

# Eat Your Colors Every Day!

EDUCATING STUDENTS ON FRUITS AND VEGETABLES

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## Tips

### Promotional Opportunities in March

#### Entire Month

- ◆ National Nutrition Month® sponsored by the American Dietetic Association. "Get a Taste for Good Nutrition" is the 2005 theme.
- ◆ Go to: [www.eatright.org/Public/NutritionInformation/92\\_11492.cfm](http://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/nsbw](http://www.schoolnutrition.org/nsbw)

#### 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/](http://www.nea.org/readacross/) for information and ideas.
- ◆ March 11th is Johnny Appleseed Day.
- ◆ March 17th is St. Patrick's Day.

## 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.<sup>1</sup>

Check out the promotional opportunities in the "Tips" column to compliment 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-09<sup>1</sup>
- \*Standing Ovation O.J.
- \*Groovin' Grapes
- \*Big Band Banana Squares - USDA recipe B-05<sup>1</sup>
- \*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.

<sup>1</sup>USDA recipes [www.nfsmi.org/Information/recipe\\_index\\_number.html](http://www.nfsmi.org/Information/recipe_index_number.html)

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