



Make Farm to Breakfast a Reality in Your School

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Introductions



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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**

State of School Breakfast in MA

“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



Benefits of Breakfast

School Breakfast helps close the achievement gap and improve child health

Increase in breakfast participation = Increase in reimbursement



RESEARCH-BASED BENEFITS OF BREAKFAST



Test scores



Dietary intake



Tardiness & absences



Visits to nurse



Health outcomes improved

including lower body mass index

Benefits of Breakfast

SCHOOL BREAKFAST MATTERS TO ME BECAUSE:

I Think it is
delicious
and it gives me
energy for school

SCHOOL BREAKFAST MATTERS TO ME BECAUSE:

because I don't eat at home

SCHOOL BREAKFAST MATTERS TO ME BECAUSE:

IT KILLS 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

toast
Taste

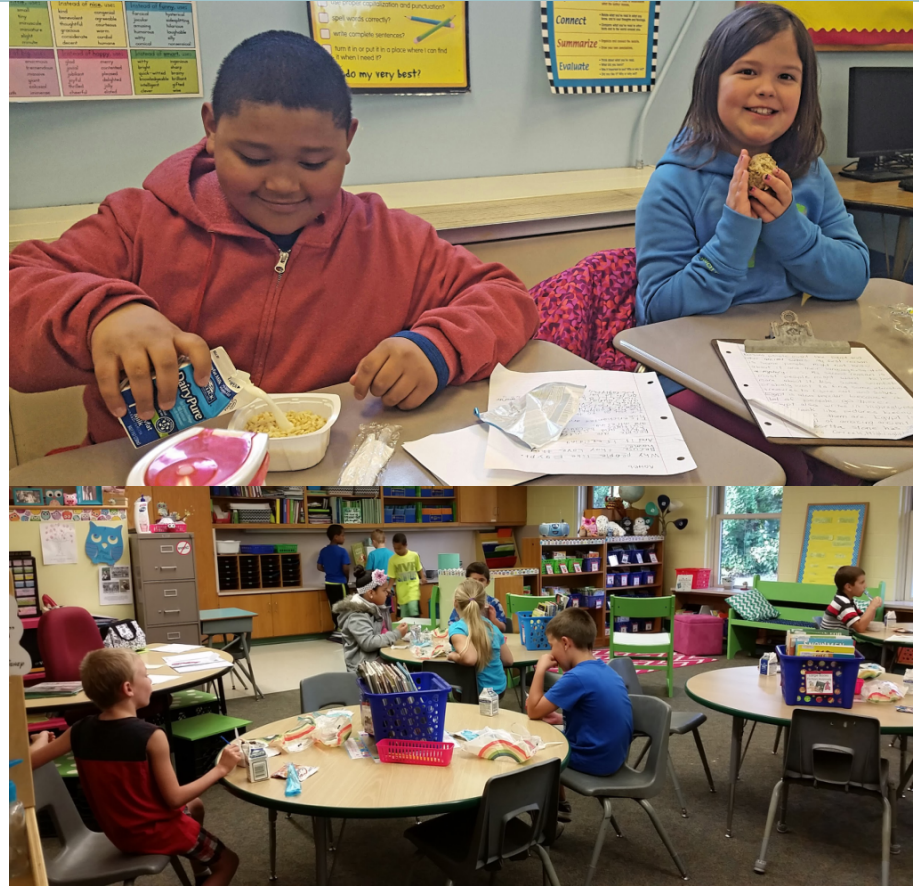
First Name: Aarian
Grade: 2Gr
School: Newton
City or Town: Greenfield

