



Breakfast Trailblazer Award



School breakfast can be the foundation to student success. The Breakfast Trailblazer fuels a student's day by providing a nutritious breakfast with limited added sugars and engages students in planning breakfast menus that are fun and enjoyable.

School Food Authorities (SFA) are eligible to apply for this Recognition Award if they participate in the School Breakfast Program (SBP) in the contiguous United States, Hawaii, Alaska, District of Columbia, Puerto Rico, Guam, or the United States Virgin Islands.

Award Criteria

Within the past 12 months, the SFA has changed their reimbursable school breakfast menus to reduce added sugars, using at least **two** strategies.

The following list includes example strategies that the SFA can use to reduce added sugars (additional strategies can also be used):

- Only unflavored milk is offered.
- All breakfast cereals contain ≤ 6 grams of added sugars per dry ounce.
- All yogurts contain ≤ 12 grams of added sugars per 6 ounces.
- No grain-based desserts are offered, as defined by superscripts 3, 4, or 5 in the Food Buying Guide for Child Nutrition Program's Exhibit A: Grain Requirements for Child Nutrition Programs.
- Weekly breakfast menus have been modified to reduce added sugars to less than 10 percent of the calories.

Note: Strategies may include products with less added sugars that do not use high-intensity sweeteners, such as artificial or non-nutritive sweeteners, as replacements.

At least half (≥ 50 percent) of the schools within the SFA* that participate in the SBP must meet the criteria and all grade levels must be represented.

*If your SFA only has one school site, you may submit documentation for just that site. If your SFA has three school sites, you must submit documentation for at least 2 sites to meet the 50 percent requirement.

The SFA has used student engagement techniques (taste tests, student surveys, cooking demonstrations, or advisory groups) and/or culinary techniques (using herbs and spices, offering flavor stations, etc.) to ensure school meals are enjoyed by students.

Learn more about the Healthy Meals Incentives
Recognition Awards at:
www.healthymealsincentives.org

This material is based upon work that is supported by the U.S. Department of Agriculture, Food and Nutrition Service. USDA is an equal opportunity provider, employer, and lender.





Breakfast Trailblazer Award



Required Documentation

Provide a description of each strategy selected including:

- How it was implemented;
- When the change occurred; and
- What the impact was on the added sugar content of school breakfasts (e.g., the strategy reduced added sugars in the breakfast menu by X grams).

Submit breakfast menu for one month that has been posted on the district website or other public location representing all grade groups, including sufficient detail for reviewers to assess the changes. Identify which items on the menu reflect the implemented strategies.

Provide a list detailing names and corresponding grade levels for each school in the district participating in the School Breakfast Program (indicating which schools were used to qualify for the award).

Provide a description of student engagement activities and/or culinary techniques implemented to assist in the reduction of added sugars in school breakfast menus, details about the activities, number of participants, the outcomes, and school names, and grades.

Applicants may submit optional photographs including two or three clear, high-resolution photos of the menu items and any relevant activities with release forms providing USDA with royalty free unlimited rights to the use and printing of the photographs and parental permission forms, when applicable. A high-resolution image is one that's at least 300 DPI, or "dots per inch."

Learn more about the Healthy Meals Incentives
Recognition Awards at:
www.healthymealsincentives.org

This material is based upon work that is supported by the U.S. Department of Agriculture, Food and Nutrition Service. USDA is an equal opportunity provider, employer, and lender.

