



## YOUR FINANCIAL SUPPORT PROGRAM

### And Cost-Saving Ideas for Your Breakfast Program

This handy guide is for schools that run a breakfast program with financial support from Breakfast Club of Canada. It contains detailed information on how the model operates, how to build your breakfast menus and what tools we have available for you along with some great tips on how to save money without skimping on nutrition or taste. If you have any questions about this or anything else, be sure to reach out to your BCC coordinator.

#### What Does This Model Involve?

- **Financial Support:** Breakfast Club of Canada pays a set amount to your school per student, per morning, to offset your food purchases.
  - Payments are made in three instalments (August/September, December/January, March/April). Be sure to inform your BCC coordinator if there is a significant change in attendance or a gap between the funding received and your actual spending, so we can adjust accordingly.
  - Your breakfast program is entitled to use up to 20% of the financial support received toward costs that are associated with operating and distributing food (food deliveries, kitchen equipment, local supervision, etc.).
  - The first payment is usually sent in late August or September, so make sure there is enough money to carry over from one year to the next to resume operations smoothly and seamlessly.
- **Equipment Support:** You will be provided with the basic equipment needed to prepare and serve breakfast. All subsequent maintenance and repair is the responsibility of the school.
- **MAPAQ Support:** You will receive your annual provincial permit directly from BCC. We will provide you with the necessary support to ensure you comply with the corresponding health and hygiene standards.
- **Coaching:** Your BCC coordinator will work with you to set up your breakfast program and make sure it gets off to a smooth start. Be sure to check out the [School Corner](#) for more online resources.
- **Reporting:** You will be responsible for filling out the necessary online forms twice a year.

#### Creating Your Menus

You are responsible for coming up with breakfast menus that make a variety of nutritious foods available to all students. Be sure to check out our [School Corner](#) for a wealth of ideas and inspiration. Note that all menus must be consistent with our nutrition guidelines ([general](#) and [detailed](#)).

Every meal must include at least one food from each of the following three categories:

- **Vegetables and fruits:** Whole or sliced fruits, raw vegetables, fruit salads, smoothies, fruit compotes without added sugar, etc.
- **Whole-grain foods:** Breakfast cereal, granola, bread, muffins, scones, bars, crackers, etc.
- **Protein foods:** Dairy products (milk, cheese, yogurt), eggs, legumes/pulses, nuts and seeds,



nut or soy butters, etc.

**Water is the beverage of choice** and must be made available at every meal.  
*Avoid serving juice and other sugary beverages. Save them for a special occasion.*

Be sure to ask your BCC coordinator if you have any questions.

## Nutrition Tools

- [General Nutrition Guidelines](#): Definition of the three food categories, with specific examples, along with the key nutrients they contain and how they contribute to overall health.
- [Detailed Nutrition Guidelines](#): Details of what to consider when choosing breakfast foods.
- [Menu Templates](#): Weekly and monthly trackers you can print out and fill out to create and manage your breakfast menus.
- [Menu Planners](#): Sample weekly menus so you can plan ahead with your purchasing.
- [Single Serving Chart](#): Serving sizes for several popular menu items based on age group so you can stock up on what you need to get started.
- [Grocery List](#): Checklist of various items from the three food categories, along with recipe ideas to inspire you.
- [Tips on Introducing New Foods](#): Some helpful pointers on how to gradually build a more varied menu to diversify the contents of your breakfasts and overcome students' reluctance to try new things.
- [Cookbook](#): 45+ breakfast recipes that you can draw inspiration from when planning your breakfast menu.
  - Nutritional Q&A: A section at the end of the cookbook with answers to your nutrition-related questions. For example, why do we recommend steering clear of processed meats (bacon, sausage and ham) and what do we suggest to replace them?
- [Easy-to-Serve Food Ideas](#): A list of ideas for those mornings when something unexpected comes up or you're short on time.
- [Swap This... for That!](#): Suggestions for adapting your recipes so they meet our nutrition guidelines. For example, what can you use instead of store-bought dips and spreads, and why should you switch over?
- [Nurturing Healthy Eaters](#): Tips on how to instil good lifelong dietary habits by are creating a positive eating environment and respecting hunger and fullness cues.
- [Special Occasions](#): Suggestions for creative ways to make breakfast extra special on a celebratory morning, rather than trotting out the same sugary, nutrient-poor foods.



## MAPAQ (Ministre d'Agriculture et Pêcherie Alimentaire de Québec) Tools

You are strongly encouraged to serve fresh foods and let students help with cooking and preparation, all of which must be done on site at the school, using the equipment provided (either by the school or BCC) and in accordance with MAPAQ requirements.

- [Rules for food handling](#) (5 minute video)
- [Daily hygiene and safety practices checklist](#)
- [Safe workspace tips](#)

## Sustainability Tips

- [Top 5 Ways to a Greener Breakfast Program](#)

Opt for larger or bulk packaging for items like breakfast cereal and milk to keep waste to a minimum.

## ADDING VARIETY TO YOUR MENU

Here are a few ideas to inspire you!

