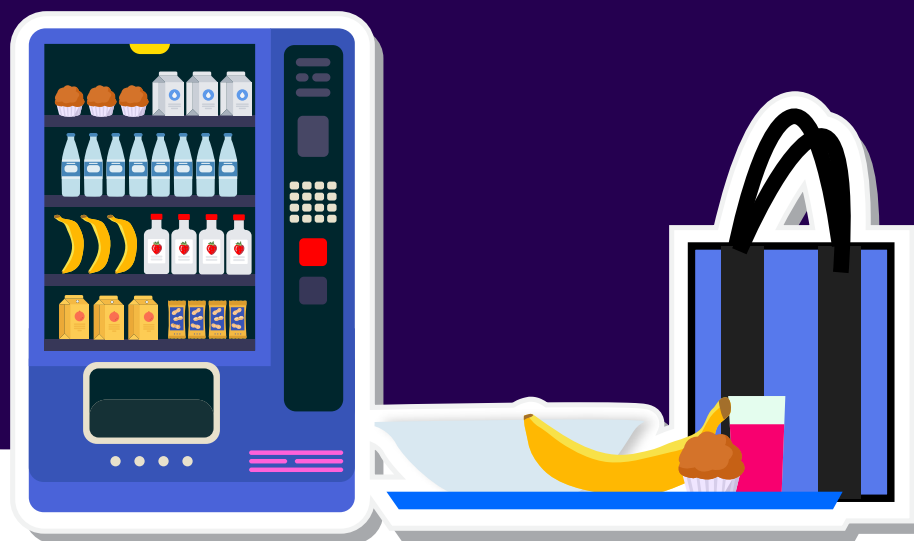
Are you looking for more resources on peanut allergies in school nutrition services? View our [Peanut Power for Schools](#) toolkit.



² Gupta RS, Warren CM, Smith BM, Blumenstock JA, Jiang J, Davis MM, Nadeau KC. The Public Health Impact of Parent-Reported Childhood Food Allergies in the United States. *Pediatrics*. 2018 Dec;142(6):e20181235. doi: 10.1542/peds.2018-1235. Epub 2018 Nov 19. Erratum in: *Pediatrics*. 2019 Mar;143(3): PMID: 30455345; PMCID: PMC6317772.

BREAKFAST SERVICE MODELS

As we mentioned, school breakfast supports students to do their best. Breakfast after the bell models (also called alternative meal models) have been shown to reduce chronic absenteeism by 6% throughout a school year.¹ School breakfast can be served in a variety of ways.



¹ No Kid Hungry. 2023. Chronic Absenteeism Report. https://bestpractices.nokidhungry.org/sites/default/files/2023-12/Chronic_Absenteeism_Micro_Report_No_Kid_Hungry.pdf

Traditional

The traditional service model is what most schools started out with serving breakfast, at least. Most schools use this service model to provide students with a hot option.

Equipment Needs

Serving lines, milk coolers, point of service (POS) stations, and any other equipment you might think a school cafeteria includes.

Best Practices

Engage students in the meal service! Most secondary students love to customize their meals so this model provides a perfect opportunity. Want ideas for this customization? Go to our [Recipe Section](#).



Breakfast in the Classroom (BIC)

The BIC model can be implemented in several ways, but the end result is the same — the students eat breakfast in the classroom.

Equipment Needs

Insulated totes or coolers are needed to transport reimbursable meals to each classroom. Each classroom needs a tote/cooler, and if you are planning to offer hot options (totally doable!) make sure to purchase an additional insulated tote.

Best Practices

Obtain buy-in from stakeholders on this service model. *(Want to share the 10 reasons to try BIC? Use this USDA [resource](#).)* Since other school staff will help to make sure this model is a success, identify how BIC can meet their needs. A true BIC model can add more stress on our school nutrition professionals because of packaging totes, setting the totes at each classroom, entering in students who took a breakfast, and helping students who do not receive a meal.



Breakfast participation increases significantly when utilizing BIC. It's no myth — present this [article](#) to your administration for research backing this service model. There is a 30% mean participation increase when utilizing BIC.



POWER TIP

Ask student leaders to deliver the totes to each classroom as well as bring them back to the cafeteria once breakfast is over. This will give your team time back while also building character development in your students.



Grab & Go

Grab & Go models occur within the hallways of a school (think outside of the cafeteria) to serve the students their meals. From there, students typically consume the meals in a classroom or a designated area.

Equipment Needs

To implement this service model, mobile carts are used to take the meals to the students. The carts can be made to include shelving (or baskets) to hold fruit as well as hot and cold wells. With the carts, you may also need a mobile POS station, like a tablet, and potentially a keypad for students to enter their student numbers.



POWER TIP

To reduce barriers, make sure the space where students consume breakfast is the same as all other students. When students are separated by those eating and not, breakfast participation will not increase.

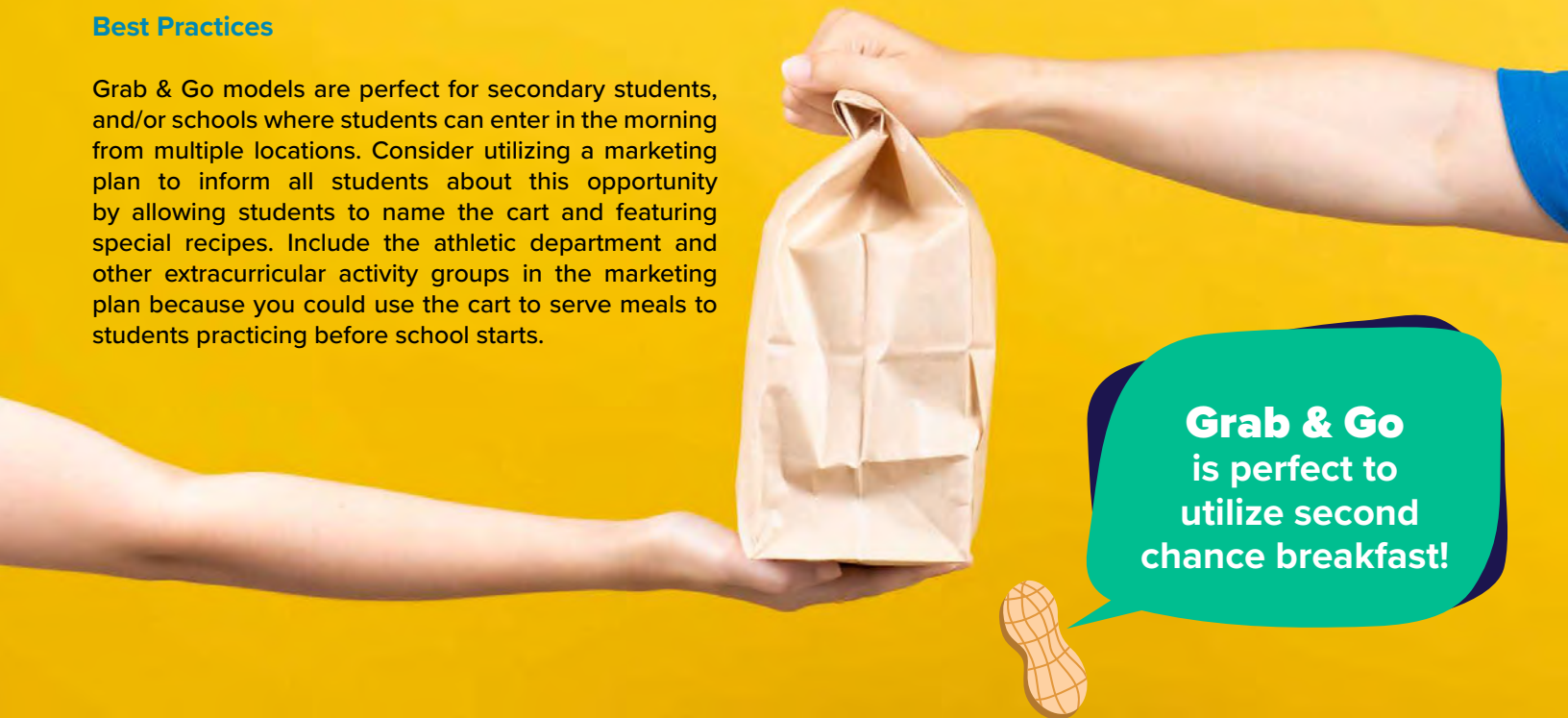


POWER TIP

Measure the doorways that the cart will have to travel through to make sure the cart can fit!

Best Practices

Grab & Go models are perfect for secondary students, and/or schools where students can enter in the morning from multiple locations. Consider utilizing a marketing plan to inform all students about this opportunity by allowing students to name the cart and featuring special recipes. Include the athletic department and other extracurricular activity groups in the marketing plan because you could use the cart to serve meals to students practicing before school starts.



Grab & Go is perfect to utilize second chance breakfast!





Vending Machines

Schools use vending machines for a la carte sales, like drinks and snacks. Vending machines can be used to contain a fully reimbursable meal where the student purchases the meal by using their student number.

Equipment Needs

Vending machine that connects to your POS to track student meals.

Best Practices

Place the vending machines in a highly trafficked area for students. This would be a great model for secondary-aged students.

Our recommendation for secondary students is Grab & Go, second chance, or vending machines.



Want more resources on school breakfast models? Click [here](#).



STAKEHOLDER BUY-IN

As with any program, you want to have the right people in the room to be successful. Power up your team for school breakfast by identifying stakeholders that have an invested interest in health and learning. For many schools (and school districts), this list may look a bit different. Do not be afraid to survey your school environment to find the right people to be at the table.

Throughout the toolkit, we have provided recommendations and ideas on how to incorporate other stakeholders into your school breakfast program. When thinking about your school breakfast team, consider the following:

- **Who motivates others?**
- **How does the school accomplish projects?**
- **What are the priorities of the school, school district, and/or community**

These questions will help you answer the motivating factor that can fuel your school breakfast program. We will discuss stakeholder examples and why they should be included.



Stakeholders to Consider

Students are the reason school nutrition staff work day in and day out. Our meals are created for their preference — so who better to be at the table than students. Of course, we want students' input on what to include on the menus, but their perspective and input are more valuable when they own a part of the project. We recommend identifying just one idea below to start involving students into your school breakfast program (if you can handle another idea — go for it!).



RECIPE CREATORS

There are several student groups, such as Family, Career and Community Leaders of America (FCCLA), where students have projects that involve culinary and nutrition education. Providing students and teachers with an idea that allows them to make a tangible impact on the world around them is huge. There are potentially other classes going on that could assist you as well. For example, if students are learning about history or you want to incorporate another culture into your meals — reach out to the history and/or language teachers for students' support. Bring the learning to every student in the cafeteria!

By incorporating students into your program, think about sustainability by considering a recognition process for students.



TASTE TESTER AFICIONADOS



MARKETING GURUS

Test tasting fits well within the school breakfast work as well as student capacity. This can be as simple as a [Student Survey](#), or as detailed as having students run a test tasting operation. We have more ideas for this in the [Best Practices section](#).

Students know what attracts their peers best. As part of an art project, allow students to create posters or signage to post throughout the school. One of our favorite ideas is to allow students to create a “commercial” for your new program through the broadcasting class at school.



ROLE MODELS

POWER TIP

Include the older students at your school to implement BIC by delivering totes to each classroom.

Allow older students to set the stage for breakfast and healthy habits. Invite older students to be guest servers at your elementary schools. These student leaders could also provide simple nutrition education to elementary-aged students.



LEADERS

POWER TIP

Utilize student leadership groups in these roles as most organizations require volunteer hours, which school breakfast programs would count.

Provide students the opportunity to develop character in a role that supports your breakfast program. Maybe this could be focused on a sustainability project where students can lead the way, complete research (e.g., waste study), and report back on next steps at a school board meeting. School boards want to hear the student voices — so help them find their voice and how to navigate a process like this.

Student leaders are perfect for assisting in operating a Grab & Go cart breakfast model.



Administration

Administration support is needed to make sure you have a successful breakfast program. Early on in the developing stages, ask them for input and advice (we have an email template [here](#)). Administration support can be reached by understanding what are their goals for the students and what experiences they want the school (or school district) to provide students. At the administration level, you can identify local organizations to partner with as well as student groups that are looking for specific projects.

If you are wanting to start a second chance breakfast or BIC, this is the starting point to obtain buy-in for launching the program. With administration, you can understand class timing, potential pushback, cleaning concerns, and other factors that impact the entire school environment. Attend the meeting planning on addressing these issues while also asking for the administration’s best recommendations.



School Staff

Another stakeholder to obtain feedback from is the **school staff**. These are the individuals who see students throughout the day and will have a good idea of what works well. For your school breakfast program, consider speaking with school staff about how students can become involved with marketing or product tasting. The school counselor or nurse are great roles to help you advocate for student development, and if you are beginning a BIC program consider asking them to start collecting data on student complaints prior to beginning and then after the program launch. This will be great data to present at the school board meeting that will enhance the impact of BIC.



POWER TIP

If your school (or school district) desires more consistency of school breakfast during standardized testing periods throughout the school year, this is the time to inform them that school breakfast should be consistent and prominent throughout the school year. Making breakfast important for one week doesn’t impact student success as much as all year long. Use the data and research we provided at the beginning of the toolkit to make your point.



School Nutrition Staff

School nutrition staff are your closest confidants when it comes to what your students eat or don't. Ask them for ideas on how to spruce up recipes as well as if the recipes make sense for them to complete effectively and efficiently.

If you are considering adding a new recipe to your menu, allow your school nutrition staff to taste it first. Let them be involved from the beginning as your child nutrition professionals will be the ones communicating to students about the new recipe.

POWER TIP

When starting a Grab & Go cart program, set up a process that doesn't add extreme burden to child nutrition staff all at once. This may look like preparing the food items the afternoon before or making the menu similar to the one used during the traditional breakfast meal service.



Extracurricular Department

The athletic, band, choir, or any other **extracurricular department** at the school is another stakeholder to consider. Each of these departments are working hard to provide students with skills and character. Come alongside these departments to feed their students as well as engage their teams. These students tend to care more about health and what they eat — so they can become the best at their sport. While we recommend creating a way to feed students involved in extracurricular activities before the school day begins (like a Grab & Go cart), why not also ask them for recipe ideas or assistance in testing a new product.

POWER TIP

When starting a grab and go cart program, set up a process that doesn't add extreme burden to child nutrition staff all at once. This may look like preparing the food items the afternoon before or making the menu similar to the one used during the traditional breakfast meal service.



COMMUNITY

Last but definitely not least, look at your **community** to identify potential resources for funding, ideas, and people willing to volunteer.

Connect the Powerful Peanut

As you speak with stakeholders about your school breakfast program, we recommend advocating the importance of food allergy planning — not banning.