First Name: zeb
Grade: 2nd
School: Newton
City or Town: greenfield

First Name: Vinny
Grade: 2
School: Sheffield School

Breakfast in the Classroom

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



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



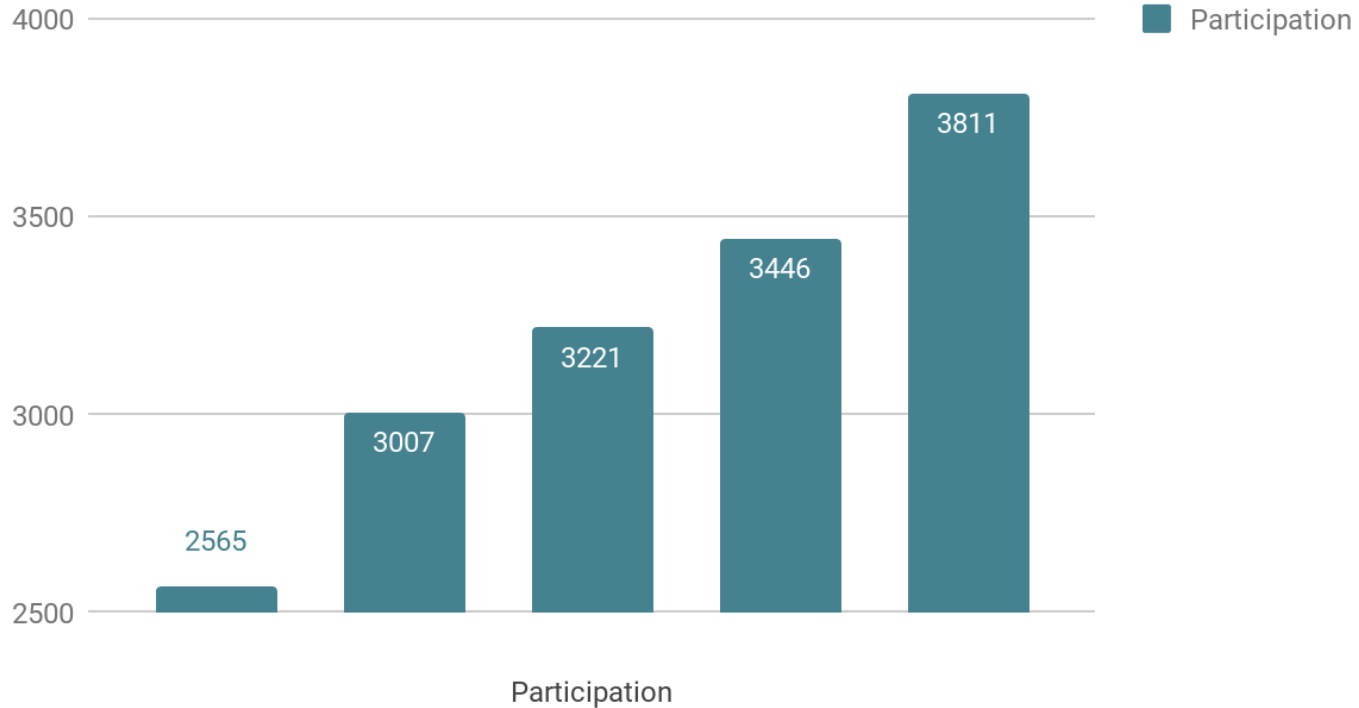
About Chicopee Food Service

- 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

□ 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



88 Acres Seed Bars

Baked locally with
wholesome ingredients

Local fruit
Makes an easy entry
point!



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



Baking Program - Labor / Staffing

RE: **POSITION AVAILABLE**

PLEASE POST ON BULLETIN BOARD
AND IN ALL CAFETERIA KITCHENS

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

Muffins				
Recipe Cost				Single Portion Cost
Batch Portion	Batch Portion (Oz or ct)	Servings per Batch (ct)	Single Portion (Oz)	Single Portion Ingredient Price
50 LB	800	640	1.25	\$0.07
2 GAL	256	640	0.4	\$0.02
12.5 doz	150 eggs	640	0.23	\$0.05
20 cups	160	640	0.25	\$0.03
Overtime pay for 1 employee, 3 hr per batch x \$33/hr = \$99				\$0.15
TOTAL				\$0.33

Baking Program - Balancing Costs

Local Blueberry Muffins										
Product Specs						Recipe Cost				Single Portion Cost
Ingredient	Vendor	Pack Size	Pack Size (Total Oz or Ct)	Case Price	Price/Oz or ct	Batch Portion	Batch Portion (Oz or ct)	Servings per Batch (ct)	Single Portion (Oz)	Single Portion Ingredient Price
Bake N Joy Muffin Mix	Thurston Foods	50 LB	800	\$47.21	\$0.06	50 LB	800	640	1.25	\$0.07
Oil	Thurston Foods	6/1 GAL	768	\$41.42	\$0.05	2 GAL	256	640	0.4	\$0.02
Local Eggs (shell-on)	Arnold's Meats	15 DOZ	180 eggs	\$36.90	\$0.21/egg	12.5 doz	150 eggs	640	0.23	\$0.05
Local IQF Blueberries	Wyman's	30 LB	480	\$55.05	\$0.11	20 cups	160	640	0.25	\$0.03
Labor						Overtime pay for 1 employee, 3 hr per batch x \$33/hr = \$99				\$0.15
									TOTAL	\$0.33



Hadley Farms Whole Grain Cinnamon Roll
= \$0.34 per roll



Superbakery
Banana Bread Slice
= \$0.50 per slice

Baking Program - Baking Process



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



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

Q & A

Any questions?

Looking Ahead



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

Thank You!



Questions? Contact us at:

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