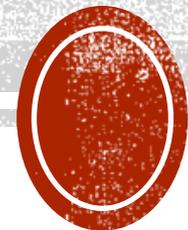




# SIGNAGE

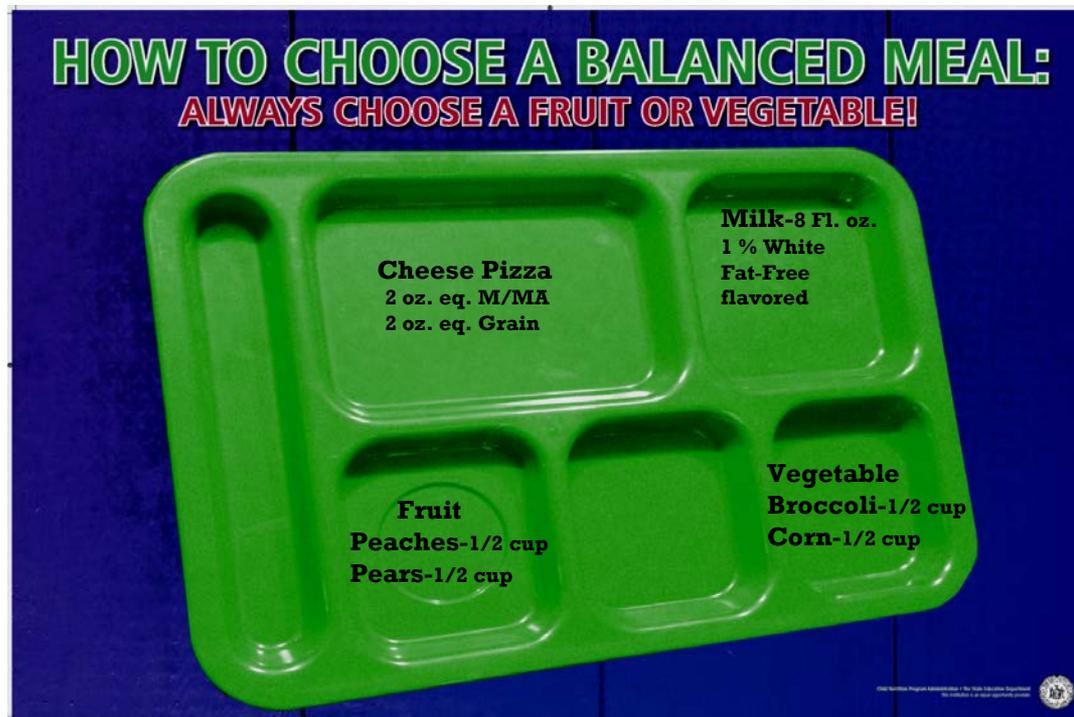


1 hour Professional Standards Training



# IDENTIFYING A REIMBURSABLE MEAL

- Federal regulation at 7 CFR 210.10(a)(2) requires schools to identify the components of the reimbursable meal at or near the beginning of serving lines