A ban on food allergens in schools is a myth as this does not decrease the likelihood of food allergy reactions. Food allergen bans are based on the misconception that removing the allergen from the school environment will eliminate casual contact allergy reactions. Casual contact means students who smell the food allergen or come in contact with the food allergen on their skin (think hands on a table that had a peanut butter sandwich on it two hours ago) can have an allergic reaction. Based on research, students near or exposed to a food allergen did not have an extreme food allergy response, including anaphylaxis.¹

POWER TIP

When speaking with stakeholders we recommend having research data to back up your points. Click [here](#) to grab them.

Another misconception about food allergens is that they stay on surfaces and any student that touches that specific table is at risk of a food allergy reaction. Current research debunks this myth by concluding washing hands, or surfaces, with soap and warm water will wash away the food allergen safely.²

Provide stakeholders with legitimate reasons why peanuts fit into school meals. [Here](#) are the main reasons.

Time and again we have noticed that most bans cause schools to be relaxed about educating parents and staff on food allergies, which can lead to a food allergy reaction. More importantly, once students step foot outside of the school — no restaurant, grocery store, or convenience store will completely ban a food allergen. Our [Peanuts in Schools blog](#) provides a proactive approach to managing food allergies in every school, which means educating and empowering students.

The main point to focus on when managing food allergies is to create a communication system that connects all stakeholders, including school nutrition professionals, school nurses, social workers, school counselors, and administration. Focusing on communication will keep messaging clear to families and identify specific steps to gather all necessary information to accommodate each student properly.

Even the School Nutrition Association (SNA) provides resources on advocating for [food allergy planning](#). Food allergy planning is important because more students have many food allergies as well as complex food allergies combining multiple foods. A ban on one food allergen will not decrease the likelihood of a food allergy reaction from other foods.

¹ Simonte S, M.S. (2003). [Relevance of casual contact with peanut butter in children with peanut allergy](#). *J Allergy Clin Immunology*, 180-182.

² Perry T, e. A. (2004). [Distribution of peanut allergen in the environment](#). *J of Clin Immunology*, 973-976.

Breakfast Best Practices

For secondary students, breakfast is not seen as “trendy.” Most students want to spend their time with friends while the other large portion of students simply don’t have time between waking up and arriving at the first class to grab breakfast. This makes it difficult for this age group to engage with school breakfast.



Based on the [barriers](#) and [best practices](#) listed above, the goal is to meet students where they are. For school districts (and schools), this challenge will change based on your specific group of students. To start off identifying which best practices work for your school, let's begin by understanding our students more using the questions below:

- Which doors can students enter the building through before school starts?
- Based on breakfast service, when do students arrive?
- Are students separated in different locations while waiting for school to begin?
 - If so, where? Why?
- Where are your athletes and any extracurricular activities occurring in the school prior to the start of the school day?
- Does your school have gas stations or other fast-food restaurants nearby? If so, which ones?
- How does communication with students work in the school? Does email, announcements, student television, social media, or another form reach the students?
- Do you offer free breakfast? Do all the students (and families) know this?
 - If your school does provide free breakfast to all students, how are you communicating this? What does the reach look like?

of more questions — the more you reflect, the more you can understand), we recommend walking around your school during breakfast service. What do you see? — do you have students missing out on the experience? We also recommend asking students about school breakfast — here are some questions to begin with:

- How often do you eat school breakfast?
- (If school breakfast is free) Did you know school breakfast is free?
- What is your favorite school meal?
- What do you eat for breakfast at home?
- What is your favorite restaurant?
- What do you think of breakfast?

These are just the beginning questions to ask students. The

**Looking for student surveys?
We thought so — check out
[page 87](#).**



more you place yourself in students' shoes in how they see breakfast, the more likely you can engage students with breakfast.

Once you have your answers written (and maybe you think



POWER TIP
It is a requirement from USDA to advertise breakfast during the school year — make sure to save the email, poster, newsletter, or anything you send out.



Test Tasting

For this age group, the best way to engage students is to let them provide feedback on the actual recipes. (*Are you looking for recipes? No worries, [we have you covered](#).)* Test tasting in secondary schools can be accomplished in a variety of ways. Here are a few of our favorites:



Option 1
Student Leaders narrow down the Options.

With this test-tasting option, you find the school nutrition recipes (or products) and allow the student leaders to taste each option. The student leader group you select is up to you really, but we recommend asking for recommendations from teachers and school administration. A student leader group could be a student council, a nutrition/health sciences class, or a marketing class. If you have limited time or staff, this is the one to start with. You will need less product and time preparing to gain feedback from students. Think of this as a focus group, in which you should plan to ask more questions than which recipe is their favorite.

As you do this more regularly, let the school know that you involve student leaders in making these types of decisions. Then you could potentially plan to do this on a rotating basis with various student groups (maybe even have them sign up for a spot — make it feel exclusive).



Option 2
Use School Nutrition Recipes/Products.

The difference with this option is you have a wider audience than the first option, which requires more of your time. This is best implemented by allowing the students to vote on their favorite. Think about making it a game and include technology — like an online survey where you can showcase the results in real-time on television screens in the cafeteria.

POWER TIP

There are many free options for free surveys/voting applications. With any that you select, we recommend you make sure only one vote can be received from each device. If you don't select this setting on the backend, your results will be greatly skewed because there will be five students voting the entire meal period.

Now, if you are really short on time and staff, we have a few ideas for you.

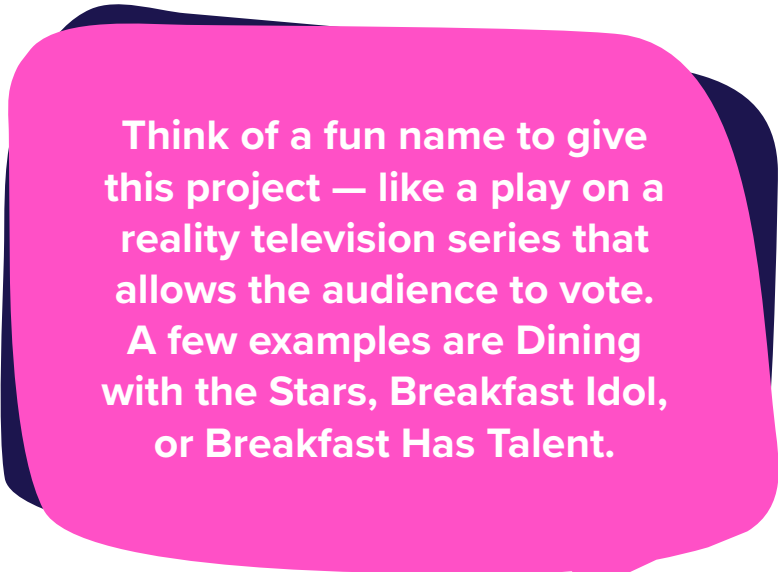
1. Take a look at the [Stakeholder Section](#) and consider how any of these groups could play a role in test tasting. Maybe you have a culinary school, where those students could provide this for your students.
2. Another idea if you are wanting to try a new breakfast product is to ask your vendor's representative to provide the test tasting for you.



Our last option is truly our favorite! While this will require more time and planning, students will absolutely love engaging with school breakfast in this way. *(Feel free to use our [Timeline Checklist!](#))*

This will allow students to be creative and make a breakfast recipe (we recommend requiring peanuts or peanut butter as an ingredient — of course!). Classes that focus on health, nutrition, and/or cooking are the perfect pilot group because you can provide the classes with some education on school meals, nutrition requirements, and how the competition will play out. As mentioned above, you should put some stipulations around the recipe building, such as which meal service, required ingredients, hot or cold service, or anything else that would be exciting!

Once the classes have the recipes completed, let the taste testing begin! You can follow one of the options above, or you could allow the school board, administration, or wellness committee to vote on the winning recipe. If you have a chef on staff, allow them to make sure the recipes fit well with your staff structure and equipment and meet the meal pattern requirements.



With the winning recipe announced, make sure to share this story far and wide. *(Need a press release? [We have a template for you.](#) This is a story newspapers and news stations will want to talk about. Also, parents love to see their students celebrated for these types of activities — all-around fun with school meals!*

POWER TIP

When planning on doing this, we recommend contacting the teachers before the semester begins as this would be a dynamic class project (meeting requirements from the teacher’s end — that’s called buy-in).

Let's Make Breakfast Fun

Since breakfast isn't seen as cool for secondary students, we need to lean into marketing breakfast in a way that students will want to join.

One way to engage students is through advertising what you are already doing (or serving) in a way that is unique. Schools across the country serve a variety of items on the breakfast menus — let's capitalize on that by celebrating these recipes and advertise them with themed holidays.

POWER TIP

Consider adding in an exotic fruit or new recipe to make it exciting when celebrating a holiday! (Everyone loves a limited-time-only announcement.)

To help you with your planning, simply search for national food holidays for the month (or you could look by year and plan ahead). Want to know our favorites? Of course we are nuts about these (because you pair them with peanuts to make them even better!):

Are you wanting free marketing resources to use at your school? [Look no further.](#)



National Peanut Butter Day



National Muffin Day



National Waffle Day



National Grilled Cheese Day



National Biscuit Day

January

February

March

April

May



National Peanut Day



National Coffee Day



National Pancake Day



National Quesadilla Day



National Vegetarian Day

September

October



National Chocolate Day



National Sandwich Day



National Doughnut Day



National Peanut Butter Lovers Month



National Pastry Day

October

November

December

Did you know? The School Nutrition Association (SNA) and USDA provide free resources for National School Breakfast Week (NSBW), Farm to School and National Nutrition Month.




Involve Students in Nutrition Education


Make the school cafeteria (and beyond) a nutrition hub for students to learn about healthy habits, agriculture, and breakfast! Use our videos (paired with resources throughout this toolkit) to educate your students on nutrition.

Immerse Your Students with a Peanut Farm


We recommend starting out by introducing students to a day in the life of our peanut farmers. Large peanut farms are located in the south and southeastern parts of America. These short videos bring the farm to students.



Take a look at peanut farms across the country as the farmers share their commitment to sustainability and how peanuts play an integral role.



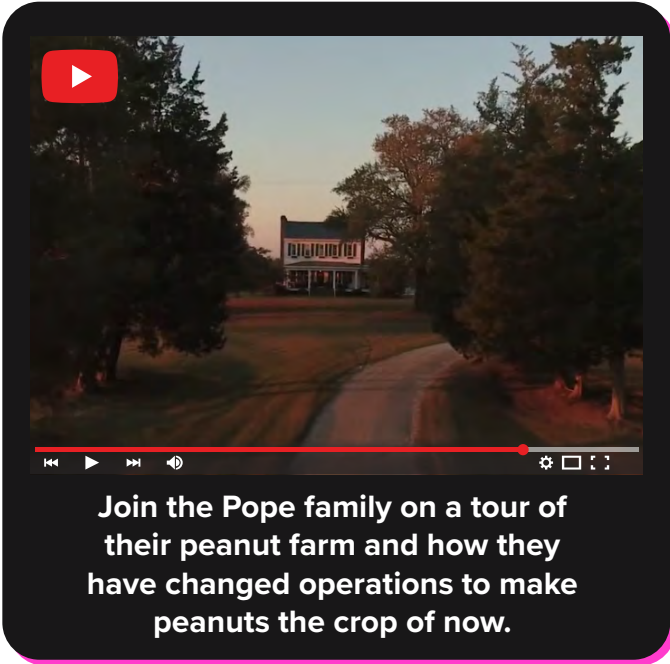
Join farmer Thomas Adams and his dog Lacey as they begin peanut harvesting.



Join Casey Cox Kerr as she takes you on a tour of her family's 150-year-old peanut farm.



Join Austin White, a fifth-generation peanut farmer, as he describes how technology has improved yields year over year.



POWER TIP

Provide students with various seeds and allow them to pick one variable to change as part of the plant growth. This could be different soil, varied light source, or varied irrigation process, where students can track how these change the growth of the plant.

Grow a Peanut Plant

Health Benefits of Breakfast

It is easy to grow peanuts — you don't need a large garden to do so! Why not take this lesson to the classroom?!? Watch our "How to Grow Delicious Peanuts" YouTube [video](#) as part of a classroom lesson. This could be started at the beginning of the school year for students to watch the plant grow and harvest during the last semester.

The National Peanut Board takes school breakfast seriously. To foster an environment for students to use the cafeteria as a nutrition hub, we will be creating a series of breakfast shorts for students to follow, learn, and interact during breakfast. We are committed to meeting students where they are with you.

Keep an eye out for the release of these shorts for the school year 2025-2026 on our [YouTube channel](#).



Timeline Checklist

There is a lot to accomplish to have a successful launch when you begin any new program. Just thinking about the to-do list can be overwhelming — so we have broken down the tasks into easy-to-complete time frames. While this list is not an all-inclusive list for your specific school, let this be a guide to ease your burden and stay on track.

We recommend identifying a kickoff date at the beginning of a semester or after a holiday break. Then work backwards from that date using the checklist.



TIMELINE CHECKLIST

9 months

- Check with the vendors to check on products and equipment needed.
- Compile data to show the importance of an innovative breakfast program.
- Follow appropriate procurement regulations.
- Set up a meeting with the principal, custodian, and school nurse to discuss the new program and identify potential challenges.
- Take a field trip! Bring the administration, athletic director, or teachers with you to visit a school district successfully operating a similar school breakfast program.

6 months

- Meet with the maintenance director to confirm equipment needs (go over electrical needs, etc.).
- Determine what student customizations will be allowed.
- Meet with the administration to discuss when the school program(s) will be released.
- Meet with a student group.

3 months

- Create an ordering process for the cafeteria manager(s).
- Confirm the claiming method to be used.
- Train staff on the new breakfast service model.
- Create a [Marketing Plan](#) to identify who should be involved and when.

1 month

- New equipment delivered (if appropriate).
- Test it! Allow school nutrition staff to test out the recipes.
- Add school breakfast information/release date on the website and school newsletters.
- Contact local organizations (or vendors) for any swag/trinkets to provide students.

3 weeks

- Schedule social media posts for the rest of the month.
- Ask the student TV class to make a commercial for the school breakfast promotion.

2 weeks

- Allow a student leadership group to taste the recipe(s) first.
- Hang POS signs and banners in highly trafficked areas in the school.
- React to social media engagements.
- If you are doing an incentive promotion, make sure to have swag/trinkets.

1 week

- Check in with student groups that are assisting with the kickoff.
- Prepare all marketing materials for the launch.
- React to social media engagements.

Day Before

- Set up an incentive promotion (if you are using this).
- Send an email to the teacher organizing the student group to make sure they are set.
- Post images on social media.

Day Of

- Make sure student leaders know their jobs.
- Take photos of students trying new recipes and interacting with the breakfast promotion and then add them to social media.


After Implementation

- Make sure student leaders know their jobs.
- Take photos of students trying new recipes and interacting with the breakfast promotion and then add them to social media.

Power Up Your Menus

Don't forget the iconic Peanut Butter & Jelly Sandwich — use this [video](#) for a quick staff training!

