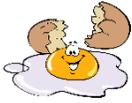


# School Nutrition News

A Newsletter from the Wisconsin Department of Public Instruction, Division for Finance and Management

Vol. 11 No. 2

Winter 2019



## Get Egg-cited about School Breakfast!

The Department of Public Instruction (DPI) School Nutrition Team (SNT) joined forces with Hunger Task Force (HTF) and Share Our Strength's No Kid Hungry (NKH) to offer an exciting opportunity related to school breakfast for School Year (SY) 2018-19.

HTF, NKH and DPI worked together to sponsor the Wisconsin School Breakfast Challenge. The challenge began December 1, 2018, and ends today, February 28, 2019! Schools across Wisconsin enrolled in the challenge will compete for cash prizes and recognition by demonstrating increased participation in their School Breakfast Program (SBP), or by starting a new program if they do not already have one. As student participation grows, so do the chances of winning!

If your school has recently added a breakfast program or made positive changes to an existing one, sign up to enter the contest for a chance to win. It's not too late!

Visit the [Hunger Task Force](#) website to gather all the details.

## Register Today – Teaming Up to Increase Participation



Wisconsin Team Nutrition is excited to host our first ever *Teaming Up to Increase Participation* workshop on June 19, 2019 at Chula Vista Resort (2501 River Road, Wisconsin Dells). This one-day workshop will feature a dynamic keynote speaker and breakout sessions, including panel discussions of creative solutions for improving meal program participation. Through facilitated conversation and peer-to-peer discussion, attendees will identify strategies to implement and leave the workshop with a plan of action for moving forward. Registration for the workshop is \$30. Please register at [myQuickReg](#).

### Lodging

Participants may reserve a room at Chula Vista for Tuesday, June 18, 2019 at the state rate of \$82. **Reserve your room by May 19, 2019 to ensure this rate.** Contact Chula Vista at 1-833-480-0626 and reference group ID #G84810.

## Farm to School Updates



### Traditional Foods Grant

The *American Indian Traditional Foods in USDA School Meals Programs: A Wisconsin Farm to School Toolkit* and educational videos became available in late December. The toolkit aids schools with incorporating traditional foods into their meal programs, and the educational videos may be used in classrooms for nutrition education. The toolkit was mailed to all School Food Authorities (SFAs), and both the toolkit and videos are available on the SNT [Farm to School webpages](#).

### USDA 2019 Farm to School Census

The next Farm to School Census is coming! The 2019 Farm to School Census will be similar to previous versions, as it will assess school districts' farm to school activities in the previous school year, 2017-18. The census questions will measure:

- school districts' definitions of local and programs that serve local foods;
- the types of local foods and the dollar amounts spent on them;
- the number of salad bars and school gardens within a district;
- the benefits and challenges to farm to school, and much more!

The census will be distributed in winter of 2019, but school districts and partners should begin collecting data on past activities as soon as possible. If you need help tracking local food purchases and farm to school activities, check out [evaluation resources](#) and connect with your [Regional Farm to School Lead](#). A copy of the census questionnaire will be available to the public upon its finalization.

## Calling All Student Chefs!

Wisconsin Team Nutrition is now accepting entries for the seventh annual Whipping Up Wellness, Wisconsin Student Chef Competition. In this competition, teams of middle and high school students are invited to develop nutritious, student-friendly recipes that can be incorporated easily into the school food service program and used at home. The focus of this year's competition is red/orange vegetables. Additional information about the competition is available at the [Whipping Up Wellness webpage](#).



# SBP Success at East Troy Middle School

Contributed by Ruth Bentley, Director of Food Service

The breakfast program at East Troy Middle School seemed to be going nowhere. Although breakfast was offered every day, almost no students participated. In SY 2017-18, breakfast was moved to the auditorium area, where kids congregated before school because there was not enough staff to monitor both that area and the cafeteria. Still, the students preferred to sit and chat with their friends instead of participating in breakfast. If they were going to eat they sat separately on an uncarpeted stage to cut down on clean up. Few students were interested and as the year wore on, the food service department began the process of deciding whether or not to scrap breakfast at the middle school altogether. As part of this process, a breakfast survey was conducted. Many students replied that they did not like to sit up on that stage and be stared at, or they were not hungry before school.

