

Manager's Corner

Student Taste Testing – Breakfast

PROJECT COORDINATOR
Theresa Stretch, MS, RDN, CP-FS

EXECUTIVE DIRECTOR
Aleshia Hall-Campbell, PhD, MPH



NUTRITION



OPERATIONS



ADMINISTRATION



COMMUNICATIONS/
MARKETING



Key Area: 4 Communications and Marketing

Code: 4120 Program Promotion

2019

Institute of Child Nutrition

The University of Mississippi

The Institute of Child Nutrition was authorized by Congress in 1989 and established in 1990 at the University of Mississippi in Oxford and is operated in collaboration with The University of Southern Mississippi in Hattiesburg. The Institute operates under a grant agreement with the United States Department of Agriculture, Food and Nutrition Service.

PURPOSE

Improve the operation of child nutrition programs through research, education and training, and information dissemination.

VISION

Lead the nation in providing research, education, and resources to promote excellence in child nutrition programs.

MISSION

Provide relevant research-based information and services that advance the continuous improvement of child nutrition programs.

This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture, Food and Nutrition Service through an agreement with the Institute of Child Nutrition at the University of Mississippi. The contents of this publication do not necessarily reflect the views or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. government.

The University of Mississippi is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA Employer.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights; Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

© 2019, Institute of Child Nutrition, The University of Mississippi, School of Applied Sciences

Except as provided below, you may freely use the text and information contained in this document for non-profit or educational use with no cost to the participant for the training providing the following credit is included. These materials may not be incorporated into other websites or textbooks and may not be sold.

Suggested Reference Citation:

Institute of Child Nutrition. (2019). *Manager's corner: Student taste testing--breakfast*. University, MS: Author.

The photographs and images in this document may be owned by third parties and used by the University of Mississippi under a licensing agreement. The University cannot, therefore, grant permission to use these images.

For more information, please contact helpdesk@theicn.org. November 22, 2019

Table of Contents

Professional Standards 1

Introduction 1

Lesson Overview..... 2

Questions for Staff..... 2

Activity: Breakfast Menu Item..... 3

References 6

Professional Standards

COMMUNICATIONS AND MARKETING – 4100

Employee will be able to develop plans that include involvement with school and community members, empower school nutrition leaders, and address excellent customer service.

4120 – Program Promotion
Promote the Child Nutrition Program.

Introduction

Manager's Corner: Student Taste Testing – Breakfast is designed to empower managers to use in training their staff. Each lesson is roughly 15 minutes. This lesson plan contains:

- Learning objective
- Statement explaining the importance of the topic
- List of materials
- Instructions on how to present the information
- Questions to ask staff
- An activity to strengthen or refresh the knowledge of the staff

Lesson Overview: Questions

Instructions for lesson:

- Review the lesson objective and background information.
- Review why it is important.
- Ask staff the questions.
- Facilitate the activity outlined.
- Provide time for staff to ask questions.

Objective: Promote the School Breakfast Program by hosting a taste test of breakfast foods.

Background information: The School Breakfast Program was established to ensure students enter the classroom well nourished and ready to learn. School breakfast may be the only opportunity some students get to eat breakfast in the mornings. It makes a difference when breakfast meals look appealing and are served at the proper serving temperatures. While breakfast is served early, it is always important to have a positive attitude and smile while engaging with students, staff, and administrators.

Why it is important: It is important to hold a taste test for students because they can vote on whether they like the food or not and give their own opinion of the foods and school meals. This can also be used to promote the program and entice students to eat school breakfast.

Questions for Staff

- **What are the benefits of encouraging students to eat school breakfast?**

Possible Answers:

- School meals are appetizing to students and meet nutrition standards.
- It brings more money into the school meal program.
- School meals might be some students' only way to get breakfast in the morning.
- Eating breakfast can increase student's learning ability, energy, positivity, and can improve overall health and wellness.

- **How can you get students interested in tasting the breakfast food?**

Possible Answers:

- Make the food look very appealing and make sure that the food stays at the optimal temperature.
- Have a positive attitude while serving the food.
- Encourage school administrators and teachers to promote breakfast in the classroom.
- Create bulletin boards, signage, and other breakfast promotional materials.
- Ask students to serve as school meals ambassadors.

Please note: The answers provided are only examples and are not an inclusive list of possible responses.

Activity: Breakfast Menu Item

Activity materials included in this document:

- **Breakfast Menu Item**
- **Breakfast Menu Item Answer Key**

Materials provided by the school nutrition operation:

- Copies of handouts
- Writing utensils

Activity Instructions:

- Print the handouts and worksheets.
- Ask staff to complete the **Breakfast Menu Item**.
- Ask staff to share their responses.
- At the conclusion of the activity, review the **Breakfast Menu Item Answer Key**.

Breakfast Menu Item

Instructions: Write your response to the questions below and have an open dialogue with your staff.

What are some breakfast foods that we should serve for the taste test?

What are some ways to promote the school breakfast program?

What are some ideas to make taste testing fun? How could those ideas be implemented?