- [Peanut Butter Vanilla Yogurt Dip](#)
- [Peanut Butter Bagel Bar](#)
- [Peanut Butter Granola Bars](#)
- [Multipurpose Peanut Sauce](#)
- [Peanut Butter Overnight Oats](#)
- [Chocolate Peanut Butter Banana Smoothie](#)
- [Peanut Kid-cuterie](#)
- [PBJ Rollups](#)
- [Crunchy Peanut Butter Apple Nachos](#)
- [Banana Toast](#)
- [Bento Box Blueberry Dip](#)
- [Peanut Butter Chip Yogurt Bark](#)
- [Peanut Butter Banana Quesadilla](#)
- [Peanut Butter Banana Crunch Overnight Oats](#)
- [PBJ Greek Yogurt Parfait](#)
- [Peanut Butter Glaze](#)



Looking for more smoothie resources? Check out this [guide](#).

POWER TIP

Don't forget to notify students and families about the food allergens present in your recipes! Also, use the [Handling Food Allergies in School Foodservice video](#) for training staff about cross-contact.

Tubular Menuing

Let's take your recipes and make powerful breakfast menus. Before beginning the menu planning phase, first identify how the current menus are budgeted. This will help you to identify what type of products you can add in, and of course, how many (or what type) of the new specialty products can fit into your breakfast menu.

To begin, let's start with the cycle menu. If you are not familiar with this phrase, the cycle menu is based on the number of weeks the menu will be used uniquely, and then the menu repeats itself using the same recipes. For example, if you select a four-week menu cycle, then each week in that month will have a new menu, and starting the next month the cycle and menu will repeat itself. Cycle menus really do help with cost and waste as the menu planner can ensure food products are used well throughout the cycle.

POWER TIP

We recommend trying to use one food product, let's say peanuts, at least twice in a menu cycle.

The goal is for the menu planner to identify the total plate revenue and make sure the food cost of the plate is at forty percent¹. For example, total revenue (or reimbursement) for a school breakfast meal is **\$2.73, which means the food cost should be around **\$1.09**.**

For school breakfast, the best length of a cycle menu to start is two weeks. This will allow for plenty of options that keep the students interested while also allowing you to plan within your budget. (Looking for a menu template? Check out our Power Menus [here](#).)

As you are planning out a new menu cycle, look back at an older version used before you start the next phase, which is costing out a menu. If you have never tried this before — which is completely fine — we want to provide you with resources to power up your entire school meal program. There's always room for us to grow and learn.

If you utilize a back of the house software, where your production records, ordering, and nutrition software are tied, then we recommend becoming familiar with that software and even asking your representative for training on this portion. Understanding the tools you have at your fingertips, while time-consuming, can save you time and money in the long run. A back of the house software will definitely assist you in costing out your menus.



However, if you don't utilize such a program, here are tips and tricks for you to do this yourself:

1. For each product used, find the cost per case and then break that cost down per serving. Place that number next to each product in your recipe for the menu.
2. This will even mean your commodity or Department of Defense (DOD) food products. To be even more precise, you can calculate the shipping costs associated with this too.
6. Write the correct school breakfast reimbursement rate at the top of the page you are working on. If your school(s) have a range, write the range for paid through free reimbursement rates. This information is what you want to keep your meal expenses under.
7. Food costs are only a portion of the total expenses you are working with — you still have labor to factor in — but right now we are focused on costing menus purely from a food cost perspective.

POWER TIP

DOD options are similar to commodity products in that you order them through state agency allotments. DOD provides a lot of fresh fruit options at a good price. To understand how to apply and utilize this program, reach out to your state agency's field representative.

8. Let's start comparing the plate cost to our reimbursement rates. Total up the price for each recipe and then for the day; then compare this total price to your reimbursement rates. How does the expense of each plate fall within your reimbursement rates?

POWER TIP

Do you operate Offer Versus Serve (OVS)? If so, take that into consideration when costing out a menu. For example, if you offer several fruit options for breakfast — not all students will take each fruit option. OVS does help with your budget.

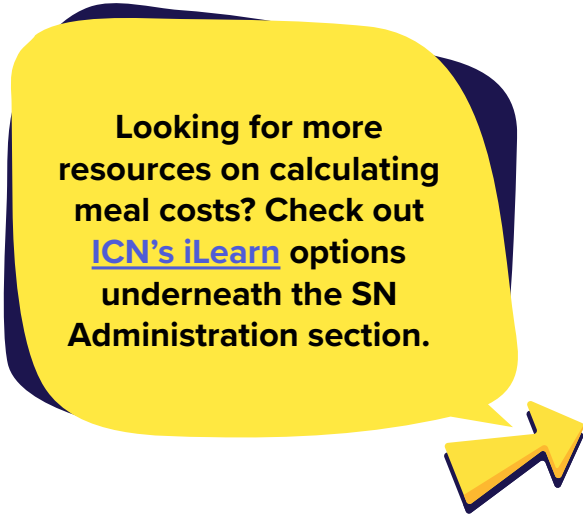
3. After each food product has a serving cost next to it, then you can highlight the higher-priced items with one color and the lower-priced items with another. This will help you in the end when reviewing your menu.
4. Then take another highlighter (or use a star — something that stands out) to identify the food products used multiple times in the menu cycle.
5. From there, find the current school year's reimbursement rates (make sure to take into consideration if your school(s) participate in CEP or another provision) for school breakfast. You will see a section for a Severe Need reimbursement rate, which is additional money for each reimbursable meal. Severe need is calculated at the school level based on two year's prior data on the percent of lunches served at the free and reduced-priced benefits. If you are unsure if your school(s) obtain this reimbursement, log into your claims portal (for the state agency) and look within each school's profile and/or at the claims webpage — it should indicate whether your building(s) receive the additional money.
9. From the comparison, you should identify days that are higher priced and those that are not — that's typical. But like our nutrient standards, the weekly average of plate cost should be relatively stable.
10. At this point, you can decide which days you may need to cut due to cost (or reduce the higher-priced food products) and other days where you have room to expand.

It is important to note, that this information should not be used to offer less for our students, but to identify how more exciting recipes and food products can allow students to have a foodie experience during school breakfast. If your higher-priced items are used only once in the menu cycle, find recipes that allow you to use this product frequently (maybe even in the lunch menu). This will use the same product while having a different outcome (or recipe) for the students to try.

Now you have a good idea of how much your school breakfast menu costs (from food expenses only). You should then keep in mind the cost of your labor as this could help make decisions for more labor-intensive recipes, like cutting up fresh fruit or a fresh smoothie station. A good rule of thumb for labor cost is that it should not be more than forty percent of your total revenue¹.

Now that you have made decisions on what recipes you plan to use for your two-week menu cycle, let's move on to ordering. Menus come into full strength when the orders come and the kitchen is stocked.

If you are wondering how much you need to order for a certain serving, we recommend utilizing USDA's [Food Buying Guide](#) (FBG). For our Power Up School Breakfast with Peanuts, we have provided you the FBG information for peanut butter below for a quick view:



Peanut Butter and Other Nut or Seed Butter

Almond butter, Cashew nut butter, Peanut butter, Reduced fat peanut butter, Sesame seed butter, Sunflower seed butter <i>Includes USDA Foods, peanut butter and Sunflower seed butter</i>	No. 10 Can (108 ounces)	97.50	2 tablespoons nut/seed butter provides 1 ounce meat alternate	1.10	2 tablespoons = about 1.1 ounces nut/seed butter
	No. 10 Can (108 ounces)	65.00	3 tablespoons nut/seed butter provides 1-1/2 ounce meat alternate	1.60	2 tablespoons = about 1.1 ounces nut/seed butter
	32 ounce Container	28.80	2 tablespoons nut/seed butter provides 1 ounce meat alternate	3.50	2 tablespoons = about 1.1 ounces nut/seed butter
	32 ounce Container	19.20	3 tablespoons nut/seed butter provides 1-1/2 ounce meat alternate	5.30	2 tablespoons = about 1.1 ounces nut/seed butter
	Pound	14.40	2 tablespoons nut/seed butter provides 1 ounce meat alternate	7.00	2 tablespoons = about 1.1 ounces nut/seed butter
	Pound	9.62	3 tablespoons nut/seed butter provides 1-1/2 ounce meat alternate	10.40	2 tablespoons = about 1.1 ounces nut/seed butter

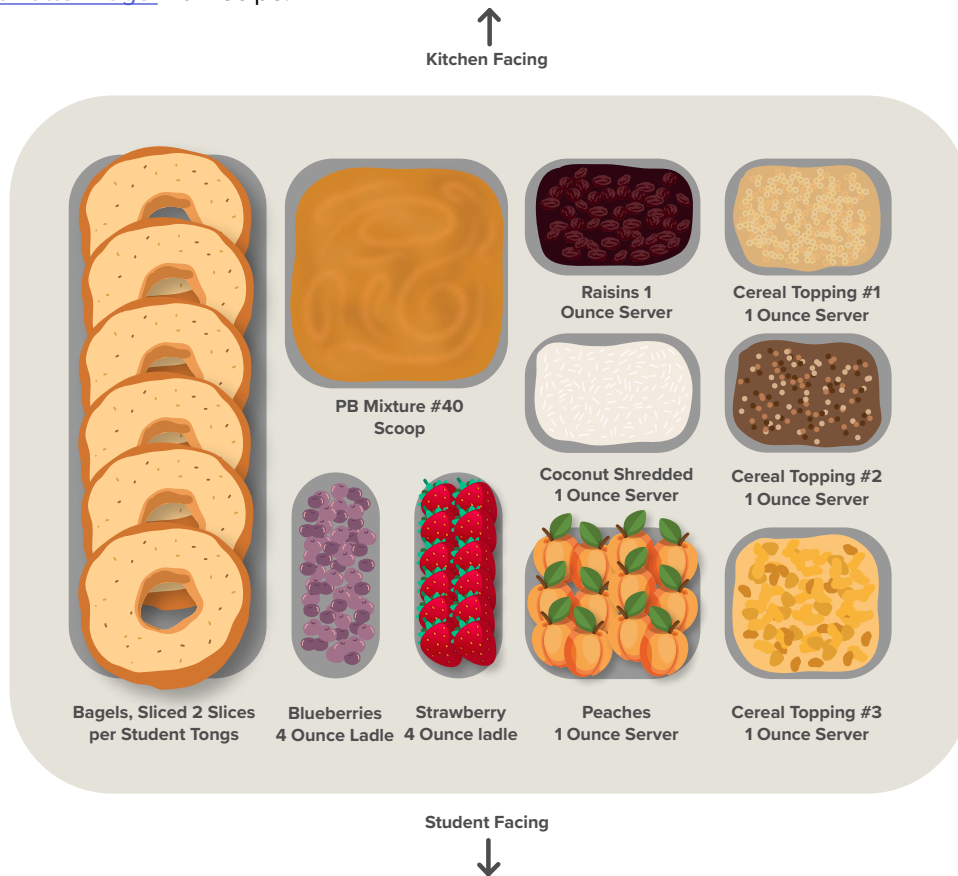
Power Up Your Service Line

Now that you have your menus ready to hit the stage, let's create some eye appeal on the serving line. These diagrams are intended for the traditional meal service model, but you can also take this concept to a Grab & Go cart or BIC.

When creating these diagrams consider the meal's color, texture, and placement of each item on the boat or plate. The placement of foods in your serving line can assist with the speed of service as well as maintaining your budget without losing options. These diagrams are perfect for providing students with a simple customization meal, or creating your own station.

The benefit of utilizing customization serving lines is that it allows you to get the most out of recipes and products while empowering students to make their own healthy decisions. In our examples below, we are putting two recipes together to provide inspiration.

First up is the [Peanut Butter Bagel](#) Bar recipe.



The diagram is to simplify setting the serving line. The goal is to provide your staff with a simple serving line build that anyone in any position could read and set up the line the way you envision. We recommend using colors and a key to indicate the size of each hotel pan. For example, the blueberries and strawberries could be placed in a four inch half way pan (or sometimes referred to as a shotgun pan), which will really make the line pop.

For items that you don't need that much of, like the shredded coconut, use a two inch half hotel pan, or if you have room next to the serving line place in a nice serving bowl. This will keep your line looking nice without wasting product and money.

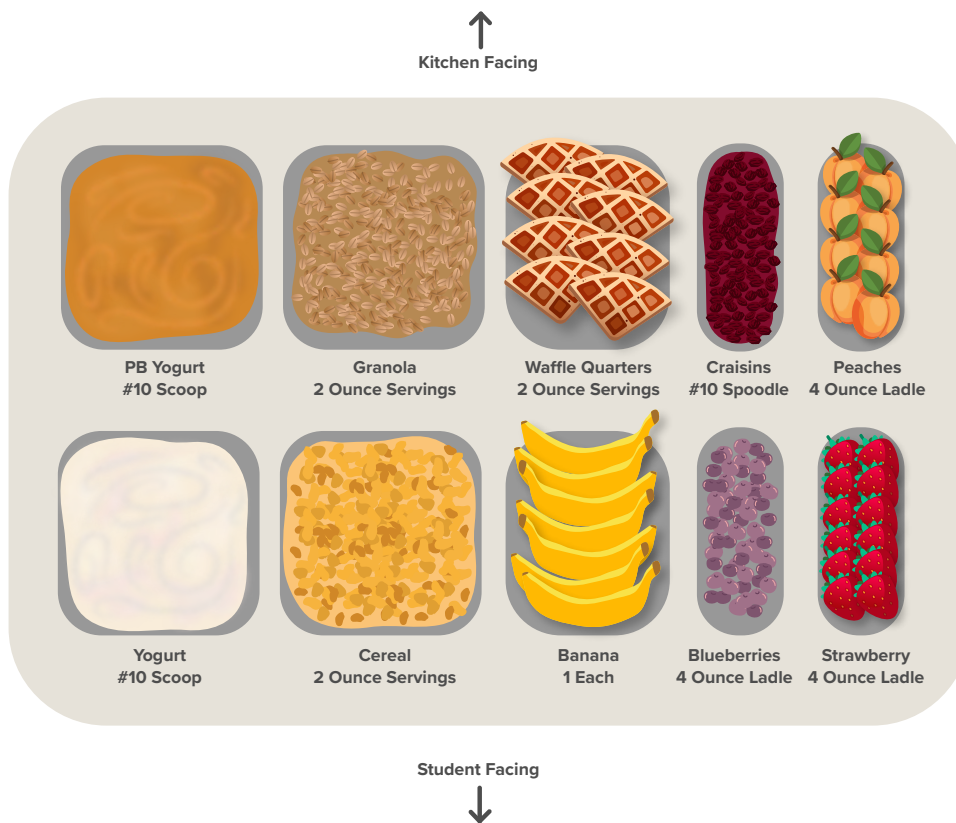
POWER TIP

Include the correct spoodle and serving size for each item in the serving line and make sure it matches the production record and recipe. This will be an easy way for staff to set up the line, especially if they were not the individual that prepared the products.



Looking for a good resource on portion sizing and types of spoodles/ladles? Use the Institute of Child Nutrition’s [Basics at a Glance](#) (available in Spanish and smaller sizes perfect to keep handy!)