During the administrative review (AR), the food service director and business manager asked the nutrition program consultant and public health nutritionist for some advice. One idea suggested that breakfast be served at a later time, as often middle schoolers are not hungry before school. As a last ditch effort, a decision was made with the support of the principal to serve breakfast from a mobile cart between first and second periods. The food service department purchased a mobile breakfast cart, sent flyers home to students and parents, and began serving at the Breakfast Stop on October 8, 2018.

The new service has been an overwhelming success with participation going from an average of 11 students per day in September to an average of 50 within the first 13 days of service! One Tuesday saw a high of 66 students participating. The school nutrition professionals hope that participation will continue growing, and they are currently considering a similar service at the high school.

## SNACS Is Ready! Are You?



The implementation of SNACS (School Nutrition Accountability Software) is ongoing, and the DPI SNT is using the software for ARs

during SY 2018-19. If your SFA will use SNACS for the AR, you will be contacted by our team with next steps and training options. Beginning in SY 2019-20, all SFAs scheduled for an AR will be required to use SNACS for review purposes.

SNACS can be used for much more than the AR. This software is the perfect solution for small SFAs that currently manage participation in school meals programs using manual processes. SNACS is free to use, and users have access to online free/reduced price meal application. SNACS also provides assistance with the application approval and direct certification processes; contains a meal counting system to accurately capture daily meal counts and aid in compiling the monthly reimbursement claim; offers step-by-step guidance through the annual verification process and submission of the Verification Collection report; and automated letter generation capabilities. The SNACS team will reach out to SFAs during the next several months to see if your SFA has interest in utilizing SNACS as your software solution. To learn more about SNACS or sign up for updates, please visit the [SNACS webpage](#).

## Alliance Healthier Schools Winners

The National Healthy Schools Award is provided each year to only a few hundred schools by the Alliance for a Healthier Generation. Criteria includes serving healthier meals and snacks, getting students moving more, offering high-quality health and physical education, and supporting staff wellness and empowering them to be healthy role models. Congratulations to the 13 Wisconsin schools that received this prestigious award.



### Bronze Awards

- Bay Port High School (Howard Suamico School District)
- Howard Elementary School (Howard Suamico School District)
- Meadowbrook Elementary School (Howard Suamico School District)
- Suamico Elementary School (Howard Suamico School District)
- Horace Mann Middle School (Neenah Joint School District)
- Shattuck Middle School (Neenah Joint School District)
- Spring Road Elementary School (Neenah Joint School District)
- Oregon High School (Oregon School District)
- Sugar Creek Elementary School (Verona Area School District)

### Silver Awards

- Chippewa Falls Middle School (Chippewa Falls Area Unified School District)
- Tomahawk Elementary School (Tomahawk School District)
- Tomahawk High School (Tomahawk School District)
- Tomahawk Middle School (Tomahawk School District)

Wisconsin Team Nutrition also recognizes Sugar Creek Elementary School of the Verona Area School District for their receipt of the Silver HealthierUS School Challenge Award. Sugar Creek is the last Wisconsin school to be recognized by United States Department of Agriculture (USDA), as they have discontinued their award program. Congratulations to Sugar Creek!

## Updated Menu Planner for School Meals SY 2018-19



USDA created a new resource! The [Menu Planner for School Meals: School Year 2018-2019](#) is a foundational resource for school nutrition professionals. It provides meal planning guidance and helps schools put the [Dietary Guidelines for Americans](#) into practice. This resource is designed to guide and help you plan, prepare, provide, and market great tasting, nutritious, and safe meals that meet the Federal meal pattern requirements.



