**Tips**

**Promotional Opportunities in March**

**Entire Month**
- Go to: www.eatright.org/Public/NutritionInformation/92_11492.cfm
- *Click on Key Messages*

**Individual Weeks**
- March 7-11 is National School Breakfast Week (SBW) sponsored by the Child Nutrition Association. "School Breakfast: Great Performances!" is the 2005 theme. SBW menus will be featured on www.schoolnutrition.org/rsbw

**Select Days**
- March 2nd is Read Across America Day and Dr. Seuss’s Birthday sponsored by the National Education Association.
- Go to: www.nea.org/readacross/ for information and ideas.
- March 11th is Johnny Appleseed Day.
- March 17th is St. Patrick's Day.

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**Make Breakfast Colorful**

The month of March provides many opportunities to use color to promote your School Breakfast Program. These activities can help students consume more 100% juices and fruits.

Start by taking a good look at your school breakfast menus and serving lines. Then, consider ways to increase the variety of colorful 100% juices and fruits offered. This will add color and healthfulness to menu items.

Increase the variety of 100% juices offered. Consider apple-grape, cherry, pineapple-orange, pineapple-grapefruit, wild berry, orange, and tomato.

Use products packaged conveniently such as individually packaged apple slices and grapes.

Offer fruit as a topping on cereal. Use bananas, canned peaches, pineapple bits, fresh blueberries or strawberries, raisins, and dried cherries.

Offer fruit as a topping on yogurt. Use strawberries, blueberries, and diced peaches.

Serve fruit as a topping on pancakes and waffles. Use cinnamon applesauce, applesauce mixed with other fruits, or frozen strawberries.

Serve Breakfast Burritos with Salsa. Use USDA recipe J-02.¹

Check out the promotional opportunities in the “Tips” column to complement a colorful variety of juices and fruits and make breakfast more fun.

Work with teachers to encourage reading by developing a Breakfast and Books program. Host a Read Across America event on March 2.

Use the SBW menus and highlight
- **Encore AppleTopping on French Toast** - USDA recipe G-09¹
- **Standing Ovation O.J.**
- **Groovin’ Grapes**
- **Big Band Banana Squares** - USDA recipe B-05¹
- **Rockin' Raisins**

Feature apple juice and several varieties and colors of apples for Johnny Appleseed Day.

Feature kiwifruit and green grapes on St. Patrick’s Day.

¹USDA recipes: www.nfsmi.org/Information/recipe_index_number.html

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