Another idea is to create a parfait (or we like to think of it as a Power Bowl) customization utilizing the [Peanut Butter Yogurt Dip](#) and [PB & J Greek Yogurt Parfait](#).



While we recommend you create a standardized recipe for this including each product shown above, this is simply an example to show how to utilize a product well on your breakfast menu. If you serve waffles earlier in the week or granola for lunch parfaits, get the most out of these ingredients (and decrease waste) by including ingredients like these on a customization station.

Now it’s your turn! We have created these [simple cutouts](#) for you to create your own customization serving line. Have fun and show us your results — we will go nuts over your creations!

¹ Pannell-Martin, Dorothy and Julie Boettger. School Food & Nutrition Service Management for the 21st Century. 6th Edition., 2014.

Marketing Materials

This school breakfast program is part of you and your team’s story to bring healthy meals to each and every student in the school district. Now that’s a story worth sharing! You are innovating the way students perceive and interact with school breakfast — let’s make sure the community is aware.

To take the marketing burden off of your shoulders, we have created editable marketing materials you can plug and play into your marketing plan. Hopefully, you can use these templates to elevate your program even more than where you currently are.

As we mentioned earlier, these are ideas to get you started and lift off. If you prefer to have students involved in this process (totally do so!), utilize these materials as a place to start or include them as part of their overall marketing plan.



Monday	Tuesday	Wednesday	Thursday	Friday
Peanut Butter Granola Bar	Cheesecake Peanut Butter Bars with Unicorn Cookies	Make Your Own Parfait	Peanut Butter Overnight Oats	Crunchy Peanut Butter Apple Nachos
Apple or Banana	Orange or Pear	Strawberries or Blueberries	Banana or Raisins	Graham Crackers
Choice of Milk	Choice of Milk	Choice of Milk	Choice of Milk	Orange or Pear
				Choice of Milk

Menu Template

Use our Power Up Breakfast menu template to spice up your website and social media!



Power Up Breakfast Menu Callout

Use our Power Up Breakfast symbol to add next to your recipes so students and families know this item has protein as well as peanuts.

Peanut Butter Granola Bars	Chocolate Peanut Butter Banana Smoothie
Plain Bagel	Peanut Butter Yogurt
Strawberries	Blueberries
Cream Cheese	

Product Identifiers (PIDs)

After creating your school breakfast menu, add the recipe names to our PID template so you can make sure the students are able to read what is available on the line. This is a perfect way to notify students of the food allergens present in each recipe.

Point of Service (POS) Signage

These signs are best placed by the serving line or at the cashier's station. We recommend placing these signs early so students can be aware of the upcoming implementation date. Our template can be edited easily for you to add in your specific date, location, time, and anything else students should know!



Banner for Hallway

Place this banner in highly trafficked hallways to gain the attention of students. If you are implementing a Grab & Go meal service model, we recommend placing this banner where the cart will be located. Like the POS signage, we recommend placing this banner up prior to the program roll out.



Digital Signage Template

Most of our cafeterias are equipped with digital advertising. You can definitely ask students to create this for you (or maybe put their own spin on our template). This template can be updated to include your program's specific information, like time, date, or location. This signage will be featured on the televisions in your cafeteria as informational and educational for students.

If you are planning to utilize this template, we recommend reaching out to the school's technology department prior to rolling out this feature. The televisions may need a specific connection to make this work. Ask for help to get this running and if they need the file in a specific format.

POWER TIP

Reach out to the custodian staff to understand which types of wall mounts they prefer. Depending on the walls in the hallway, you may have to use different methods to not leave a mark on the wall. We recommend using something like [this](#).

Peanut Nutrition 101

Peanut Nutritional Importance
 Not only tasty and versatile, peanuts have a variety of vitamins and minerals in every bite, giving you more energy to live a vibrant life. The Dietary Guidelines recommend a plant-based way of eating, which definitely includes peanuts, a great plant-based protein option. Some people worry about the fat in peanuts, but most of the fat is good fat—12 grams of the 14 grams total fat are unsaturated—the kind that we should eat more often. Peanuts and peanut butter provide a flavorful nutritional addition to any meal.

Peanuts have more protein than any nut (7g per serving), containing more than 30 essential vitamins and minerals, and are a good source of fiber and good fats.

Protein
 Most often thought of as a nutrient in animal foods like meat, eggs, and dairy, protein is also in plant-based foods. Eating a variety of protein sources, including plant-based foods like peanuts, can help provide needed nutrients and reduce the amount of cholesterol (which experts recommend we eat less of) in the diet. For vegetarians, it's important to eat a variety of plant-based protein to help provide all essential amino acids, since most vegetable sources are deficient in one or more.
 With seven grams per ounce, peanuts have more protein than any nut. Protein is essential for muscle growth and maintenance.

Vitamins Minerals & More
Peanuts are a good source of 10% of the Daily Value:

- Vitamin E:** Vitamin E is a dietary antioxidant that helps to protect cells from oxidative stress, a normal, yet damaging, physiological process.*
- Magnesium:** Magnesium is important for muscle function including the heart, enzyme function and energy production.*
- Copper:** Copper is essential for red blood cell formation and for healthy blood vessels, nerves, immune system and bones.*
- Phosphorus:** Phosphorus is important for the formation of teeth and bones, cell growth and muscle function, as well as helping the body use vitamins to create energy for cells.*
- Fiber:** Fiber adds bulk to your diet and helps you feel full longer, while aiding in digestion! In fact, the Dietary Guidelines for Americans urge Americans to consume more fiber-rich plant foods for better health.

Nutrition Education Handout

Use this as an opportunity to teach students and families about the importance of peanuts with this easy-to-print handout. Looking for more resources to pass out to families and/or add to your website? Visit our website to download our FREE nutrition education resources.

National Peanut Board

[School District] is Transforming the Way Students Eat Breakfast

How do you put the power in school breakfast? Serve students school breakfast with a focus on protein, less added sugar, and convenience for all.

[Insert School District Name] is excited to announce the launch of an elevated school breakfast program.

The program supports [Insert School District Name]'s commitment to increase healthy meal access for all students while focusing on what students want. [Insert time frame - like this past spring] over [insert number] students completed a survey indicating a focus on protein-rich, vegetarian, and on-the-go breakfast options (update based on survey results as needed). The program kicks off on [insert implementation date] at the following schools: [insert school names]

[If implementing free breakfast use this -] School breakfast is also free for all students at every school. Save time and money at home by eating breakfast with your friends at school!

[insert school district food service director name] collaborated with The National Peanut Board to bring powerful school breakfast recipes to [city name]. [insert personal quote].

Peanuts will be featured throughout [insert school district name] school breakfast program. The powerful peanut includes plant-based protein and is packed full of vitamins and minerals. Providing good fats, or unsaturated fats, in every tablespoon, peanuts support an option. Families may be familiar with peanut butter, which can be found at your local grocery store. At [insert school name], students are served peanuts as part of a healthy meal standard in the following recipes: [insert recipe names].

Markita Lewis, Marketing and Communications Manager from the National Peanut Board, shares a message regarding why peanut farmers care about school nutrition. "Our nation's peanut farmers are proud to know that the products of their hard work and dedication can make it to students' plates and provide nutrition that can last them throughout the school day."

[Lauren or Markita insert a quote about peanuts/farmers - something really inspirational :)]

[Insert School District Name] is committed to providing a safe eating environment for all students. [Insert School District Name] believes in being [allergen aware](#) to empower students for life outside of school.

The National Peanut Board works with school districts across the country to educate families and school nutrition professionals on peanut sustainability, accessibility, and nutrition. For more information, visit nationalpeanutboard.org

Press Release

Share your success story! You and your team worked hard to implement this program so why not invite community members to share in the success. Our Press Release template will grab the attention of local media

Date [insert date]

Hello [insert name].

For the [insert timeline date - such as new school year or after break], I am working to meet our school district's goals to improve the student experience during meal services. Based on previous student surveys, [insert any results from survey as necessary]. For [insert school name], I am addressing the students' voices by implementing an elevated breakfast program. Our school breakfast program will provide your school:

- Engage more students by providing a meal at no cost and convenient
- Reduce the amount of added sugars
- Provide vegetarian breakfast options
- Increase the protein-rich breakfast options
- Potential benefits to the school nutrition department budget

We strive to create a school cafeteria with scratch cooked meals that feel like home. As we begin this journey of meeting students where they are, I would like to meet with you to discuss strategies to make this program a success.

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

Let me know.
Sincerely,
[insert your name]

Administration Email Template

Use our email template to start the process of obtaining buy-in from stakeholders in your schools.

Date [insert date]

Hello [insert students, families, and/or parents].

Starting [insert implementation date], [insert school name] will be featuring new protein-rich breakfast options. Our breakfast program will include [insert carts or breakfast in the classroom - service model], where students can easily pick up breakfast on the way to class. [If implementing a second chance breakfast, add another sentence about where and when this would be available.] The breakfast program will provide:

- Improved meal experience for students
- No cost breakfast options to students
- More wholesome protein breakfast options
- Reduced amount of added sugars
- Vegetarian breakfast options

[If sending to parents] On [insert test tasting date], students picked the winning breakfast recipes - here's the winners:
[insert name and picture of winning recipe(s)]

[Insert School District Name] is committed to providing a safe eating environment for all students. We take food allergies seriously, and this is no different - if your student has a peanut allergy we will continue to accommodate them.

We look forward to featuring these student-approved breakfast recipes. The ingredients included in our recipes come from local farmers, which provides students fresh, healthy options. [insert sentence about local products/farmers to be featured]

[Insert school name] strives to create a school cafeteria with scratch cooked meals that feel like home.

We look forward to eating school breakfast with you!

Sincerely,
[insert your name]

Community Email Template

Use our email template to start the process of obtaining buy-in from stakeholders in your community.



If you are looking for other ideas, check out [USDA's SBP Marketing Toolkit](#).

Social Media Resources

Try uploading our plug-and-play posts and images on your school district's social media platforms. We created social media captions to discuss sustainability, peanut farmers, nutrition, and of course, your school breakfast program! Gain traction by sprinkling in posts prior to the launch. Tag us on **Instagram (@nationalpeanutboard)**, **Facebook (@nationalpeanutboard)**, and **X/Twitter (@peanutfarmers)**.

Good for the **WORLD**
Good for your **HEART**
Peanuts require less
WATER to grow

Curious about water?
Check out this <https://bit.ly/3SFdxia>

#PowerUpwithPeanuts
#schoolbreakfast

DYK?

There are over

7,000

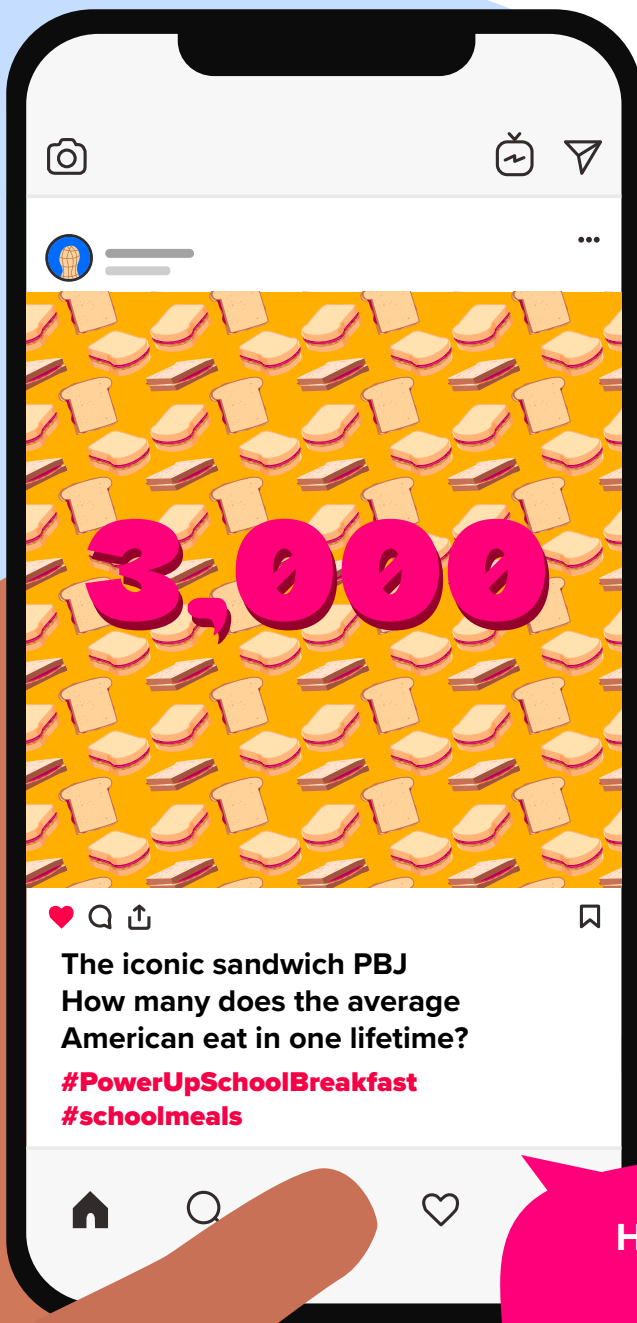
peanut farmers in America!

#PowerUpwithPeanuts



How many peanuts does it take to fill up a
12-ounce jar of peanut butter? Take a guess

#PowerUpSchoolBreakfast with **#peanuts**



3,000



The iconic sandwich PBJ
How many does the average
American eat in one lifetime?