## Certificates of Food Protection Practices

As a reminder, Wisconsin Act 46 enacted on July 3, 2015, requires certain persons to hold certificates of food protection practices in order to operate certain school lunchrooms participating in the National School Lunch Program (NSLP). Local regulatory authorities enforce Act 46 on behalf of the Department for Agriculture, Trade, and Consumer Protection (DATCP). Required personnel must post the exam certificate, taken within the past five years, for review by inspection staff. The person overseeing the school nutrition program(s) for the SFA, private, charter, or choice school, or his or her designee, is required to have this certificate. At this time, SFAs are not required by Act 46 to have a certificate holder at each site while food is being handled. However, the person overseeing the school nutrition program(s) is responsible for ensuring that food safety practices are followed and that food handlers at each site are thoroughly trained on food safety regulations. For SFAs utilizing a Food Service Management Company (FSMC), FSMCs must hold a restaurant license and have a certificate holder at each site. **Act 46 does not change the requirements for FSMCs.**

SFAs receiving meals from a vendor or another school under a joint agreement must adhere to Act 46 as well. Even though the meals are prepared off-site by a vendor or another school under a joint agreement, someone in the SFA must still hold a certificate of food protection practices. Please refer to the [2015 Wisconsin Act 46 School Food Safety Bill Q&A](#) posted on the SNT [Food Safety](#) webpage for more details.

## Trade Mitigation Purchases

In response to trade damage, USDA has crafted a short term relief strategy and authorized up to \$12 billion in agricultural spending. These purchases have been labeled "Trade Mitigation Purchases." As a part of the Trade Mitigation Purchases, USDA is administering a Food Purchase and Distribution Program and is purchasing up to \$1.2 billion of USDA Foods.

The USDA Foods are being distributed to states for use in the Emergency Food Assistance Program (TEFAP), the Commodity Supplemental Foods Program, Food Distribution Programs on Indian Reservations, and the NSLP.

These USDA Foods are being purchased in four different phases. The primary outlet for these purchases is TEFAP, and the TEFAP purchases have already begun with deliveries to TEFAP outlets starting in January 2019, and continuing through December 2019. A full range of USDA Foods are being offered to TEFAP through these purchases.

USDA will purchase USDA Foods for NSLP during phase three of these purchases. USDA is in the process of determining which USDA Foods will be made available to SFAs participating in NSLP. To ensure SFAs can take full advantage of these USDA Foods, USDA plans to offer several of these USDA Foods to SFAs for ordering in the February 2019 timeframe for deliveries starting in July 2019. This plan aligns with the typical USDA Foods ordering schedule and will allow deliveries early in SY 2019-20.

As additional details become available from USDA regarding the USDA Foods available through the NSLP, DPI will provide updates to SFAs in Wisconsin.

## The Fresh Fruit and Vegetable Program (FFVP) SY 2019-20 Application



The FFVP provides funding for elementary students to receive a fresh fruit or vegetable snack, two or more times per week, free of charge. This school year, 184 schools have the opportunity to snack on fresh fruits and vegetables that are not your average bananas and celery sticks. Participating schools are encouraged to purchase different varieties that students may not have otherwise had the opportunity to try. Some of the varieties Wisconsin schools have tried this school year include rutabagas, parsnips, radishes, caulilini, and pluots.

The SY 2019-20 application will open March 4, 2019, and close April 15, 2019. For the application, instructions, and more information, check out the [FFVP webpage](#).

A special shout out and congratulations to **Bayfield School District, Central City Cyberschool Milwaukee, Inc., Mauston School District, Menominee Indian Tribe of Wisconsin, Oneida Nation School System, and Watertown Unified School District** for using 100 percent of their FFVP funding in SY 2017-18. Keep up the great work!

## SNT Webcasts

What exactly is a webcast? A webcast is a video of information for an audience of any size that can be viewed at any time, day or night! They are meant to be short videos on specific topics that can be quickly viewed and understood.

The SNT has over 70 webcasts on school nutrition program-related topics, from the lunch meal pattern, special dietary needs, and verification to USDA Foods and direct certification.

Between June 1, 2018, and October 31, 2018, SNT webcasts had a total of 2,500 views!

The three most viewed SNT Webcasts:

1. [Filling out the household application for free and reduced](#)
2. [Offer versus Serve](#)
3. [Determining Eligibility and Verification Overview](#)

Make sure to check out all the available SNT webcasts, located on the [SNT Training webpage](#).

