Make Farm to Breakfast a Reality in Your School

Joanne Lennon, Madison Walker, Greta Shwachman, Donna Miner

Mass Farm and Sea to School Conference

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Introductions

Joanne Lennon
Food Service Director - CPS

Madison Walker
School Nutrition Consultant

Greta Shwachman
Farm to School Coordinator - CPS

Donna Miner
Head Cook & Baker - CPS
Outline

- Overview: State of School Breakfast in MA
- Benefits of School Breakfast & Intro to BIC
- Strategies for Maximizing Breakfast Participation
- Why Serving Local Matters
- Case Study: Farm to Breakfast in Chicopee
- Muffin Baking Demo
- Q & A
“Today, more students in Massachusetts’ high poverty schools are eating breakfast than at any point over the last 10 years.” - 2018 MA Breakfast Report Card & Annual Report

- 215 of 638 high poverty schools operate ATB breakfast programs
  - 423 do not
School Breakfast helps close the achievement gap and improve child health.

Increase in breakfast participation = Increase in reimbursement.
Benefits of Breakfast

School Breakfast Matters to Me Because:

I think it is delicious and good.

SCHOOL BREAKFAST MATTERS TO ME BECAUSE:
because I don't eat at home.

SCHOOL BREAKFAST MATTERS TO ME BECAUSE:
It fills me up and it helps me focus. It is yummy. It gives something to eat if I didn't eat at home if I was rushing to school.

First Name: Akeniah
Grade: 2-Gr
School:Newton
City or Town: Greenfield

First Name: Zeb
Grade: 2-End
School: Newton
City or Town: Greenfield

First Name: Vinny
Grade: 5
School: Sheaff Hill School
City or Town: Greenfield
Breakfast in the Classroom

- Breakfast served after the bell
- Teacher-guided
- Routine
- “Share Table”
- Immediate results
- Interested?

Eos Foundation
Maximizing Breakfast Participation

Offer Breakfast After the Bell!
  • Breakfast in the Classroom
  • Grab & Go
  • Second Chance

Gather Support
  • Administration
  • Teachers
  • Students
  • Parents

MAKE A PLAN
Farm to Breakfast Case Study: Chicopee Public Schools
About Chicopee Food Service

- 7,500 students
- **District-wide CEP**
- Self-Operated
- 15 schools, 15 full service kitchens
- Breakfast, lunch, supper, & senior lunch
- Serve ~ 6,000 lunches/day
- **Serve ~ 3,800 breakfasts / day**
- Budget ~ $5 million (~2.3 million just food)
- 15% budget spent on LOCAL foods
- 7 schools with BIC (4 using kiosk model)
Breakfast Participation on the Rise

Chicopee Breakfast Participation (2014-2018)
Why Serve Local?

- Fresher, better tasting, & more nutritious ingredients
- Reduces environmental impact / carbon footprint
- Supports local farmers & food economy

ChicopeeFRESH defines “Local/Regional” as “grown and processed 1) within 250-miles of the school system or 2) within the New England states.”
Local Stats & Vendors

Started with <1% local at beginning of Kendall Grant, now at 15% local (not including fluid milk), and 26% with fluid milk
Arnold’s as Food Hub

Chicopee, MA
Farm to Breakfast - Challenges

- For BIC, breakfast options must be easily transported and easily consumed in the classroom.
- Less time to prepare breakfast, and often less staff.
- Lower reimbursement rate for breakfast, less to spend on local ingredients (e.g. $2.14 for breakfast vs. $3.54 for lunch).
Farm to Breakfast - Solutions

Local fruit
Makes an easy entry point!