#PowerUpSchoolBreakfast
#schoolmeals

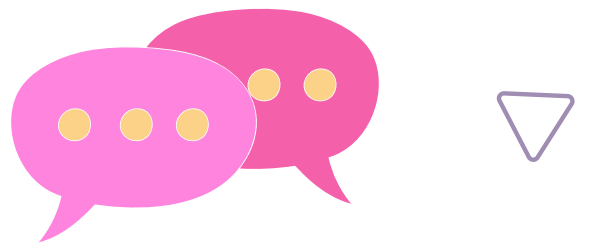
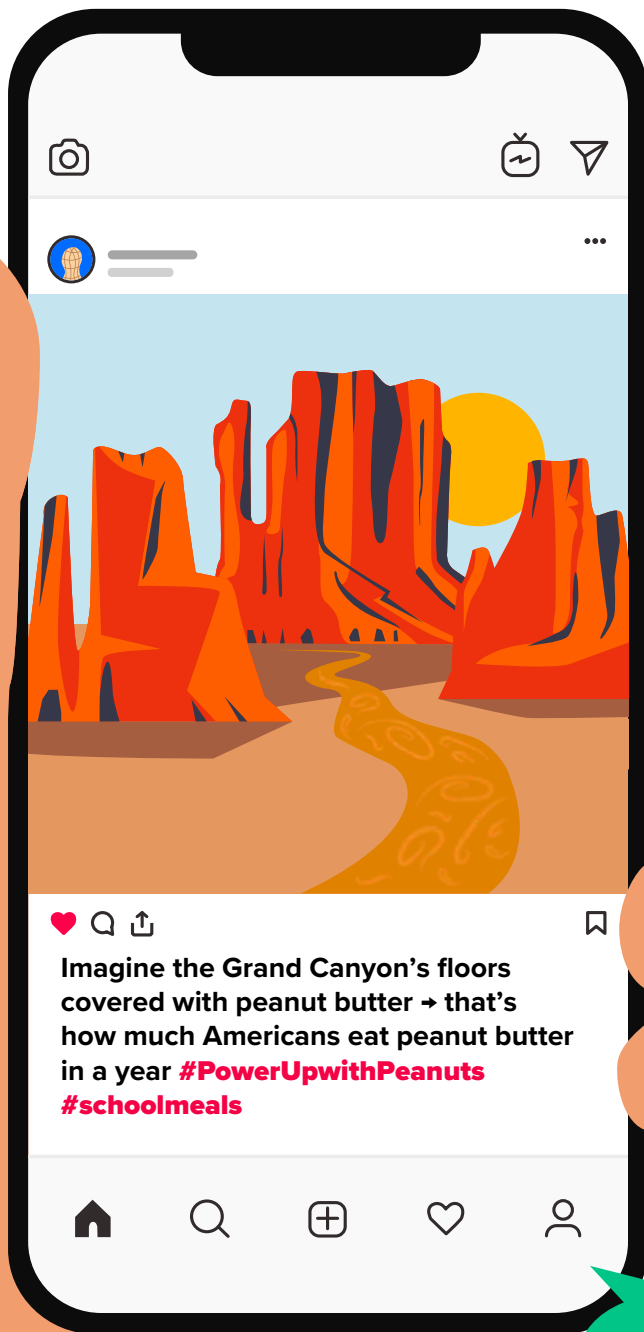


How often do you eat a PBJ?
the average adult has

**3 PBJ's
each month.**

Drop your favorite
PBJ companion

#PowerUpwithPeanuts #schoolmeals



Wonder what's packed inside the shell?



Check out the **Powerful Peanut** here

<http://bit.ly/3U2vu9Z>

#PowerUpwithPeanuts
#schoolbreakfast



Haven't bought peanut butter in a while?

Curious how long it will last? Check out this resource

<https://bit.ly/48KVvOk>

#PowerUpwithPeanuts
#schoolmeals



How do Peanuts Grow

Check out the sustainable peanut
#PowerUpwithPeanuts
#schoolmeals
<https://bit.ly/492KpXr>



We can't wait to sample these with you!



#PowerUpSchoolBreakfast
recipe drop
#Schoolbreakfast



#schoolbreakfast
#schoolbreakfast
#PowerUpwithPeanuts



It's here
#PowerUpSchoolBreakfast
starts tomorrow

students can grab a protein
wholesome **#schoolbreakfast**
tomorrow

See ya there!



Recipe Alert



#PowerUpSchoolBreakfast
#schoolbreakfast

Keep an out for this
#schoolbreakfast recipe to
make its debut on [insert
date] **#PowerUpwithPeanuts**

DYK School breakfast is
FREE
for all students

Join us each morning at _____

Calling all foodies

is looking for students to create a
#PowerUpSchoolBreakfast
recipe

#PowerUpSchoolBreakfast

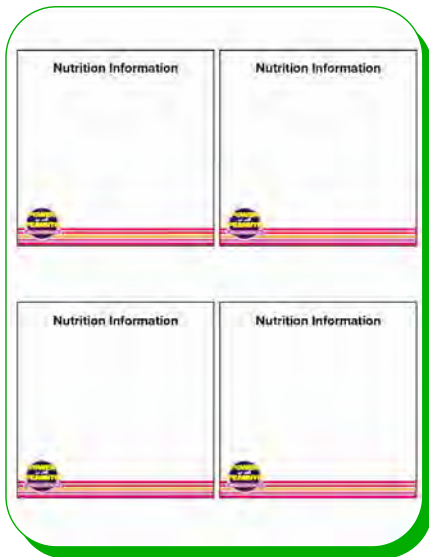
Want to join the
competition? Sign up here

Merchandising Materials

Merchandising materials make your school breakfast program light up the cafeteria. Like with any restaurant, we want this program to be easily recognizable and fun so all your students will be excited to try one of your peanut-powered breakfast recipes.

We have specifically curated the following merchandising materials to enhance your school breakfast from day one of implementation.





Nutritional Label

Use our designed nutritional label for your Grab & Go menu. These are perfect for adding allergen information. Simply download our template, print, and go!



Power Peanut Sticker

This sticker will stick out in your cafeteria and hallways! We recommend sticking these on packaged items, like a smoothie or parfait, to indicate peanuts are in the product.



QR Code Signage

Use our QR codes for social media posts and signage for students to quickly access nutrition education materials and resources! This will add nutrition education to your cafeterias easily.

FAQ

Q: Can a peanut allergen be easily cleaned from surfaces and hands?

A: The peanut allergen is relatively easily cleaned from hands and tabletops with common cleaning agents, like hand soap, and does not appear to be widely distributed in preschools and schools. Read the research article [here](#).

Q: Are peanut allergens easily detected in many school environments?

A: From recent research, peanut allergens were not detected as airborne.

Q: What is the recommended age for babies to be introduced to peanuts?

A: The Dietary Guidelines for Americans recommend introducing peanut foods to infants as early as 4-6 months to help prevent a peanut allergy. For more information, resources and easy tips, visit NationalPeanutBoard.org.

Q: Are there other resources for managing food allergies in schools?

A: Yes - the CDC has a toolkit for food allergy management in schools and the School Nutrition Association has webinars, trainings and more through their Food Allergy Resource Center at SchoolNutrition.org. Check out the National Peanut Board website dedicated to Everything Peanut Allergy as well.

Recipe Index



Peanut Butter Vanilla Yogurt Dip

By Chef Sam Gasbarro and HealthySchoolRecipes.com.

Easy

Total Servings: 50

Serving Size: One #10 Scoop

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
2 oz. eq.	1 oz. eq	0 cup(s)	½ cup (s)	0 cup (s)

(4 crackers must weigh at least 28 grams or 1 ounce);
We recommend serving with a ½ c. of fruit per serving (strawberries, apples, etc.)

Ingredients

- 5 ¼ pounds peanut butter, creamy
- 6 ¾ pounds (3 quarts ½ cup) yogurt, vanilla
- 9 pounds, 10 ounces strawberries, fresh, whole
- 2 pounds 6 ounces graham crackers

Directions

This recipe is scaled for K-12 school food service. For more information about peanuts in school food service, visit PeanutsinSchools.org. Find the recipe for home cooks [here](#).

1. Combine peanut butter with one-half of yogurt and mix well.
2. Add remaining yogurt and mix well.
3. Portion into ½ cup containers. Keep cold for service.
4. Serve with fresh strawberries and graham crackers.

For large batches, use a mixer.

Variations: For a chocolate peanut butter dip, just add cocoa powder (1 cup of cocoa powder to 50 portions) to dip mixture.



Nutrients per serving

Peanut Butter Vanilla Yogurt Dip

Calories	340 kcal	Total Fat	25 gm	Saturated Fat	5 gm	Cholesterol	2.5 mg
Carbohydrate	21 gm	Protein	21 gm	Sodium	230 mg	Iron	1 mg
Dietary Fiber	2.3 mg	Calcium	74 mg	Vitamin A	252 IU	Vitamin C	0 mg

Peanut Butter Vanilla Yogurt Dip with Strawberries and Graham Crackers

Calories	460 kcal	Total Fat	27 gm	Saturated Fat	6 gm	Cholesterol	5 mg
Carbohydrate	44 gm	Protein	14 gm	Sodium	370 mg	Iron	2 mg
Dietary Fiber	4.9 mg	Calcium	105 mg	Vitamin A	262 IU	Vitamin C	1 mg



DIY Peanut Butter Bagel Bar

By Chef Brenda Wattles, RDN

Easy ■■■

Total Servings: 100

Serving Size: 2-Peanut Butter Maple Bagel Halves

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
1 oz. eq.	2 oz. eq	0 cup(s)	0 cup (s)	0 cup (s)

*Note: For dry fruit, ¼ cup fruit credits ½ cup fruit. Hold fruit at 41 F or lower. Hold cereals between 50-70 F degrees.

Ingredients

- 7 pounds peanut butter, creamy (3 quarts ½ cup) (USDA or Commercial)
- 3 pounds 6 ounces maple syrup (1 quart 2 ¼ cups)
- 12 pounds 8 ounces bagel, whole grain-rich (at least 2 ounce eq grain) (100 each)



Fruit Bar Toppings (Based on 100 - ½ cup servings)

- 3 gallons 2 cups (about 5 ¾ #10 cans) apricots, canned, diced (USDA or Commercial)
- 17 pounds 7 ounces blueberries, frozen, thawed (USDA or Commercial) (3 gallons 2 cups)
- 9 pounds coconut, shredded (USDA or Commercial) (3 gallons 2 cups)
- 7 pounds 4 ounces *cranberries, dried (USDA or Commercial) (1 gallon 2 quarts 1 cup)
- 10 pounds 8 ounces *mixed fruit, dried (USDA or Commercial) (1 gallon 2 quarts 1 cup)
- 3 gallons 2 cups peaches, canned, diced, light syrup pack, drained (USDA or Commercial) (about 5 ¾ #10 cans)
- 8 pounds *raisins, seedless (USDA or Commercial) (1 gallon 2 quarts 1 cup)
- 28 pounds 4 ounces strawberries, sliced, sweetened, frozen, thawed (USDA or Commercial) (3 gallons 2 cups)

Cereal Bar Toppings (Based on 100 servings — ounce equivalent based on manufacturer documentation)

- 8 pounds 2 ounces Trix cereal, whole grain-rich (1.25 ounce equivalent)
- 8 pounds 12 ounces Rice Chex cereal, whole grain-rich (1.25 ounce equivalent)
- 6 pounds 4 ounces Multigrain Cheerios cereal, whole grain-rich (1 ounce equivalent)
- 8 pounds 12 ounces Cinnamon Toast Crunch cereal, whole grain-rich (1.25 ounce equivalent)
- 12 pounds 8 ounces Cocoa Puffs cereal, whole grain-rich (2 ounce equivalent)
- 7 pounds 14 ounces Lucky Charms cereal, whole grain-rich (1.25 ounce equivalent)
- 8 pounds 2 ounces Honey Nut Cheerios cereal, whole grain-rich (1.25 ounce equivalent)
- 8 pounds 13 ounces Golden Grahams cereal, whole grain-rich (1.25 ounce equivalent)
- 6 pounds 4 ounces Fruit Loops, whole grain-rich (1 ounce equivalent)

Directions

This recipe is scaled for K-12 school food service. For more information about peanuts in school food service, visit PeanutsinSchools.org.

- 1. Prepare Peanut Butter Maple Spread:** In a large mixer, whip together peanut butter and maple syrup.
- 2. Prepare Bagels:** Slice bagels in half. Place #40 scoop (1- $\frac{2}{3}$ tablespoons) peanut butter maple mixture on top of each bagel half and spread evenly.
- 3. Setup Bar:** Place fruit and cereal bar toppings on bar with appropriate serving utensils. Note: If crediting bar toppings, it is imperative that you select the appropriate serving utensil to the amount that you are planning to credit.
- 4.** Serve each student 2-peanut butter maple bagel halves. Welcome students to go through bar to decorate bagel halves.

Nutrients per serving

Calories	385 kcal	Saturated Fat	3 g	Sodium	415 mg	Sugars	6 g
Total Dietary Fibers	4 g	Protein	13 g	Calcium	11 mg	Total Fat	17 g
Trans Fat	0 g	Cholesterol	0 mg	Carbohydrate	47 g	Vitamin A	1 IU
Vitamin C	0 mg	Iron	2 mg				

Peanut Butter Granola Bars

By Chef Sam Gasbarro and HealthySchoolRecipes.com.

Easy

Total Servings: 50

Serving Size: 1 Bar

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
1 oz. eq.	1 oz. eq	0 cup(s)	0 cup (s)	0 cup (s)

Ingredients

- 1 pound, 9 ½ ounces (9 ½ cups) oats, rolled (1 pound dry = about 6 cups dry rolled oats)
- 5 ½ ounces (6 ½ cups) rice crispies
- 9 ½ ounces (2 cups) cranberries, dried, chopped
- 12 ounces (2 ½ cups) peanuts, roasted, granules
- 1 cup chocolate chips, mini
- 2 ½ pounds (4 ½ cups) peanut butter, creamy
- 2 ½ cups honey
- 2 tablespoons extract, vanilla
- Vegetable oil spray



Directions

This recipe is scaled for K-12 school food service. For more information about peanuts in school food service, visit PeanutsinSchools.org. Find the recipe for home cooks [here](#).

1. Combine oats, rice crispies, cranberries, peanut granules and mini chocolate chips in a large mixing bowl.
2. In a saucepan, combine peanut butter, honey and vanilla. Heat over medium heat, stirring constantly until peanut butter and honey are warmed and smooth.
3. Add peanut butter mixture to oat mixture. Stir well to coat oats in peanut butter mixture. If doing batches 50 or larger, use a mixer.
4. Spray with vegetable oil spray a full-sized sheet pan and add mixture. Patting mixture down until firm.
5. Cover and refrigerate for at least 2 hours or overnight. Once set, cut into 48 squares (8 by 6). Store extra or leftover granola bars in the refrigerator for holding/storage.

Note: this bar freezes well

Variations:

- For an oatmeal raisin granola bar, substitute raisins in place of dried cranberries.
- For a cherry chocolate granola bar, substitute dried cherries in place of dried cranberries.

Nutrients per serving

Calories	340 kcal	Protein	9.3 gm	Carbohydrate	40.5 gm	Total Fat	18 gm
Saturated Fat	3.3 gm	Cholesterol	0 mg	Vitamin A	127 IU	Vitamin C	2 mg
Calcium	22 mg	Iron	2 mg	Sodium	120 mg	Dietary Fiber	4 gm



National Peanut Board

NationalPeanutBoard.org

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Multipurpose Peanut Sauce

By Chef Garrett Berdan and verified for school crediting by HealthySchoolRecipes.com.

Easy ■ ■ ■

Total Servings: 80

Serving Size: 1 ounce portion

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
0.25 oz. eq.	0 oz. eq	0 cup(s)	0 cup (s)	0 cup (s)

(Note: a 2 ounce portion provides 0.5 meat/meat alternative and you can serve with 0.5 ounce peanut granules to increase crediting to 1 meat/meat alternative)



Ingredients

- 2 pounds, 8 ounces (4 cups) peanut butter
- 2 ²/₃ cups water
- 1 cup soy sauce, reduced sodium
- 6.8 ounces (1 cup) brown sugar
- ³/₄ cup lime juice
- ¹/₂ cup toasted sesame seed oil
- 1 tablespoon + 1 teaspoon ginger, ground
- 2 teaspoons garlic, granulated
- 1 teaspoon cayenne pepper or red pepper flakes (optional)

Directions

This recipe is scaled for K-12 school food service. For more information about peanuts in school food service, visit PeanutsinSchools.org

1. Place the ingredients in a blender and blend on medium speed until smooth.
2. Alternately, place the ingredients into the bowl of a stand mixer and mix, using the whip attachment.
3. Begin mixing on low speed until the ingredients come together. Then increase speed to medium-high and whip until smooth, about 2 minutes.