### New SNT webcasts!

The following webcasts are new to the [SNT Training webpage](#):

#### [Contracting with a Food Service Management Company \(FSMC\)](#)

This webcast will tell you everything you need to know about contracting with a FSMC in USDA school meals programs.

#### [Ergonomia](#) (Ergonomics in Spanish)

El objetivo de este taller es lograr una concientización general sobre la ergonomía en el servicio alimenticio de las escuelas. Nos concentraremos en entender los aspectos básicos de la ergonomía y cómo afecta al trabajador del servicio alimenticio de la escuela.

#### [Offer versus Serve - Meal or No Meal Lesson and Game](#)

This webcast offers a brief overview of breakfast and lunch Offer versus Serve (OVS) as well as a game of Meal or No Meal to determine reimbursable meals. Use this with staff as a training tool for OVS.

USDA policy memos can be accessed at <http://www.fns.usda.gov/cnd/governance/policy.htm>.

### [SP 20-2018: 60 Day Claim Submission and 90 Day Reporting Requirements for Child Nutrition Programs and Attachment](#)

This memorandum announces updated guidance for state agencies (SA) regarding the *60 Day Claim Submission and 90 Day Reporting Requirements for Child Nutrition Programs*, which was released on April 25, 2018. The updates that affect Wisconsin schools were sent out in a *School Meals News* Announcement on October 1. Starting on that day, a few changes related to this guidance were implemented.

In the event that a SFA misses a 60 day claim submission deadline, a one-time exception may be granted separately for school meals programs, Child and Adult Care Food Programs (CACFP), and Summer Food Service Program (SFSP), operated by the local educational agency (LEA). An exception for school meals programs includes the SBP, NSLP, Afterschool Snack Program, Special Milk Program (SMP), and the Seamless Summer Option. An exception for any of these programs counts as the LEA's one-time exception for school meals programs.

For example, if the LEA received a one-time exception for the NSLP, it cannot request a one-time exception for the SBP for 36 months.

In the event that the 60th day falls on a Saturday, Sunday, or federal holiday, the claim can be submitted on the next business day. If you are submitting a claim under this situation, you will not be able to submit your claim in Online Services. Rather, you will need to complete a paper copy of the claim and submit it to [Jacqueline Jordee](#). Instructions for this process are posted under "Manual Claims" on the [SNT Claiming webpage](#).

### [SP 01-2019, CACFP 01-2019: Guidance for FY 2019 - Updated Child and Adult Care Food Program Meal Patterns and Updated NSLP and SBP Infant and Preschool Meal Patterns](#)

This memorandum provides guidance to SAs on handling instances where the NSLP and SBP preschool and CACFP meal pattern requirements are not being met, now that the transition year for providing technical assistance in lieu of fiscal action has ended. For SAs monitoring schools serving preschool meal patterns through the school meals programs, in most cases SAs are required to provide training and technical assistance and allow for corrective action before fiscal action is assessed. However, the SA must continue to take immediate fiscal action if a meal is completely missing one or more of the required food components.

SNT posts information on serving requirements for infants and/or children aged 1-5 years old and not yet in kindergarten on the [Infants and Preschool in NSLP webpage](#).

### [SP 03-2019 NSLP and SBP: Questions and Answers for Charter Schools](#)

The USDA Food and Nutrition Service (FNS) is providing updated Questions and Answers (Q&A) for charter school participation in the NSLP, the SBP, and other Child Nutrition Programs (CNP). Since charter schools are held to the same standards for operating CNPs as traditional public or non-profit private schools, this memorandum does not contain any new CNP policies. Program operators can use the Q&A as a resource to assist charter schools and non-profit private, rural, or small schools that have similar questions to operate successful CNPs. This memorandum replaces SP 07-2008: Charter School Involvement in the National School Lunch and Breakfast Programs, January 15, 2008.

