Attachment A

SCNP Memo No. 2024-2025-12

August 15, 2024



The Virginia Breakfast Club

History of Virginia’s Breakfast Club

The Virginia Breakfast Club was established as a collaborative initiative to unite nutrition professionals and food access advocates from non-profits, government agencies, and school divisions with a shared mission: to ensure equitable access to good, healthy food in Virginia school breakfast programs. Since its inception, the Breakfast Club has played a role in enhancing school breakfast programs through collective expertise and resources.

Mission and Goals

Our primary mission is to promote and facilitate the implementation of effective and nutritious breakfast programs in schools. We are dedicated to achieving this by focusing on several key areas:

1. **Increasing Protein Options:** Explore actionable strategies to incorporate more protein-rich foods into the breakfast menu.
2. **Lowering Sugar and Sodium Content:** Develop concrete plans to reduce sugar and sodium levels in breakfast items.
3. **Incorporating Local Foods:** Collaborate on methods to integrate locally sourced foods into breakfast offerings.
4. **Scratch Made Recipes:** Assess the feasibility of and benefits of using scratch-made recipes versus pre-packaged options.
5. **Removing Barriers to Breakfast Access:** Identify and address obstacles to ensure all students have access to a nutritious breakfast.

Annual Highlights

Our quarterly meetings center on the implementation of effective and nutritious breakfast programs in schools. We are dedicated to achieving this by focusing on several key areas:

* Resource Development: The Breakfast Club is committed to developing resources to assist school divisions in implementing best practices. These resources are designed to support effective and sustainable improvement in school breakfast programs. The past Breakfast Club produced recipes and weekly menus while facilitating discussions around achievements and best practices for breakfast.
* Breakfast Club Awards: Each year, we celebrate and recognize schools that have achieved notable success in their breakfast programs through the Breakfast Club Award, which is presented during National School Breakfast Week. This annual event highlights and honors the outstanding efforts of schools in enhancing the quality of school breakfast.

By bringing together diverse stakeholders, the Breakfast Club continues to drive meaningful progress in school nutrition. Our collective efforts are making a significant impact on ensuring that every student has the opportunity to start their day with a nutritious breakfast.