Nutrients per serving

Calories	108 kcal	Saturated Fat	1.5 gm	Sodium	183 mg	Sugar	0 gm
Dietary Fiber	0 gm	Protein	3 gm	Calcium	10 mg	Total Fat	8.4 gm
Cholesterol	0 mg	Carbohydrate	6 gm	Vitamin A	10 IU	Vitamin C	1 mg
Iron	0 mg						



Peanut Butter Overnight Oats

By Chef Sam Gasbarro and HealthySchoolRecipes.com.

Easy ■ ■ ■

Total Servings: 50

Serving Size: ½ Cup Oat + ½ Cup Fruit

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
1 oz. eq.	1 oz. eq	0 cup(s)	½ cup (s)	0 cup (s)

(Note: a 2 ounce portion provides 0.5 meat/meat alternative and you can serve with 0.5 ounce peanut granules to increase crediting to 1 meat/meat alternative)

Ingredients

- 3 ½ pounds (6 cups + 6 tablespoons) peanut butter, creamy
- 2 ounces (¼ cup) extract, vanilla
- 18 ounces (1 ½ cups) honey
- 1 gallon milk, low-fat
- 2 pounds, 4 ounces (3 quarts + ¼ cup) oats, rolled
- 13 ¾ pounds (25 cups) strawberries, sliced, unsweetened, frozen, thawed



Directions

This recipe is scaled for K-12 school food service. For more information about peanuts in school food service, visit PeanutsinSchools.org. Find the version for home cooks [here](#).

1. Combine peanut butter, vanilla and honey in steam jacketed kettle or large sauce pan over medium heat. Stir constantly until warm and smooth (about 3-5 minutes).
2. Add milk and whisk until smooth and combined. (If doing larger batches, this can be done in a large mixer on low speed). Combine oats and warm peanut butter/milk mixture. Stir well.
3. Portion with a #8 scoop into 10- to 12- ounce cups. Top each portion with ½ cup frozen mixed berries. Cover and refrigerate overnight.
4. Serve cold.

Variation: For a chocolate banana peanut butter overnight oat, omit frozen strawberries and add ½ cup cocoa powder to oat mixture for 50 servings. Add more milk if necessary, top with sliced banana (14 pounds for 50 servings.)

Nutrients per Serving

Calories	380 kcal	Total Fat	20 gm	Protein	13 gm	Saturated Fat	4.5 gm
Carbohydrate	44 gm	Cholesterol	5 mg	Calcium	141 mg	Vitamin A	136 IU
Vitamin C	52 mg	Iron	22 mg	Sodium	175 mg	Dietary Fibers	10 gm
Added Sugars	141 mg						



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Chocolate, Peanut Butter, Banana Smoothie

By Chef Sam Gasbarro and [HealthySchoolRecipes.com](https://www.healthyschoolrecipes.com).

Easy ■ ■ ■

Total Servings: 50

Serving Size: 1 ¼ Cup

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
1 oz. eq.	0 oz. eq	0 cup(s)	½ cup (s)	0 cup (s)

Ingredients

- 3 ½ pounds (6 ¼ cups) peanut butter, creamy
- 19 ¼ pounds bananas, peeled
- 5 quarts, ½ cup (20 ½ cups) milk, lowfat
- 4 ¼ ounces (1 ½ cups) cocoa powder

Directions

This recipe is scaled for K-12 school food service. For more information about peanuts in school food service, visit [PeanutsinSchools.org](https://www.peanutsinschools.org). Find the recipe for home cooks [here](#).

1. Combine all ingredients in a container.
2. Blend together with an immersion blender until smooth.
3. Served chilled. If using frozen bananas, peel and smash before freezing. Partially thaw before pureeing with immersion blender.
4. For small batch, use food processor.

Variation: For a dessert option, reduce milk to 3 quarts for 50 servings, which will yield 1 cup portions. Partially freeze until it is thick and slushy. It will have a pudding texture. Same crediting will apply.



Nutrients per Serving

Calories	400 kcal	Protein	13 gm	Carbohydrate	53 gm	Total Fat	18 gm
Saturated Fat	4.5 gm	Cholesterol	5 mg	Vitamin A	158 IU	Vitamin C	15 mg
Calcium	152 mg	Iron	1 mg	Sodium	180 mg	Dietary Fibers	6.9 gm



Kid-Cuterie With Peanut Butter Dip

By Chef Brenda Wattles, RDN

Easy ■■■

Total Servings: 100

Serving Size: 1/3 Cup Peanut Dip, 1 Ounce Peanut Halves, 1/2 Cup Strawberries, 1/2 Cup Celery, and 2 Ounce Equivalent Pretzels

Components Per One Serving (K-12):

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
2.25 oz. eq.	2 oz. eq	1/2 cup(s)	1/2 cup(s)	1 cup(s)

Vegetable Subgroups:

Dark Green	Red/Orange	Legumes	Starchy	Other
0 cup(s)	0 cup(s)	0 cup(s)	0 cup(s)	1/2 cup(s)



Ingredients

- 19 pounds 4 ounces strawberries, fresh, whole (3 gallons 2 cups)
- 16 pounds 8 ounces celery, fresh, trimmed (300 sticks)
- 7 pounds 3 quarts 1/2 cups peanut butter, creamy (USDA or Commercial)
- 7 pounds Greek yogurt, nonfat, (plain 3 quarts 2 cups (3 1/2 - 32 ounce containers))
- 1 quart honey, pasteurized
- 1/4 cup cinnamon, ground
- 1/4 cup vanilla extract
- 6 pounds 4 ounces peanuts, halved, no salt added
- 12 pounds 8 ounces pretzels, whole grain rich (at least 2 ounce equivalent)

Directions

This recipe is scaled for K-12 school food service. For more information about peanuts in school food service, visit PeanutsinSchools.org.

- 1. Wash Strawberries:** Do not trim off green stems. Wash strawberries and stems well.
- 2. Wash and Cut Celery:** Wash celery and cut into sticks. Need 3 sticks per serving (about 1/2-inch x 4-inches each stick).
- 3. Prepare Peanut Dip:** In a commercial food processor, blend peanut butter, Greek yogurt, honey, cinnamon, and vanilla extract until mixed well.
- 4. Build Kid-Cuteries:** In clear containers, boats, or other disposable container build each kid-cuterie with 1/3 cup (#12 scoop/~2.7 ounces) peanut dip, 1 ounce (scant #20 scoop) peanut halves, 1/2 cup (4 ounce spoodle/3.08 ounces) strawberries, 1/2 cup (3 sticks/2.64 ounces) celery, and 2 ounce equivalent pretzels.

Note: Add milk options for a complete meal.

Nutrients per Serving

Calories	693 kcal	Saturated Fat	5 g	Sodium	806 mg	Sugars	21 g
Total Fat	33 g	Trans Fat	0 g	Cholesterol	2 mg	Carbohydrate	81 g
Total Dietary Fiber	13 g	Protein	24 mg	Vitamin A	347 IU	Calcium	186 mg
Vitamin C	54 mg	Iron	4 mg				



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PB&J Roll Ups

By Chef Brenda Wattles, RDN

Easy

Total Servings: 100

Serving Size: 1 Rollup Cut Into 4 Pieces

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
1 oz. eq.	2 oz. eq	0 cup(s)	0 cup(s)	0 cup(s)

*Note: For dry fruit, sprinkle ¼ cup (#15 scoop) over jelly to credit as ½ cup fruit.



Ingredients

- 7 pounds 8 ounces (3 quarts 1 ½ cups) crunchy or smooth peanut butter (USDA or Commercial)
- 100 8” tortillas, whole grain or whole grain-rich (at least 1.5 ounce equivalent of grain) (USDA or Commercial)
- 5 pounds (1 gallon 1 quart 5 tablespoons (about 5/8 #10 can)) jelly, variety of flavors
- 28 pounds 4 ounces (3 gallons 2 cups) strawberries, sliced, sweetened, frozen, thawed (USDA or Commercial)

Other Fruit Options (amounts are for 100 – ½ cup servings each):

- 3 gallons 2 cups (about 4 ½ #10 cans) apples canned, sliced, drained (USDA or Commercial)
- 17 pounds 7 ounces blueberries (3 gallons 2 cups) frozen, thawed (USDA or Commercial)
- 7 pounds 4 ounces *cherries (1 gallons 2 quarts 1 cup) red tart, dried (USDA or Commercial)
- 7 pounds 4 ounces *cranberries, dried, sweetened (USDA or Commercial)
- 10 pounds 8 ounces *mixed fruit, dried (1 gallons 2 quarts 1 cup) (USDA or Commercial)
- 3 gallons 2 cups (about 5 ¾ #10 cans) peaches, canned, diced, light syrup pack, drained (USDA or Commercial)
- 3 gallons 2 cups (about 5 ½ #10 cans) pears, canned, diced, light syrup pack, drained (USDA or Commercial)

Directions

This recipe is scaled for K-12 school food service. For more information about peanuts in school food service, visit PeanutsinSchools.org.

- 1. Build Rollups:** Place tortillas on sanitized preparation table. Place #30 scoop (2 tablespoons) peanut butter in the center of each tortilla. Spread peanut butter to cover one side of each tortilla. Top with #60 scoop (3-¼ teaspoons) jelly. Spread jelly over the top of the peanut butter. Spread ½ cup (#8 scoop) fruit over the jelly. Fold each side in about 1-inch to prevent the fruit from falling out during rolling. Roll each tortilla up into a rollup. *Note: For dry fruit, sprinkle ¼ cup (#16 scoop) over jelly to credit as ½ cup fruit. Hold at 41 F or lower.
- 2. Cut and Serve Rollups:** Cut each rollup into 4 pieces (about 1 ½” pieces). Serve and hold at 41 F or lower.

Note: During recipe standardization process, #30 scoop weight averaged 1.2 ounces per serving.

Nutrients per serving (k-12)

(Based on rollup with strawberries as the fruit):

Calories	472 kcal	Saturated Fat	5 g	Sodium	396 mg	Sugars	31 g
Total Fat	20 g	Trans Fat	0 g	Cholesterol	0 mg	Carbohydrate	65 g
Total Dietary Fiber	7 g	Protein	10 g	Vitamin A	0 IU	Calcium	18 mg
Vitamin C	49 mg	Iron	1 mg				



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Back to
Power Up
Your Menus

Crunchy Peanut Butter Apple Nachos

By Chef Brenda Wattles, RDN

Easy ■■■

Total Servings: 100

Serving Size: Serve ½ Cup Apples. Top With ¼ Cup Peanut Butter Sauce And ¼ Cup Granola.

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
1 oz. eq.	1 oz. eq	0 cup(s)	½ cup(s)	0 cup(s)



Ingredients

Acidic Water Bath:

- 2 gallons 2 quarts water, tap, cold
- 2 ½ cups lemon juice, bottled
- 2 ½ cups pineapple juice, bottled

Crunchy Peanut Butter Apple Nachos:

- 13 pounds 12 ounces apples, fresh, whole
- 7 pounds peanut butter, smooth (USDA or Commercial) (3 quarts ½ cup)
- 2 quarts honey, pasteurized
- 1 quart water, tap
- 6 pounds 4 ounces granola cereal (at least 1 ounce equivalent per serving)

Directions

This recipe is scaled for K-12 school food service. For more information about peanuts in school food service, visit PeanutsinSchools.org.

- 1. Prepare Apple Acidic Solution to Prevent Apples from Browning:** For every 100 servings, place 2 ½ gallons water, 2 ½ cups lemon juice, and 2 ½ cups pineapple juice in a large plastic container. Place in the refrigerator for up to 6 hours. Drain right before service or serve with a 4-ounce (½ cup) perforated spoodle. Hold at 41 F or lower.
- 2. Prepare Apples:** Core and slice apples using an apple wedger. Immediately place in acidic water. Hold at 41 F or lower.
- 3. Prepare Peanut Sauce:** In a mixer, whip peanut butter, honey, and water together. Hold at 41 F or lower.
- 4. Build and Serve Nachos:** Serve ½ cup (4 ounces spoodle) apples. Top with ¼ cup (#16 scoop) peanut butter sauce and ¼ cup (2 ounces spoodle) granola. Hold at 41 F or lower.

Nutrients per Serving (K-12)

Calories	410 kcal	Total Fat	18 g	Trans Fat	0 g	Saturated Fat	3 g
Cholesterol	0 mg	Carbohydrate	57 g	Calcium	17 mg	Sodium	198 mg
Sugars	35 g	Total Dietary Fiber	5 g	Protein	9 g	Iron	2 mg
Vitamin A	34 IU	Vitamin C	3 mg				

Banana Toast

Recipe courtesy of www.fruitsandveggies.org, brought to you by the IFPA Foundation for [Fresh Produce](#)

Easy

Total Servings: 50

Serving Size: 2 slices of toast

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
1 oz. eq.	2 oz. eq	0 cup(s)	½ cup(s)	0 cup(s)

Added sugar per serving = 3 grams

Ingredients

- 100 slices (6 ¼ pounds) bread, sliced, whole wheat
- 28 ounces (1 ¾ pounds), peanut butter, reduced sugar
- 3 ⅛ quarts yogurt, Greek, lowfat, vanilla
- 2 teaspoons vanilla extract
- 100 to 120 count, sliced 14 ¼ pounds banana, fresh
- ½ cup honey, garnish
- ¼ cup cocoa powder, garnish

Directions

1. Preheat oven to 400 F.
2. Place bread on an unlined sheet tray and place in the oven for approximately 10 to 12 minutes to toast.
3. Mix peanut butter, yogurt and vanilla in a large bowl until a smooth, spreadable mixture forms and is well combined.
4. Remove toast from the oven. Spread #60 scoop of peanut butter/yogurt mixture on each piece of toast.
5. Top each slice of toast with sliced bananas.
6. Garnish with a drizzle of honey and dusting of cocoa powder.

Nutrients per serving

Calories	430 kcal	Fat	13 g	Saturated Fat	3 g	Cholesterol	5 mg
Sodium	330 mg	Carbohydrates	65 g	Fiber	5 g	Sugar	28 g
Protein	18 g	Calcium	174 mg	Iron	2 mg		

The outcome, allergen information, and nutrient data may vary depending on the specific ingredients and equipment used in your location.