### [SP 08-2019 Update of Food Crediting in the Child Nutrition Programs](#)

This memorandum informs stakeholders on the progress made by the FNS in updating the food crediting system for all CNP, including the NSLP, SBP, CACFP, and SFSP. This is a first step by FNS towards improving the CNP crediting system to best address today's evolving food and nutrition environment and meet the needs of those operating and benefiting from the CNPs.

Based on comments submitted, FNS will now allow shelf-stable, dried and semi-dried meat, poultry, and seafood snacks to credit towards the meat component in a reimbursable meal or snack at the discretion of the program operators. In order to simplify meal planning for operators, use of the products is not limited to meals and snacks served off-site. These products may be useful for meals served off-site like field trip meals, and summer meals, which are often served at outdoor and non-traditional sites that lack access to refrigeration and require shelf-stable, grab-and-go options. To credit these products, program operators will follow the crediting principles used for all other products made from meat, poultry, or seafood. For more information, see the Food Buying Guide for CNPs and the [Manufacturer's Product Formulation Statement section of the CN Labeling Program website](#).

With the issuance of this memorandum, FNS is rescinding TA 05-2011: Shelf-stable, Dried Snacks Made from Meat, Poultry, or Seafood, which previously stated that these items were not creditable in the CNPs. This memorandum supersedes the guidance provided in TA 05-2011, dated June 15, 2011, and revised on June 22, 2011.

As part of FNS's ongoing effort to simplify menu planning, expand food choices, and incentivize participation in the CNPs, FNS will allow program operators to credit the following food items that have not previously contributed to the CNP meal pattern requirements: coconut, hominy, popcorn, surimi seafood, and tempeh. Allowing these products to credit is intended to provide additional variety and enhance the appeal of meals. FNS will issue new guidance soon describing how these products will credit towards specific food components in the CNP meal patterns.

FNS will also publish new guidance to allow crediting vegetables disguised as other food components or not provided in traditional forms, for example, noodles or pasta made from vegetables, including legumes.

In addition, FNS received several comments on crediting of bacon. As a reminder, turkey bacon is creditable.

FNS welcomes input regarding any future changes that may enhance flexibility and expand the options available to program operators working hard to build meals that children enjoy.

## [The final rule Child Nutrition Programs: Flexibilities for Milk, Whole Grains, and Sodium Requirements \(FNS-2017-0021\)](#)

This final rule increases menu planning flexibility in the NSLP, SBP, and other federal child nutrition programs **effective SY 2019-20**. The rule:

- Provides the option to offer flavored, low-fat milk to children participating in the school meals programs, and to participants ages six and older in the SMP and the CACFP (note: an unflavored milk must also be offered);
- Requires that half of the weekly grains in the school lunch and breakfast menu be whole grain-rich (WGR); and
- Provides more time to reduce sodium levels in school meals, retaining Sodium Target 1 through the end of the SY 2023-24, continuing to Target 2 in SY 2024-25, and eliminating the Final Target that would have gone into effect in SY 2022-23.

## Procurement Reviews

Thank you to all the SFAs that have submitted information for their [Procurement Reviews](#). If you have submitted documentation, there is no further action until you are contacted by one of the SNT Procurement Reviewers. At that time, you will receive further details and instruction. Please contact [Alex Zitske](#) with any questions or concerns regarding your procurements.

## SNT Procurement Manual

The [SNT Procurement Manual](#) is a resource to help interpret regulatory requirements found in 2.CFR.200. You will also find procurement best practices, procurement terms and definitions, USDA memos, and much more! Visit the [Procurement Manual webpage](#) for a downloadable copy.

## Staff Directory Updated

The SNT Staff Directory webpage has been updated! It now includes navigation links at the top of the page for each program area and staff specialty areas under each SNT employee. Under program areas, click on the category of employee you wish to find contact information. This will drop you down to all the SNT employees in that category. For example, when you click on Nutrition Program Consultants (NPC), it will drop you down to all the NPCs on the SNT. The staff specialty areas have also been added under each SNT employee. This is intended to help you find the best person to speak to, depending on the subject. For example, if you are looking for someone who specializes in Special Dietary Needs, simply hold Ctrl+F on your keyboard and type in Special Dietary Needs. Two specialists should come up – Loriann Knapton and Claire Koenig. Their contact information is listed so you can get your questions answered. Visit the [SNT Staff Directory webpage](#) to view the updates.