- **Flavoured Water:** Pour water into a pitcher, add sliced fruit and ice cubes. It's a great way to encourage kids to make water their beverage of choice!
- **Smoothies:** Smoothies are super easy, super delicious and super versatile, which is why of our [cookbook](#) is devoted to them. This recipe for [Spinach Tofu Smoothie](#), combining banana, mango and pineapple, is also a wildly popular choice.
- **Yogurt on a Stick:** Place a craft stick into the centre of a yogurt cup and freeze. Keep frozen until serving.
- **Banana Boat:** Cut bananas lengthwise, spread with WowButter\* and sprinkle cereal on top. A lip-smacking breakfast treat!
- **Breakfast Pops:** In a blender, combine 1 banana, 1 tbsp. (15 mL) WowButter, 1 individual serving of yogurt (3.5 oz/100 g) and a splash of milk. Pour into popsicle moulds and freeze.
- See our [Creative Ideas for Using Soy Nut Butter](#) for more ways to incorporate WowButter into your breakfast menu.

\*WowButter is a soy-based peanut butter alternative that can be used in a wide range of recipes.

### Tortilla Roll-Ups

- **Sweet:** Place apple slices and a slice of cheddar or other cheese into a tortilla and roll.
- **Savory:** Spread hummus onto a tortilla, roll and serve with carrot and/or pepper sticks.

**Bring on the Veggies!:** Slice into bite-sized pieces and serve raw with a dip, or work them into a favourite baked good (carrot muffins, zucchini bread, etc.). Try a little sliced cucumber in the classic bagel and cream cheese combo. Let your imagination run wild!

See our article on [How to Incorporate More Vegetables Into Your Morning Routine](#) for more ideas.

- We've also compiled some [Creative Ideas for Using Baby Carrots](#) to tickle kids' taste buds.



**Bring on the Fruit!:** Combine different shapes, textures and colours. Include some lesser-known fruit to help expand young palates. Add dried or thawed frozen fruit to yogurt, cereal and other dishes. And be sure to check out our fact sheets for additional inspiration:

- [Creative Ideas for Using Raisins](#)
- [Creative Ideas for Using Apples](#)

**Applesauce:** See [Creative Ideas for Using Applesauce](#) for some original ways to work applesauce or fruit compote into your breakfast dishes.

## Purchasing Pointers

One of your biggest responsibilities in running a school breakfast program is buying the food you'll need to make your meals. Here are a few tips on how to make the most of every dollar:

- **Plan your menu** and make your grocery list before setting out.
- **Watch your local flyers** and shop accordingly. You can adjust your menu based on weekly specials to save even more. For example, if you had planned to serve bananas, but you see a good price on apples, go ahead and make the switch!
- When shopping, **keep an eye on unit prices** (cost of a food item per 100 g, which is normally printed on supermarket shelf labels). Sometimes a product that may seem more expensive at first glance is a better value when you compare the unit price.
- **Buy in bulk** or wholesale.
- Order select products from distributors, through your school cafeteria suppliers or from dairy wholesalers. **Opt for those that don't charge for delivery.**
- Choose store or **generic brands**. They're often just as nutritious as their branded counterparts and less expensive.
- Buy **products in season**: they're fresher, tastier and cheaper, too! Refer to your province's agricultural department for a guide on local seasonal products.
- Create a school or community garden to **grow your own vegetables**.
- Cook **big batches and freeze them**. It'll save you money — and time on those particularly busy mornings!
- Serve **frozen or canned fruits and vegetables**, especially off-season. Choose no- or low-salt vegetables, fruit with no added sugar and/or packed in water (instead of juice or syrup).
- Work **vegetable-based proteins** into your menu as much as possible. Lentils, chickpeas (roasted or mashed up in hummus), black beans, tofu, pumpkin/sunflower seeds, soy butter and more are budget-friendly choices with a long shelf life — not to mention wonderfully nutritious and delicious!
- Take advantage of special deals to buy **large quantities that you can store or freeze** for subsequent use.
- **Ready-to-eat foods always come with a higher price tag**. Save money by cutting up your own fruits and vegetables, slicing or grating cheese, dividing up yogurt and cereals into individual servings, and more.



## In It for the Long Term

We encourage you to team up with local partners to make your program more economical and sustainable. Here are some ideas in this regard:

- **Buy local.** Reach out to nearby farms and public markets for fresher, less expensive produce.
- **Talk to the supermarkets in your neighbourhood** and let them know about your program. They may be willing to contribute, for example by setting aside unsold produce for you.
- **Ask for a discount** from local bakeries on day-old bread.
- Team up with other local schools and community organizations to **buy in bulk.**
- Spread the word about your program at community events and **ask local businesses if they can help**, for example in acquiring reusable dishes/utensils or appliances (dishwasher, waffle maker, blender, etc.).
- We also encourage parents to give back through volunteer, monetary and other contributions. All monies received are reinvested directly in your local school breakfast program. To learn more, see this document on [Parental Contribution](#).
- **Fundraisers** are another way to help improve your breakfast program or build up a contingency fund to deal with any emergencies that may arise, such as a refrigerator breakdown. Give these ideas a whirl:
  - **Hold a fundraising event:** Host an affordable breakfast for families, staff or the community at large; have a special “smoothie day” sale; organize an empty can drive; hold a lunchtime bingo game.

## Be Creative

Any questions or other ideas? Talk to your BCC coordinator and school staff!