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Bento Box with Wild Blueberry Dip

Recipe published by HealthySchoolRecipes.com
 Recipe credit www.wildblueberries.com/schoolfoodservice-recipes/

Easy ■■■

Total Servings: 50

Serving Size: 1 bento box contains: 1 #10 scoop dip, ¼ apple (wedges), ½ cup celery sticks (about 6 sticks), 1 ounce cheese, 4 crackers (1 ounce)

One # 10 scoop of wild blueberry dip provides:

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
1 oz. eq.	0 oz. eq	0 cup(s)	¾ cup(s)	0 cup(s)

One bento box provides:

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
2 oz. eq.	1 oz. eq	½ cup(s)	⅝ cup(s)	0 cup(s)



Ingredients

Wild Blueberry Dip

- 6 ¼ pounds wild blueberries, frozen
- 3 ½ pounds peanut butter, creamy

Bento Box

- 3 ½ pounds apples, wedges
- 8 ¼ pounds celery, sticks
- 3 ⅞ pounds (3 pounds, 2 ounces) cheese, cheddar, cubed (or cheese sticks)
- 3 ⅞ pounds (3 pounds, 2 ounces) graham crackers

Directions

Wild Blueberry Dip

1. To make wild blueberry dip: puree wild blueberries with an immersion blender until smooth.
2. In a large bowl or container mix pureed wild blueberries and peanut butter. Mix with a whisk or a mixer with a paddle attachment until smooth.

To Prepare Bento Box:

1. Portion wild blueberry dip with a #10 scoop (about ¾ cup) into a 4-ounce cup.
2. Arrange apple wedges, celery sticks, cheese cubes or stick, and graham crackers in the bento box.

Nutrients per Serving

Calories	600 kcal	Fat	31 g	Saturated Fat	10 g	Cholesterol	30 mg
Sodium	760 mg	Carbohydrates	65 g	Fiber	6 g	Sugar	25 g
Protein	19 g	Calcium	304 mg	Iron	3 mg		

The outcome, allergen information, and nutrient data may vary depending on the specific ingredients and equipment used in your location.



National Peanut Board

NationalPeanutBoard.org

✕@PeanutFarmers

📷@NationalPeanutBoard

Peanut Butter Chocolate Chip Yogurt Bark

Recipe published by [HealthySchoolRecipes.com](https://www.healthyschoolrecipes.com)
 Recipe credit Chef Samantha Gasbarro

Easy ■■■

Total Servings: 50

Serving Size: 1 bar

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
1 oz. eq.	0 oz. eq	0 cup(s)	0 cup(s)	0 cup(s)

Ingredients

- 3 ⅛ pounds yogurt, low fat, vanilla
- 1 ¾ pounds peanut butter, creamy
- 10 ounces chocolate chips, semisweet

Directions

1. Mix yogurt, peanut butter, and chocolate chips in a large bowl.
2. Cover a full-sized sheet pan with parchment paper.
3. Spread mixture into a thick (¼ inch) layer.
4. Freeze for 8 hours or overnight.
5. Let thaw for 10 minutes and then divide into 10 x 5 pieces.
6. Keep frozen until service. Serve frozen.

Note:

- CCP: Keep cold for service, below 41 F.



Photo Credit: HealthySchoolRecipes.com

Nutrients per Serving

Calories	147 kcal	Fat	10 g	Saturated Fat	3 g	Cholesterol	1 mg
Sodium	75 mg	Carbohydrates	10 g	Fiber	1 g	Sugar	7 g
Protein	6 g						

The outcome, allergen information, and nutrient data may vary depending on the specific ingredients and equipment used in your location.



Back to
Power Up
Your Menus

Peanut Butter Banana Quesadilla

Recipe published by HealthySchoolRecipes.com
Recipe credit Chef Samantha Gasbarro

Easy

Total Servings: 50

Serving Size: 1 quesadilla each

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
2 oz. eq.	2 oz. eq	0 cup(s)	½ cup(s)	0 cup(s)

Ingredients

- 50 each 4 ounce twin pack strawberry yogurt,
- 50 each (2 ounce of grain equivalent) tortillas, whole grain
- 14 pounds banana, whole
- 4 pounds peanut butter, creamy

Directions

1. Peel and slice bananas.
2. To build quesadilla, lay out tortillas on a countertop. Place 1.1 ounces of peanut butter and ½ cup of sliced banana on top of tortilla.
3. Fold tortilla in half and press to make tortilla stick. Cut in half. Serve with Dannon strawberry yogurt.
4. **CCP:** Keep cold for service, below 41 degrees

Recipe Notes:

- *Frozen bananas can be used as well, thaw before using.*
- *This quesadilla can be warmed up for service by placing quesadillas on a parchment-lined sheet pan and baking for 10 minutes in a 325-degree oven. Tortilla should be warm and soft, not crispy.*
- **Recipe Modification for allergens: use soybean butter or sunflower seed butter for an allergy-friendly option.*
- **Recipe Modification for allergens: use 6.25 quarts of Silk Soy Vanilla yogurt and add 1.5 cups of cocoa powder and 3 tablespoons of vanilla for a delicious chocolate variation.*

Nutrients per Serving

Calories	621 kcal	Fat	24 g	Saturated Fat	5 g	Cholesterol	2.4 mg
Sodium	535 mg	Carbohydrates	80 g	Fiber	8 g	Sugar	34 g
Protein	20 g						

The outcome, allergen information, and nutrient data may vary depending on the specific ingredients and equipment used in your location.



Photo Credit: HealthySchoolRecipes.com

PB&J Greek Yogurt Parfait

Recipe published by HealthySchoolRecipes.com
 Recipe credit www.chefcyndie.com/

Easy ■■■

Servings: 8

Serving Size: 1 parfait each

Meat/Meat ALT	Grain	Vegetable(s)	Fruit	Milk
2.5 oz. eq.	2 oz. eq	0 cup(s)	½ cup(s)	0 cup(s)

Ingredients

- 2 ¼ pounds (2 pounds, 4 ounces) strawberries, frozen, sliced
- 64 ounces yogurt, Greek, plain
- ½ cup peanut butter, creamy or nut butter substitute
- 2.67 tablespoons (2 tablespoons, 2 teaspoons) honey
- ½ cup jelly, strawberry or grape
- 1 pound granola
- 8 teaspoons chocolate chips, mini

Directions

1. Weigh frozen strawberries, and place in refrigerator overnight. Fruit is best partially thawed. Only thaw the amount needed for the recipe.
2. Divide yogurt evenly into two large mixing bowls.
3. In one large bowl, whisk peanut butter and honey with half of yogurt.
4. In the other large bowl, whisk jelly with the remaining half of yogurt.
5. Layer ingredients in a 20-ounce clear cup in the following order:
 - 4 ounces peanut butter flavored yogurt (no. 8 disher)
 - ½ cup strawberries (no. 8 disher)
 - 4 ounces jelly flavored yogurt (no. 8 disher)
6. Place 4-ounce insert in cup and fill with 2 ounces of school-made granola. Add 1 teaspoon of mini chocolate chips to the granola.
7. Top with lid.

Recipe Notes:

- **Note:** You may substitute another nut butter, or sunflower seed butter in place of the peanut butter.
- **CCP:** Hold and serve at 41 F or below.

Nutrients per Serving

Calories	790 kcal	Fat	19.9 g	Saturated Fat	4.12 g	Cholesterol	5 mg
Sodium	196 mg	Carbohydrates	142.98 g	Fiber	7.52 g	Sugar	67.9g
Protein	16.44 g						

The outcome, allergen information, and nutrient data may vary depending on the specific ingredients and equipment used in your location.



Photo Credit: HealthySchoolRecipes.com



National Peanut Board

NationalPeanutBoard.org

[X@PeanutFarmers](https://twitter.com/PeanutFarmers)

[@NationalPeanutBoard](https://www.instagram.com/NationalPeanutBoard)



Peanut Butter Glaze

Recipe published by HealthySchoolRecipes.com
Recipe credit www.fns.usda.gov/tn/team-nutrition-recipes

Easy

Servings: 50

Serving Size: 1 tablespoon

Ingredients

- 13 ounces powdered sugar
- 4 ounces peanut butter
- 3 tablespoons corn syrup
- ½ cup lowfat 1% milk

Directions

1. Cream powdered sugar and peanut butter in a mixer with a paddle attachment for 5 minutes on medium speed.
2. Add corn syrup and lowfat milk and mix for 5 minutes on low speed until smooth.
3. Spread over slightly cooled peanut butter bars.
4. Use 1 pound 7 ounces (3 cups) for each half-sheet pan (13" x 18" x 1").



Nutrients per serving

Calories	46 kcal	Fat	1.19 g	Saturated Fat	0.25 g	Cholesterol	12 mg
Carbohydrates	8.54 mg	Fiber	0.1 g	Protein	0.65 g	Calcium	40 mg

The outcome, allergen information, and nutrient data may vary depending on the specific ingredients and equipment used in your location.

Resources

[Multipurpose Assets](#)

[Press Release](#)

[Community Email Template](#)

[Administration Email Template](#)

[Serving Safe Food to Students with Food Allergies](#)

[Breakfast Toolkit Menu Template](#)

[Breakfast Toolkit Menu Template 2 Weeks](#)

[Digital Signage Template](#)

[Digital Assets for Social Media](#)

[Background Templates for Social Media](#)

[Letter Size Printable Infographics](#)

[Student Survey](#)



Multipurpose Assets



MARKETING GURUS



TASTE TESTER AFICIONADOS



RECIPE CREATORS



ROLE MODELS



LEADERS



Administration



Extracurricular Department



School Staff



School Nutrition Staff



Option 1
Student Leaders narrow down the options



Option 2
Use School Nutrition Recipes/Products.



Option 3
Use School Nutrition Recipes/Products.

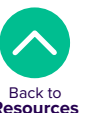


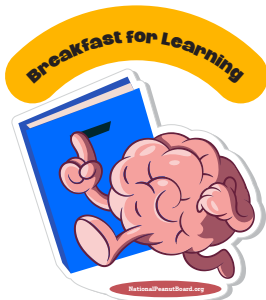
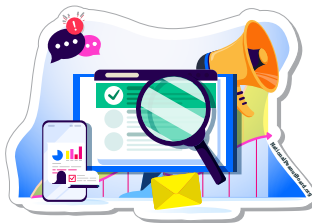
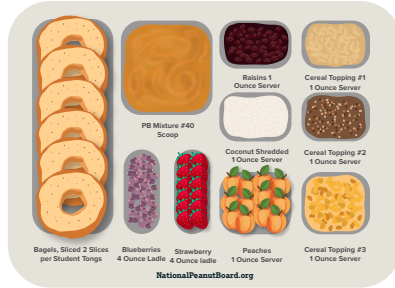
COMMUNITY



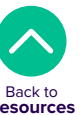
NationalPeanutBoard.org

Find resources here





Find resources here



Press Release



[School District] is Transforming the Way Students Eat Breakfast

How do you put the power in school breakfast? Serve students school breakfast with a focus on protein, less added sugar, and convenience for all.

[Insert School District Name] is excited to announce the launch of an elevated school breakfast program.

The program supports [Insert School District Name]'s commitment to increase healthy meal access for all students while focusing on what students want. [Insert time frame - like this past spring], over [insert number] students completed a survey indicating a focus on protein-rich, vegetarian, and on-the-go breakfast options (update based on survey results as needed). The program kicks off on [insert implementation date] at the following schools: [insert school names].

[if implementing free breakfast use this -] School breakfast is also free for all students at every school. Save time and money at home by eating breakfast with your friends at school!

[Insert school district food service director name] collaborated with The National Peanut Board to bring powerful school breakfast recipes to [city name]. [insert personal quote].

Peanuts will be featured throughout [insert school district name] school breakfast program. The powerful peanut includes plant-based protein and is packed full of vitamins and minerals. Providing good fats, or unsaturated fats, in every tablespoon, peanuts support an option. Families may be familiar with peanut butter, which can be found at your local grocery store. At [insert school name], students are served peanuts as part of a healthy meal standard in the following recipes: [insert recipe names].

Markita Lewis, Marketing and Communications Manager from the National Peanut Board, shares a message regarding why peanut farmers care about school nutrition. "Our nation's peanut farmers are proud to know that the products of their hard work and dedication can make it to students' plates and provide nutrition that can last them throughout the school day."

[Lauren or Markita insert a quote about peanuts/farmers - something really inspirational :)]

[Insert School District Name] is committed to providing a safe eating environment for all students. [Insert School District Name] believes in being [allergen aware](#) to empower students for life outside of school.

The National Peanut Board works with school districts across the country to educate families and school nutrition professionals on peanut sustainability, accessibility, and nutrition. For more information, visit nationalpeanutboard.org.

Find the editable version here

Community Email Template

Date [insert date]

Hello [insert students, families, and/or parents],

Starting [insert implementation date], [insert school name] will be featuring new protein-rich breakfast options. Our breakfast program will include [insert carts or breakfast in the classroom - service model], where students can easily pick up breakfast on the way to class. [If implementing a second chance breakfast, add another sentence about where and when this would be available.] The breakfast program will provide:

- Improved meal experience for students
- No cost breakfast options to students
- More wholesome protein breakfast options
- Reduced amount of added sugars
- Vegetarian breakfast options

[if sending to parents] On [insert test tasting date], students picked the winning breakfast recipes - here's the winners:

[insert name and picture of winning recipe(s)]

[Insert School District Name] is committed to providing a safe eating environment for all students. We take food allergies seriously, and this is no different - if your student has a peanut allergy we will continue to accommodate them.

We look forward to featuring these student-approved breakfast recipes. The ingredients included in our recipes come from local farmers, which provides students fresh, healthy options. [insert sentence about local products/farmers to be featured]

[Insert school name] strives to create a school cafeteria with scratch cooked meals that feel like home.

We look forward to eating school breakfast with you!

Sincerely,
[insert your name]

[Find the editable version here](#)

Administration Email Template

Date [insert date]

Hello [insert name],

For the [insert timeline date - such as new school year or after break], I am working to meet our school district's goals to improve the student experience during meal services. Based on previous student surveys, [insert any results from survey as necessary]. For [insert school name], I am addressing the students' voices by implementing an elevated breakfast program. Our school breakfast program will provide your school:

- Engage more students by providing a meal at no cost and convenient
- Reduce the amount of added sugars
- Provide vegetarian breakfast options
- Increase the protein-rich breakfast options
- Potential benefits to the school nutrition department budget

We strive to create a school cafeteria with scratch cooked meals that feel like home. As we begin this journey of meeting students where they are, I would like to meet with you to discuss strategies to make this program a success.

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

Let me know.

Sincerely,

[insert your name]

[Find the editable version here](#)

Serving Safe Food to Students with Food Allergies

HACCP-Based SOPs

Serving Safe Food to Students with Food Allergies (Sample SOP)

PURPOSE: To serve safe and nutritious meals to students with food allergies.

SCOPE: This procedure applies to child nutrition employees involved in preparing and serving food to students with food allergies.