Breakfast Menu Item Answer Key

Instructions: Write your response to the questions below and have an open dialogue with your staff.

What are some breakfast foods that we should serve for the taste test?

Example responses:

- Muffins (blueberry, chocolate, banana)
- Pancakes
- Sausage
- Breakfast casserole

What are some ways to promote the school breakfast program?

Example responses:

- Create and/or hang posters
- Add it to the newsletter
- Announce it during lunch
- Post menu on the website

What are some ideas to make taste testing fun? How could those ideas be implemented?

Example responses:

- Create themes for taste testing. Encourage the school to decorate and dress according to the theme.
- Get student representatives to help coordinate a taste test.

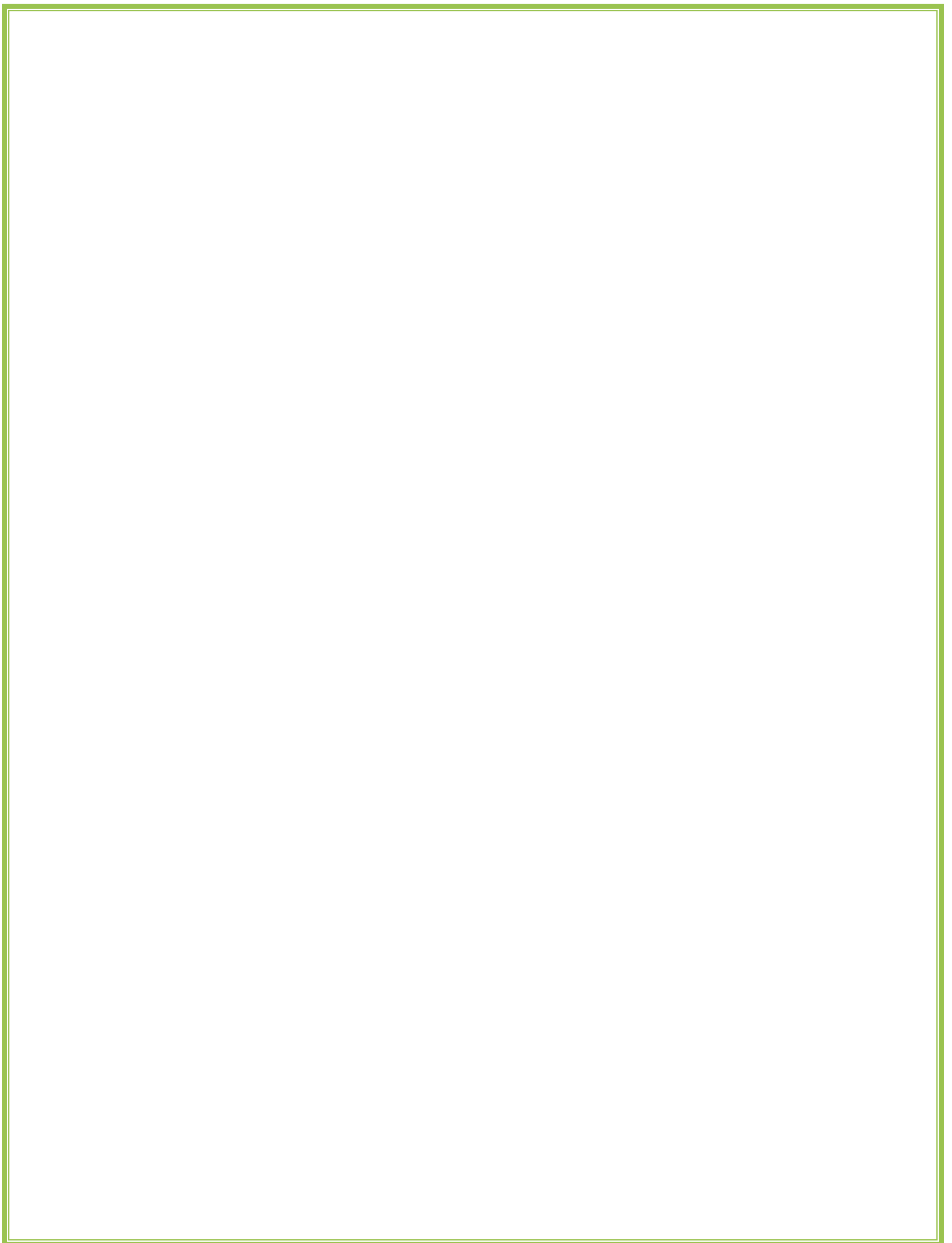
Please note: The answers provided are only examples and are not an inclusive list of possible responses.

References

Institute of Child Nutrition. (2019). *STAR: Nutrition and menu management instructor's manual*. University, MS: Author.

United States Department of Agriculture. (2015). *Professional standards for school nutrition professionals*. Retrieved from <https://www.fns.usda.gov/school-meals/professional-standards>

United States Department of Agriculture. (2016). *School breakfast program (SBP) marketing strategy*. Retrieved from <https://www.fns.usda.gov/sbp/marketing-strategy>





The University of Mississippi
School of Applied Sciences

800-321-3054
www.theicn.org