## SNT Member Updates

### Congratulations to...

Claire Koenig and her husband, who welcomed a healthy baby boy (her first) on September 17!

Kara Ignasiak (Helget) and her husband, who were married on November 3!

## Accellion Software

### Exchanging Personal Identifiable Information (PII)

The DPI SNT is using a secure file transfer software called Accellion to protect PII. PII information is sensitive data used to distinguish or trace an individual. The SNT may request a file from a SFA that contains sensitive PII information as part of the AR benefit issuance process, or when providing routine customer service to SFAs that operate school meals programs.

SFAs that already use a secure file transfer application for sending PII are not required to use Accellion, but they are expected to exchange files with PII information in a secure manner. If your school or district does not know how to send a file to SNT in a secure way, you may request access to Accellion. The SNT can send an Accellion file request which contains a secure link. Once you click on the link, you must set up a username and password. Then, attaching and sending the SNT files is similar to an email.

As a reminder, PII information should never be shared unless there is a legitimate need to know.

## Positive Local Food Experiences Can Make a Big Impact



Contributed by Michelle Burington, RDN, CD  
AmeriCorps Farm to School Nutrition Educator SY 2017-18  
Waupaca County UW-Extension

I walked into Mrs. Hansen's third grade classroom for the last farm to school (F2S) lesson. The students were so excited but also sad because they knew this would be the last time I would see them. "Will you be coming to teach us again next year in fourth grade?!" they exclaimed. This was not an uncommon question among all 34 of the classrooms I taught nutrition lessons in this year. One of the most amazing things about the F2S program is that it gets kids excited about fruits and vegetables. There is something magical about it. I had multiple teachers mention how they never thought their students would try (and like!) some of the interesting and unfamiliar produce I brought in throughout the school year. Although a lot of eating habits are formed before school age, childhood and early adolescence remains a crucial time for building healthy habits, and often children are more adventurous and willing to try things away from home. It is great for them to have more exposure to and to learn about healthy, local food in school because every positive experience can make a big impact! I can count on both hands the number of students that said "no, thank you" or refused to even try the local foods I brought in with each lesson throughout the year. And that's pretty amazing, considering I taught over 580 students and saw them each five times...that is almost 3,000 exposures! Many of the teachers mentioned how they are actually very thankful for F2S programming because their students would not otherwise get this kind of exposure.

If you are interested in offering your students positive local food experiences in the upcoming school year, please contact [Kara Ignasiak \(Helget\)](#) now to see what it takes to become an AmeriCorps Farm to School host site! You can reach Kara by telephone at (715-214-6080) or email at [kara.ignasiak@dpi.wi.gov](mailto:kara.ignasiak@dpi.wi.gov). We would love to have you join our team!

# Social Media Scrapbook

Get in the know with Wisconsin School Nutrition! Follow us on Facebook, Twitter, and Instagram to discover opportunities, resources, events, and to see what other Wisconsin school nutrition programs are accomplishing.

 : @WisDPI.SNP  
 : @WisDPI\_SNP  
 : @wisdpi\_snt

## Want to be featured on DPI SNT social media accounts?

Share your photos and updates with us by clicking "Share A Photo" on the [SNT webpage](#) or emailing [DPI SNT Social Media](#). We love to see all the hard work you do for Wisconsin students in action. Thank you for your efforts in serving healthy, balanced meals to your students every day!

## Highlights from Fall

### Farm to School Efforts

Greendale School District's #schoolgarden is growing students' options in their meal programs. From crunchy coleslaw to a zesty zucchini and veggie blend, their #farmtoschool efforts are tomatolly awesome! 🍎 #WISchoolMealsRock



#FarmtoSchool efforts at **Menasha Joint School District** are feeding 1,000 students! Menasha High School's school nutrition professionals harvest greens daily from hydroponic towers. Harvested greens, with roots attached, are put into clear quart jars on the service line, so students can see what they are eating that day! #F2SMonth #WISchoolMealsRock

## Try It Tuesday



Inspired by an idea shared at #ANC18, **North Lakeland Elementary's** first "Try It Tuesday" featured eggplant parmesan. Delicious! For more information on taste-testing, visit the [#WISchoolMealsRock webpage](#).

