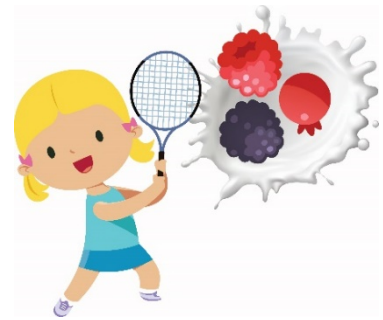




TN Breakfast Bites Join us March 8-12, 2021

What is TN Breakfast Bites?

Join the Tennessee Department of Education and USDA Southeast Regional Office (SERO) from March 8-12, 2021 in celebrating National School Breakfast Week by partaking in TN Breakfast Bites. This year, we are encouraging participants to have berries during breakfast any day of the week, from March 8-12, to promote healthy eating using easily accessible produce. Participants of all ages are invited to enjoy any kind of berry, including strawberries, blueberries, blackberries and raspberries!



- TN Breakfast Bites encourages healthy eating and breakfast participation. It's also a fun way to connect food and agriculture to all kinds of classroom curricula—from science to art! This event is similar to Tennessee Crunch, held during Farm to School month in October.

Getting Started

This is our first TN Breakfast Bites event! Use this checklist to stay on track:



- ✓ **Step 1: Assemble a TN Breakfast Bites planning team.** Invite teachers, school nutrition professionals, administrators, parents, and students to participate in the event planning process.
- ✓ **Step 2: Find a source for your product.** See the “Get Your Product” section on page 2 for tips on finding local farmers from whom to purchase your berries.
- ✓ **Step 3: Choose your berry activities.** In addition to planning your berry tastings, there are so many other fun activities you can plan to accompany your event! Consider using some of the event ideas in the box on page 3, or the curricular extensions on page 3.
- ✓ **Step 4: Promote your event to the community.** See the “Outreach Ideas” section on page 4 for tips on spreading the word to build excitement, fundraise, or find volunteers.
- ✓ **Step 5: Amplify your event.** Check out the “Share Your Story” section to get your TN Breakfast Bites event out to the media.

Get Your Product

There are a variety of ways you can source products for the TN Breakfast Bites event at your school:

- Coordinate with school food service staff to include your product in the school lunch line or salad bar during the week of March 8-12.
- For classroom taste tests, try reaching out to a grocery store; they may be willing to provide you with products at a discount.
- Check out Pick Tennessee's searchable database at www.picktnproducts.org.



TN Breakfast Bites Tips

Use these tips to make your event a success:

- Ensure everyone can enjoy the event and that product doesn't go to waste. Consider slicing strawberries for younger students.
- Make the TN Breakfast Bites event into a schoolwide celebration by pairing older students and younger students together for a socially distanced or virtual tasting time.
- Don't forget to appoint a parent, teacher, student, or community member (depending on your school's COVID-19 precautions) to act as photographer/videographer and capture all the action of TN Breakfast Bites!

Celebrate Berries All Week!

The fun doesn't have to stop with berries for breakfast! Here are some ways to extend the berry activities:

- Allow students to taste test multiple varieties of berries and vote on their favorite kind.
- Invite a local farmer to the classroom or cafeteria to participate in the event, or virtually participate!
- Arrange a field trip to a local farm to accompany the berry tasting – remember, field trips can be virtual!
- Lead a hands-on or virtual cooking class for students using a healthy recipe featuring local ingredients.
- Host virtual assembly(s) to rev up excitement and capture your event all at once.
- Take a look at the learning ideas that follow to connect your berry tasting to the classroom.

Connect to the Classroom

TN Breakfast Bites can be extended to learning activities for a creative way to meet learning requirements for language, math, science, and more! Check out the resources below for learning activities geared to all ages.

Pre-K and Elementary Students

- Berry Exploration and Berry Parfait lesson plan:
<https://growing-minds.org/lesson-plans/berry-parfaits-preschool/>
- Berry resources from Growing Minds:
<https://growing-minds.org/tag/berries/>

Middle School and High School Students

- Institute for Agriculture & Trade Policy, Youth Leadership Curriculum:
<http://www.iatp.org/documents/farm-to-school-youth-leadership-curriculum-all-lessons-and-worksheets>
- Leopard Center for Sustainable Agriculture, How Far Does Your Food Travel?
<http://ucanr.edu/datastoreFiles/608-319.pdf>
- Center for Ecoliteracy, Nourish Curriculum:
<http://www.nourishlife.org/teach/curriculum/>
- Shelburne Farms, Food Miles Lesson:
<http://sustainableschoolsproject.org/curricula/food-miles-lesson>



TN Breakfast Bites Outreach

Once the planning team has established your TN Breakfast Bites activities, make sure you spread the word with the school community to reach volunteers and build the excitement. Here are some general outreach ideas:

- Announce the event via your school's newsletter or email system. Use this as an opportunity to ask for student, staff, and community volunteers to lead virtual classroom or cafeteria berry activities.
- Promote the event through social media using the hashtags "#TNBreakfastBites."
- Present your idea at a school board meeting that's open to the public—be sure to find a time where most parents and teachers can join. Check your district's COVID-19 precautions to find out how to attend.
- Make a morning announcement over the school's PA system.



Share Your Story

Get the word out far and wide about your TN Breakfast Bites event!

- Be sure to let your local newspaper and television and radio station know about your berry celebration by sending a press release or invitation to join your event virtually. Use the celebration as a way to share more about your school nutrition program and National School Breakfast Week!
- Get out your cameras, smartphones, or video devices and take photos and videos!
- Use the hashtag "#TNBreakfastBites" to share your photos and videos on your social media platforms, like Twitter, Instagram, and Facebook.

Important reminder: Make sure to have appropriate school photo release forms for any students featured in your TN Breakfast Bites photos.

Engaging Virtual Learners

Don't forget to include virtual learners in your TN Breakfast Bites event! Consider creating a flyer or worksheet about the event to send home in sack lunches for virtual learners.

COVID-19 Considerations

Don't forget to take precautions, such as social distancing when planning your TN Breakfast Bites activities.

Press Release Template

Copy and paste this press release template into a document. Then personalize all of the portions in **{BRACKETS}**, add any content specific to your event, and send it out to your local media and news outlets.

FOR IMMEDIATE RELEASE

CONTACT:

{NAME}

{SCHOOL}

{PHONE}

{EMAIL OR OTHER CONTACT}

March 8, 2021

Celebrating Berries with TN Breakfast Bites, {TOWN/SCHOOL NAME}

(Insert town, TN) – {SCHOOL NAME} is joining schools, preschools, colleges, and individuals across the state of Tennessee in celebrating National School Breakfast Week by enjoying tasty and nutritious berries during the TN Breakfast Bites event, which is taking place during National School Breakfast Week, March 8-12, 2021!

{PROVIDE A BRIEF DESCRIPTION OF YOUR EVENT, ACTIVITIES, LOGISTICS, HOW PARENTS/COMMUNITY CAN BE INVOLVED}

This collective berry extravaganza encourages healthy eating at breakfast throughout the state of Tennessee. {DESCRIBE HOW IT CONNECTS LEARNING OR OTHER RELATED EFFORTS AT YOUR SCHOOL}.

For more information, or to participate in the TN Breakfast Bites events, please contact {CONTACT NAME} at {CONTACT PHONE/EMAIL}.