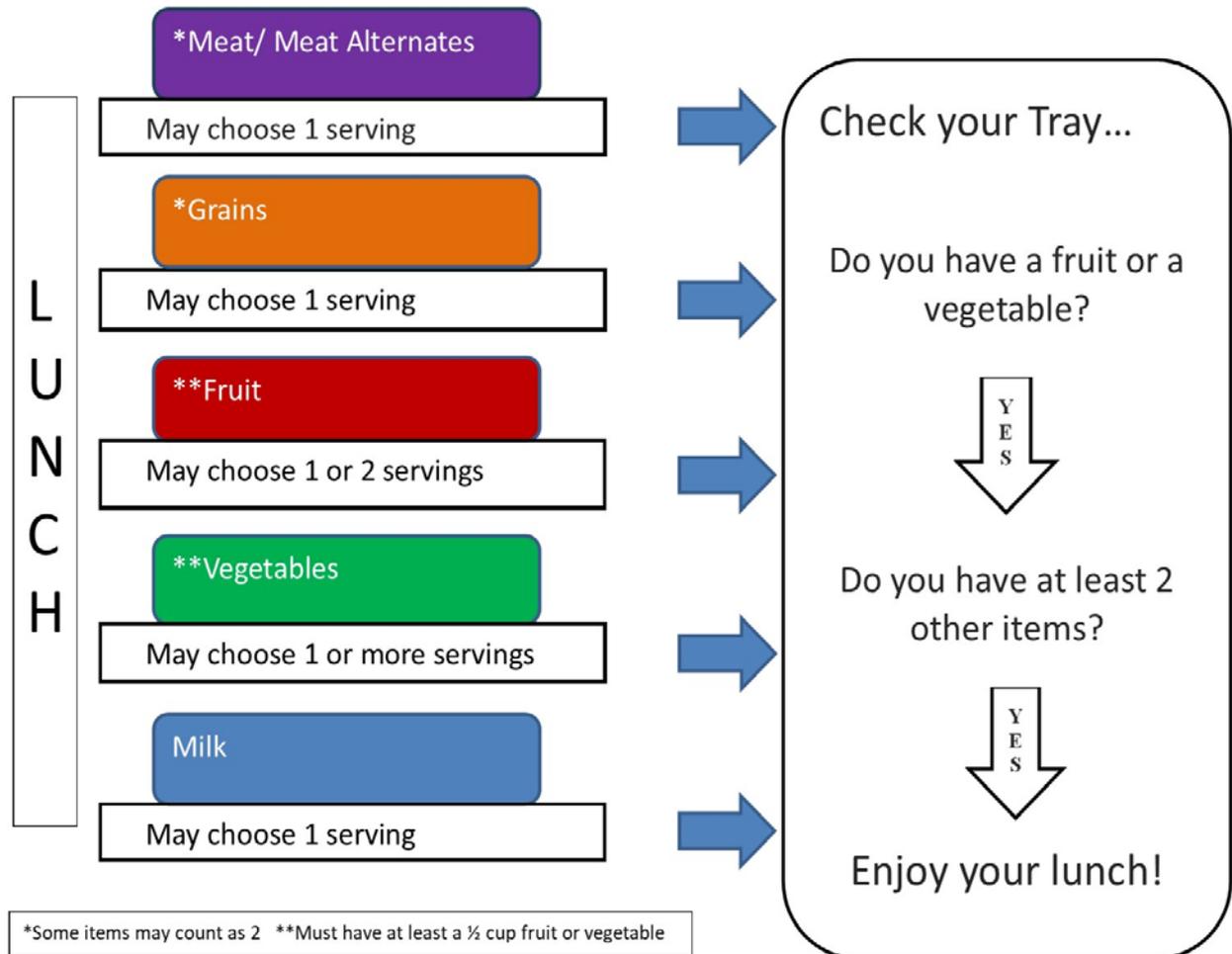
# REQUIRED SIGNAGE

- Signage and menus should provide clear information about allowable choices so students can easily determine what a reimbursable meal contains



# OFFER VS. SERVE SIGNAGE

- When implementing Offer vs. Serve, students must be able to identify what constitutes a reimbursable meal and recognize the **components**, which require selecting at least **1/2 cup of fruit or vegetable** for breakfast and lunch.



# AVAILABLE RESOURCES

The form is a yellow rectangular card with a blue geometric border. It is divided into five sections, each with a colored header and horizontal lines for writing:

- FRUIT** (pink header)
- VEGETABLE** (green header)
- GRAIN** (purple header)
- MILK** (blue header)
- MEAT/MEAT ALTERNATE** (red header)

In the center, a pink starburst bubble contains the text: "always choose a fruit or vegetable!". To the right of the form are illustrations of a red spoon and a silver fork. A small circular logo is in the bottom right corner.

- Signage and resources are available **free of charge** on the Child Nutrition Knowledge Center
  - Fill out resource order form under the Forms tab



# Breakfast

## FRUIT

Applesauce

Banana

(may take 2)

## VEGETABLE

always choose  
a fruit  
or vegetable!

Choose 3  
out of 4  
items

## GRAIN

Assorted Cereal

(may take 2)

English Muffin

(1 each)

Scrambled Egg

(May take egg with  
English muffin)

## MILK

Milk

1% White

Fat-free

White

## MEAT/MEAT ALTERNATE



# LUNCH

## FRUIT

Pears 1/2 cup

Orange-1/2 cup

*always choose  
a fruit  
or vegetable!*

## VEGETABLE

Carrots-  
1/2 Cup

Broccoli-  
1/2 cup

**Choose 3 of 5  
components**

## GRAIN

WG Kaiser Roll

WG Spaghetti with  
Dinner Roll

Ham

Cheese

Meatballs

## MILK

1% Milk

Nonfat

Choc

Nonfat

Strawberry



## MEAT/MEAT ALTERNATE



# DAILY SIGNAGE

## Daily Breakfast Entrees

### **Cereal Meal**

\*\* May always take 2!  
Fruit/Juice Choice, Milk

### **Yogurt Meal**

Yogurt, ½ Bagel,  
Fruit/Juice Choice, Milk

**Always Choose 3 out of 4 items**  
**Always choose ½ cup Fruit or Vegetable**

## Daily Lunch Entrees

### **Chef Salad Meal**

Romaine Lettuce, Roasted Turkey,  
Ham, American Cheese \*\*Fruit,  
Vegetable, Milk, and Dinner Roll  
offered