88 Acres Seed Bars
Baked locally with wholesome ingredients

In-house Baking
Cleaner ingredients, easy transport, make ahead
Baking Program - Need

- Highly processed breakfast items
- Wanted “homemade” option and greater control over ingredients
- Breakfast wasn’t matching high quality lunch program
Baking Program - Recipe Development

- Worked with Chef Simon from UMass Amherst
- Started off at individual schools without use of muffin mix
- Shifted to district baker model as muffin squares were incorporated into BIC
- Uses local fruit & fruit puree from Wyman’s of Maine and FB Foods
- Developed 2 grain product
RE: POSITION AVAILABLE

FOOD SERVICE DEPARTMENT
~Baker~

Location: Chicopee High School
Days: Monday-Thursday
Time: 2:00 PM-4:30 PM
10 hours per week
To bake in-house muffins for all breakfast in the school classrooms using local fruit
Rate of pay---------As Per Contract

Equal Opportunity Employer

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### Muffins

<table>
<thead>
<tr>
<th>Batch Portion</th>
<th>Batch Portion (Oz or ct)</th>
<th>Servings per Batch (ct)</th>
<th>Single Portion (Oz)</th>
<th>Single Portion Cost Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 LB</td>
<td>800</td>
<td>640</td>
<td>1.25</td>
<td>$0.07</td>
</tr>
<tr>
<td>2 GAL</td>
<td>256</td>
<td>640</td>
<td>0.4</td>
<td>$0.02</td>
</tr>
<tr>
<td>12.5 dozen</td>
<td>150 eggs</td>
<td>640</td>
<td>0.23</td>
<td>$0.05</td>
</tr>
<tr>
<td>20 cups</td>
<td>160</td>
<td>640</td>
<td>0.25</td>
<td>$0.03</td>
</tr>
</tbody>
</table>

Overtime pay for 1 employee, 3 hr per batch x $33/hr = $99

**TOTAL**

|$0.33
<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Vendor</th>
<th>Pack Size</th>
<th>Case Price</th>
<th>Price/Oz or ct</th>
<th>Batch Portion</th>
<th>Batch Portion (Oz or ct)</th>
<th>Servings per Batch (ct)</th>
<th>Single Portion (Oz)</th>
<th>Single Portion Ingredient Price</th>
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</thead>
<tbody>
<tr>
<td>Bake N Joy Muffin Mix</td>
<td>Thurston Foods</td>
<td>50 LB</td>
<td>800</td>
<td>$47.21</td>
<td>50 LB</td>
<td>800</td>
<td>640</td>
<td>1.25</td>
<td>$0.07</td>
</tr>
<tr>
<td>Oil</td>
<td>Thurston Foods</td>
<td>6/1 GAL</td>
<td>768</td>
<td>$41.42</td>
<td>2 GAL</td>
<td>256</td>
<td>640</td>
<td>0.4</td>
<td>$0.02</td>
</tr>
<tr>
<td>Local Eggs (shell-on)</td>
<td>Arnold’s Meats</td>
<td>15 DOZ</td>
<td>180 eggs</td>
<td>$36.90</td>
<td>12.5 doz</td>
<td>150 eggs</td>
<td>640</td>
<td>0.23</td>
<td>$0.05</td>
</tr>
<tr>
<td>Local IQF Blueberries</td>
<td>Wyman’s</td>
<td>30 LB</td>
<td>480</td>
<td>$66.05</td>
<td>20 cups</td>
<td>160</td>
<td>640</td>
<td>0.25</td>
<td>$0.03</td>
</tr>
<tr>
<td>Labor</td>
<td></td>
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Hadley Farms Whole Grain Cinnamon Roll = $0.34 per roll

Superbakery Banana Bread Slice = $0.50 per slice
Ingredients (1 sheet pan):

- 18 eggs
- Approx 3 cups oil
- 5 lbs Bake ‘n Joy mix
- 6 cups berries (frozen)
Baking Program - Baking Process
Baking Program - Baking Process
Bake at 350° for 20 - 30 min until knife comes out clean.
Baking Program - Packing & Delivery

Ekon-O-Pak machine quickly packages bars to keep them fresh.

Bars can be easily frozen & thawed for convenience on both ends.

Bars transported to BIC schools on a weekly basis by Storekeeper.
Any questions?
Looking Ahead

- Focus on training other districts
- Expanding BIC
- Creating staff “baker” position
Thank You!

Questions? Contact us at:

Joanne Lennon, Chicopee Food Service Director  
jlennon@chicopeeps.org

Madison Walker, School Breakfast Champion  
mdurkee4@gmail.com

Greta Shwachman, FTS Coordinator  
gshwachman@cpsge.org

Donna Miner, Head Chef & Baker  
dminer@cpsge.org