



COMMONWEALTH of VIRGINIA

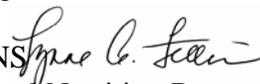
DEPARTMENT OF EDUCATION

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SNP MEMO #06-07-05

TO: Directors/Supervisors/Contact Persons Addressed
School Nutrition Programs

FROM: Lynne A. Fellin, SFNS 
Acting Director, School Nutrition Programs

DATE: March 27, 2007

SUBJECT: School Breakfast Program Participation and Breakfast Success Stories

The school year will soon be drawing to a close. Student participation in the school breakfast program has been impacted by bad weather, which caused delayed openings as well as missed operating days, in many school divisions. State incentive funding for the school breakfast program is based on the number of meals served per student in the division. This decrease in the number of serving days will cause the total number of breakfasts served to be lower than in previous years unless you take action immediately.

Please consider extra breakfast promotions for these last few months of school. Ask your school nutrition staff to put on their thinking caps and come up with unique ways to encourage students to participate in breakfast every day. Consider packing breakfasts for school field trips or serving bag breakfasts to all students on SOL testing days. Included with this memo are just a few of the Breakfast Success Stories that have been shared with us during the last two school years. You may find inspiration in these success stories or you may have your own stories to share. Share your successful efforts to market breakfast with your assigned school nutrition specialist. Effective promotions that increase student participation will be included in future editions of Breakfast Success Stories.

If you have questions or need assistance, please contact the assigned school nutrition program specialist or me at 804-225-2074. Let us hear your good news!

LAF/laf

Enclosure

cc: SNP Specialists