



COMMONWEALTH of VIRGINIA

DEPARTMENT OF EDUCATION

P.O. BOX 2120

RICHMOND 23218-2120

SNP Memo #2014-2015-04

TO: Directors, Supervisors, and Contact Persons
School Nutrition Programs

FROM: Catherine Digilio Grimes, MS, RDN, LDN, SNS
Director, Office of School Nutrition Programs

Catherine Digilio Grimes

DATE: September 4, 2014

SUBJECT: **BUILD A HEALTHY MEAL** Marketing Kit -
Order Online by September 11, 2014

The federal regulations that govern the National School Lunch Programs require schools to identify, near or at the beginning of the serving line(s), the food items that constitute the unit-priced reimbursable school meal(s). (§ 210.10 a(ii)(2)). The Department of Education, Office of School Nutrition Programs developed a “**Build A Healthy Meal**” **Marketing Kit** to help you inform students of their choices for breakfast and lunch, and to assist you in meeting the regulations.

Examples of the Marketing Kit are attached. Each kit contains:

- Build a Healthy Meal Instructions
- Daily Menu Templates
- Daily Component Flyers
- Magnetic Dry Erase Menu Board 18”x 23” with markers and eraser
- Food Component Magnets; 2 sets of 5
- Today’s BREAKFAST Menu Magnets; 2 sets
- Today’s LUNCH Menu Magnets; 2 sets
- Choose 1, Choose 2 and Choose 1 or 2 Magnets; 6 of each
- Food Component Clings; 5 sets of 5
- Large "Build a Healthy Meal" poster - “18 x 24”
- Plastic expandable folder to store the sets of magnets, clings, dry erase markers and eraser, and instructions.

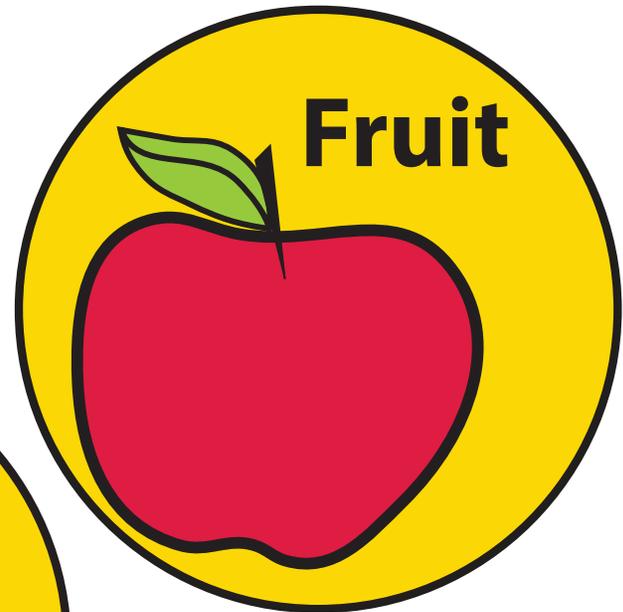
To order your kits, click on this link: <https://www.surveymonkey.com/s/vdoe-SNP-MARKETING-KIT>. Each school division **may order one kit for every serving line** in all their schools.

If you have questions or need further information, contact the school nutrition programs specialist assigned to the division or Office of School Nutrition Programs staff at (804) 225-2074.

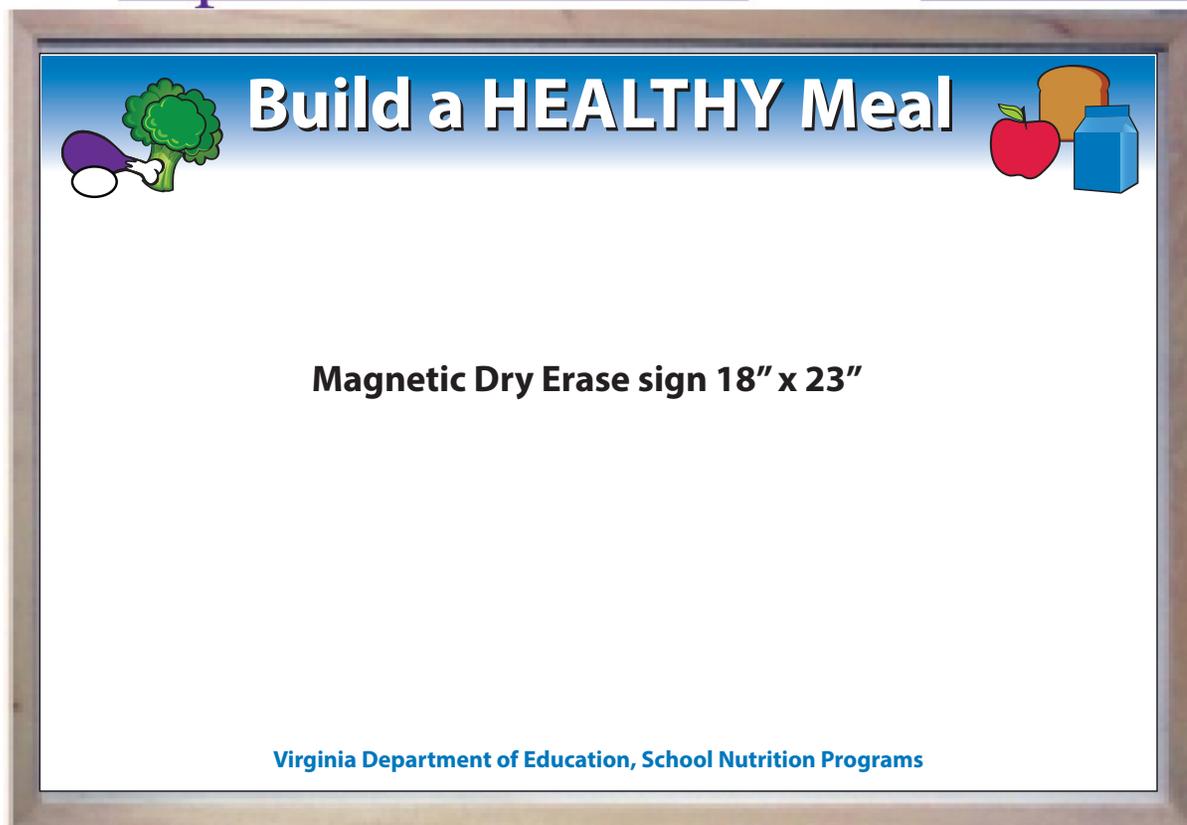
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Attachments

Build a Healthy Meal Marketing Kit Materials

Static Cling decals
for the serving line
5 sets of 5
3 1/2" diameter



Build a Healthy Meal Marketing Kit Materials



Breakfast and Lunch header magnets
in sets of 2 each

Today's **BREAKFAST** Menu

Today's **LUNCH** Menu

Choice magnets
in sets of 6

Choose 1

Choose 2

Choose 1 or 2

Dry Erase Markers
and Eraser set



Food Component color magnets
2 sets of 5