## Great Lakes Great Apple Crunch



Every school district participates in the Great Lakes Great Apple Crunch in a unique way! Students of **Slinger School District** formed the word APPLE (as seen from above), while #LittleCrunchers from **Augusta School District** smiled for the 📷

after biting into local apples. Thanks to all schools and districts for joining the #WIAppleCrunch! #F2SMonth



## Halloween



When it comes to healthy eating, mummies and daddies give great advice! Just ask Cara Drew from **St. Mary's Grade School** in Bloomington, where "Mummy says eat more fruit." Happy Halloween from the School Nutrition Team! 🎃👻 #schoollunch #WISchoolMealsRock

## School Nutrition Celebration Dates for Spring 2018-19

### Special Days

**School Lunch Hero Day** - May 3, 2019

**Whipping Up Wellness Student Chef Competition** - May 16, 2019

### Special Weeks

**School Nutrition Employee Week** - May 6-10, 2019

### Special Months

**National Garden Month** - April

**Global Child Nutrition Month** - April

**Fresh Fruit and Vegetables Month** - June

**National Dairy Month** - June

Check "Mark Your Calendar!" (page 7) for additional celebration dates!

# Mark Your Calendar!



National School Breakfast Week  
March 4-8, 2019  
Start Your Engines With School Breakfast  
[schoolnutrition.org/meetings/events/nsbw/2019/](http://schoolnutrition.org/meetings/events/nsbw/2019/)

## Teaming Up to Increase Participation Workshop

Chula Vista, Wisconsin Dells  
June 19, 2019

[dpi.wi.gov/school-nutrition/training/increase-participation-workshop](http://dpi.wi.gov/school-nutrition/training/increase-participation-workshop)

# Generation Z: What You Need to Know

The demographic commonly known as Generation Z (Gen Z) consists of anyone born after 1995, and thus makes up your primary customer base in school meals programs. Understanding characteristics and preferences of this generation can guide successful menu decisions, promotions, and communications. Your ability to reach and appeal to Gen Z can make or break your school meals programs! The [School Nutrition Association's \(SNA\) April 2017 magazine](#) featured several insightful articles focused on Gen Z, which are summarized here.

### What are Gen Z's key characteristics?

- Most ethnically diverse generation
- Largest demographic since the Baby Boomers
- Born into the world of internet and technology
- Utilize technology and social media platforms to connect with current events, trends, and the world

### What are some ways to effectively communicate with Gen Z?

- Take advantage of social media to promote school meals
- Communicate in succinct messages that grab attention quickly
- Use short, visual, conversational messages, especially with pictures

### What are the preferences that drive Gen Z's food decisions?

- Concern with social responsibility
- Value flavor and craveability of foods over healthiness
- Expect and enjoy international flavors
- Prone to snacking
- Like traditional, simple foods (such as pizza and sandwiches) that are familiar, but enjoy new twists
- Want options for customization
- Sophisticated palates
- Prefer on-the-go eating and quick service restaurants

### What are some ways to appeal to Gen Z?

- Feature international cuisines
- Package menu items as grab-and-go to allow quick, "mix and match" meal combinations
- Serve some build-your-own menu items that allow students to customize their food choices
- Add a sophisticated twist to a familiar food, such as adding pesto to a grilled cheese sandwich

While it is valuable to understand the main characteristics of this generation as a whole, knowing what drives your specific Gen Z customers is even more valuable. Consider conducting surveys or exploring other methods to gather student feedback. Use your findings to drive your meal program decisions to take the good things you have going and make them great!

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotope, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

This institution is an equal opportunity provider.

**School Nutrition News** is published three times per year by the DPI. Questions or comments should be directed to:

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