KEY WORDS: Allergies, Cleaning, Cross contact, Handwashing


INSTRUCTIONS:

1. Follow policies and procedures of your child nutrition operation and school district.
2. Use your receiving procedures.
 - Check all ingredient labels each time a food is purchased.
 - Date each food item when received.
3. Store food items that contain allergens in a separate location from the non-allergenic items.
4. Keep ingredient labels for a minimum of 24 hours after serving the product.
5. Prevent cross contact during food preparation.
 - Wash hands before preparing foods.
 - Wear single-use gloves.
 - Use a clean apron when preparing allergen-free food.
 - Wash, rinse, and sanitize all cookware before and after each use.
 - Wash, rinse, and sanitize food contact surfaces.
 - Designate an allergy-free zone in the kitchen. When working with multiple food allergies, set up procedures to prevent cross contact within the allergy-free zone.
 - Prepare food items that do not contain allergens first. Label and store the allergen-free items separately.
 - Use a clean, sanitized cutting board when preparing food.
 - Use clean potholders and oven mitts for allergen-free foods to prevent cross contact.
6. Prevent cross contact during meal service.
 - Set aside food for students with food allergies from self-service food areas, such as salad bars, before the food is set out.
 - Use dedicated serving utensils and gloves for allergen-free foods.
 - Label items on the serving line correctly and clearly so that items containing food allergens are easily recognizable.
 - Ensure that tables and chairs are cleaned and sanitized before and after each meal and when needed.
7. Follow your school's procedures for identifying students with food allergies.



Breakfast Toolkit Menu Template

Monday	Tuesday	Wednesday	Thursday	Friday



Making School Breakfast Epic

Monday	Tuesday	Wednesday	Thursday	Friday

[Find the editable version here](#)



Back to Resources

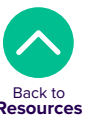
Breakfast Toolkit Menu Template (2 weeks)

Making School Breakfast Epic

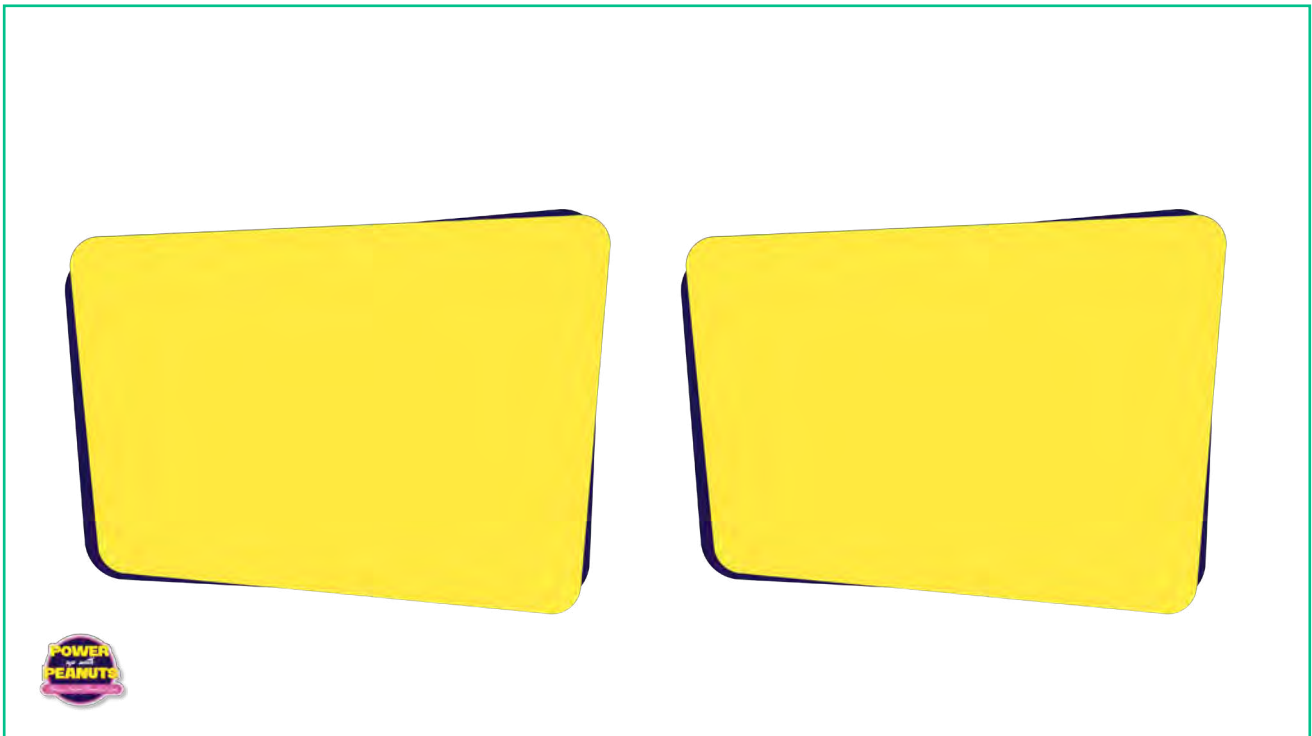
Monday	Tuesday	Wednesday	Thursday	Friday

Monday	Tuesday	Wednesday	Thursday	Friday

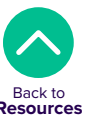
[Find the editable version here](#)



Digital Signage Template



[Find the editable version here](#)



[Back to Resources](#)

Digital Assets for Social Media



Good for the **WORLD**
Good for your **HEART**
Peanuts require less **WATER** to grow

NationalPeanutBoard.org



Imagine the Grand Canyon's floors covered with peanut butter—that's how much Americans eat peanut butter in a year

NationalPeanutBoard.org



Wonder what's packed inside the shell?

NationalPeanutBoard.org



DYK School breakfast is **FREE** for all students

Join us each morning at _____

NationalPeanutBoard.org



POWER up with PEANUTS

Making School Breakfast Epic

National Peanut Board
NationalPeanutBoard.org



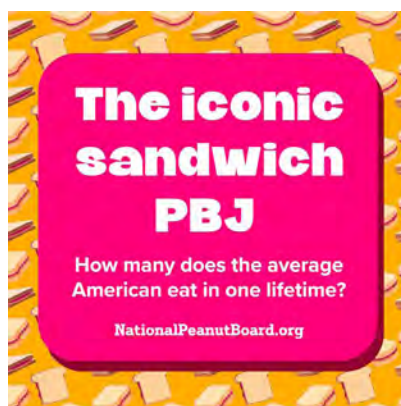
DYK?
There are over **7,000** peanut farmers in America!

NationalPeanutBoard.org



How many **peanuts** does it take to fill up a 12-ounce jar of **peanut butter**? Take a guess

NationalPeanutBoard.org



The iconic sandwich PBJ

How many does the average American eat in one lifetime?

NationalPeanutBoard.org

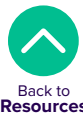


How often do you eat a PBJ? the average adult has **3 PBJ's each month.**

Drop your favorite PBJ companion

NationalPeanutBoard.org

[Find resources here](#)



Digital Assets for Social Media



[Find resources here](#)

Letter Size Printable Infographics



What are Common Barriers to School Breakfast?



Time

School breakfast isn't structured in the school day.



Money

Students and families don't have the ability to pay for healthy meals — and students don't want their peers knowing this.



convenience

Students are busy and if it's not right in front of them — they will pass it up.



socializing

Students prefer to talk with friends before school starts — and will pick talking over eating.



cultural Norms

Breakfast is no longer seen as cool, and students are looking for trendy food items seen in common restaurants.

NationalPeanutBoard.org

[Find resources here](#)



[Back to Resources](#)

Letter Size Printable Infographics



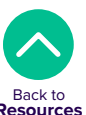
BREAKFAST SERVICE MODELS

As we mentioned, school breakfast supports students to do their best. Breakfast after the bell models (also called alternative meal models) have been shown to reduce chronic absenteeism by 6% throughout a school year¹. School breakfast can be served in a variety of ways.



NationalPeanutBoard.org

[Find resources here](#)



Letter Size Printable Infographics

National Holiday Calendar



National
Peanut Butter Day



National
Muffin Day



National
Waffle Day



National
Grilled Cheese Day



National
Biscuit Day

January

February

March

April

May



National
Peanut Day



National
Coffee Day



National
Pancake Day



National
Quesadilla Day



National
Vegetarian Day

September

October



National
Chocolate Day



National
Sandwich Day



National
Doughnut Day



National Peanut Butter
Lovers Month



National
Pastry Day

October

November

December



National Peanut Board

NationalPeanutBoard.org

[Find resources here](#)



[Back to Resources](#)

Letter Size Printable Infographics

School Meals and Peanuts

Meal Pattern Compliance



1 ounce of peanuts
= 1 ounce meat/meat alternate



2 tablespoons of peanut butter
= 1 ounce meat/meat alternate

Convenience

Shelf stable product - easy to store!



Affordability

Approximately \$0.10 per ounce
2 tablespoons = \$0.10



Sustainability

Peanuts have 7 grams of power-packed protein, perfect for vegetarian options!

Growing peanuts requires less water per 1 ounce of peanuts



Peanuts require **3.2 gallons** of water to grow where almonds require **28.7 gallons per ounce.**

Versatility



Great for any meal! Peanuts can check every meal planner's box:

Low in added sugar

Low in sodium

High in nutrient dense calories

 National Peanut Board

NationalPeanutBoard.org

[Find resources here](#)

Letter Size Printable Infographics

STAKEHOLDER BUY-IN

As with any program, you want to have the right people in the room to be successful. Power up your team for school breakfast by identifying stakeholders that have an invested interest in health and learning. For many schools (and school districts), this list may look a bit different. Do not be afraid to survey your school environment to find the right people to be at the table.

Throughout the toolkit, we have provided recommendations and ideas on how to incorporate other stakeholders into your school breakfast program. When thinking about your school breakfast team, consider the following:

- **Who motivates others?**
- **How does the school accomplish projects?**
- **What are the priorities of the school, school district, and/or community**

These questions will help you answer the motivating factor that can fuel your school breakfast program. We will discuss stakeholder examples and why they should be included.



[Find resources here](#)

Letter Size Printable Infographics



TIMELINE CHECKLIST

9 months

- Check with the vendors to check on products and equipment needed.
- Compile data to show the importance of an innovative breakfast program.
- Follow appropriate procurement regulations.
- Set up a meeting with the principal, custodian, and school nurse to discuss the new program and identify potential challenges.
- Take a field trip! Bring the administration, athletic director, or teachers with you to visit a school district successfully operating a similar school breakfast program.

6 months

- Meet with the maintenance director to confirm equipment needs (go over electrical needs, etc.).
- Determine what student customizations will be allowed.
- Meet with the administration to discuss when the school program(s) will be released.
- Meet with a student group.

3 months

- Create an ordering process for the cafeteria manager(s).
- Confirm the claiming method to be used.
- Train staff on the new breakfast service model.
- Create a marketing plan to identify who should be involved and when.

1 month

- New equipment delivered (if appropriate).
- Test it! Allow school nutrition staff to test out the recipes.
- Add school breakfast information/release date on the website and school newsletters.
- Contact local organizations (or vendors) for any swag/trinkets to provide students.

3 weeks

- Schedule social media posts for the rest of the month.
- Ask the student TV class to make a commercial for the school breakfast promotion.

2 weeks

- Allow a student leadership group to taste the recipe(s) first.
- Hang POS signs and banners in highly trafficked areas in the school.
- React to social media engagements.
- If you are doing an incentive promotion, make sure to have swag/trinkets.

1 week

- Check in with student groups that are assisting with the kickoff.
- Prepare all marketing materials for the launch.
- React to social media engagements.

Day Before

- Set up an incentive promotion (if you are using this).
- Send an email to the teacher organizing the student group to make sure they are set.
- Post images on social media.

Day Of

- Make sure student leaders know their jobs.
- Take photos of students trying new recipes and interacting with the breakfast promotion and then add them to social media.

After Implementation

- Make sure student leaders know their jobs.
- Take photos of students trying new recipes and interacting with the breakfast promotion and then add them to social media.

NationalPeanutBoard.org

[Find resources here](#)

Letter Size Printable Infographics



WHERE'S THE POWER IN PEANUTS?

The power of peanuts is coming out of the shell (see what we did there?). While being a sustainable, vegetarian-friendly option that provides 7 grams of protein per ounce, peanuts provide school nutrition meal planners with a food item that is versatile and affordable. A powerhouse packed full of vitamins and minerals, peanuts are the perfect addition to your school breakfast menus.

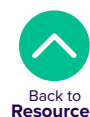
Curious about the Peanut Powerhouse?
Check out our nutrition information.



As we have discussed earlier, school breakfasts impact the way our students learn and grow. More importantly, research shows that “teens experiencing hunger are more likely to have been suspended from school and have difficulty getting along with other children.”¹ School breakfast can save students’ day by breaking the fight of hunger and allowing them to attend school to be successful in life. Peanuts easily fit into school meals in the following ways:

NationalPeanutBoard.org

[Find resources here](#)



Letter Size Printable Infographics



WHY BREAKFAST?

Power Up with Peanuts is targeting secondary aged students, which means middle- and high-school-age students, to encourage eating breakfast. The National Peanut Board is focusing on this group of students because (as you have seen) this is the age where breakfast participation starts to drop dramatically. Although school nutrition staff care about participation numbers, the nutrients students miss when not eating a healthy breakfast daily is the fuel driving this toolkit.

Further, the National Peanut Board's goals for Power Up with Peanuts is for your school (or school district) to:

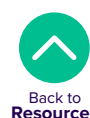
- **Increase School Breakfast Participation.**
- **Increase in Student Engagement with the School Breakfast Program.**
- **Diversify Cost-Effective School Breakfast Menus.**

We have tapped into our School Breakfast Champions from across the country to bring you this turnkey toolkit to elevate your school breakfast program. Before we begin, let's start at the beginning — meeting the School Breakfast Program at the foundation of time.



NationalPeanutBoard.org

[Find resources here](#)



Student Survey

STUDENT SURVEY



POWER TIP

Plan to release the results of the survey for students, staff, and community. Then, reach your goal by making reasonable changes from the student surveys. For every change made to your breakfast program by way of the student surveys, let the students know their voices are heard.

We recommend using the questions below for your breakfast program. Of course there are many more you could potentially include - we are providing a starting place.

1. Are you aware that the school provides breakfast daily? (allow only one answer) Yes No
2. (If offering free breakfast) Were you aware that school breakfast doesn't cost you anything? (allow only one answer) Yes No
3. How often do you... (allow one answer per row)

	Never (0x/week)	Rarely (1-2x/week)	Sometimes (3-4x/week)	Always (5x/week)
School lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. I would eat school breakfast if.... (allow one answer per row)

	Definitely	Doesn't Matter	No
Free School Meals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Ingredient/Nutrition Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More Time to Eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher Quality Ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarian Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shorter Lines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat in Classroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grab & Go Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Student Survey

5. What is your favorite breakfast meal?

6. What is your favorite food trend right now?

7. What influences your dietary concerns? (allow participant to check as many as possible)

Allergies Religious Preferences Cultural Preferences Diet
Medical Diagnosis Sports Other _____

8. What food items are needed to make a complete school breakfast? (allow participant to check as many as possible)

Meat Option Grain Option Entree Vegetable Fruit
Milk Other _____

9. How would you rate the following....

	Great	Okay	Bad
Quality of Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Where do you typically and consistently receive school-related information?

Parents Email Social Media School Announcement
Other _____

 National Peanut Board

[Find resources here](#)