### **“Make your Own” PB&J**

\*\* Fruit, Vegetable, Milk offered

**Always Choose 3 out of 5 components**  
**Always choose ½ cup Fruit or**  
**Vegetable**

**Permanent Signage for daily meal choices can save time and energy!**



# BREAKFAST SIGNAGE EXAMPLES

B  
R  
E  
A  
K  
F  
A  
S  
T

## Fruit

- Must choose 1 or 2 items  
(Must have at least 1 on your tray)

Check your Tray...  
Do you have a fruit?

YES

## Grains and Meat/ Meat Alternates

- May choose 1 or 2 items  
(some items count as 2)

Do you have 2 or 3  
other items?

YES

## Milk

- May choose 1 item

Enjoy your  
Breakfast!

**BREAKFAST MENU**  
FOR A COMPLETE breakfast you must take at least 3 items and at least 1 item must be a **Fruit / Juice**!

**GRAINS** pick up to 2  
ASSORTED Cereal  
Yogurt  
pop tart  
Graham crackers  
Pancakes (counts as 2)

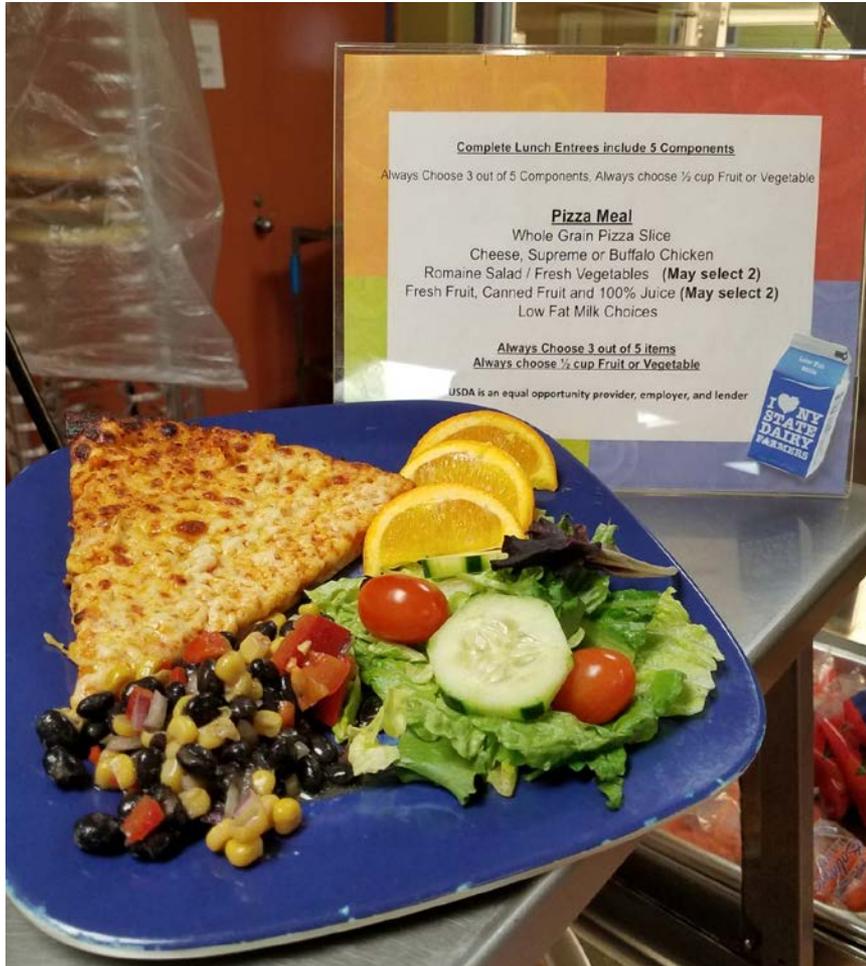
**FRUITS** must pick 1  
ASSORTED Fruit  
100% Juice

**DAIRY - MILK** Pick up to 1  
1% Milk  
SKIM milk

A cartoon girl with dark hair, wearing a purple dress and red shoes, is holding a large bowl of cereal.



# LUNCH SIGNAGE EXAMPLES





# SIGNAGE EXAMPLES



**More Veggies Please!**

If you would like an extra serving,  
just ask.



# SITUATIONS WHERE SIGNAGE IS ESPECIALLY IMPORTANT



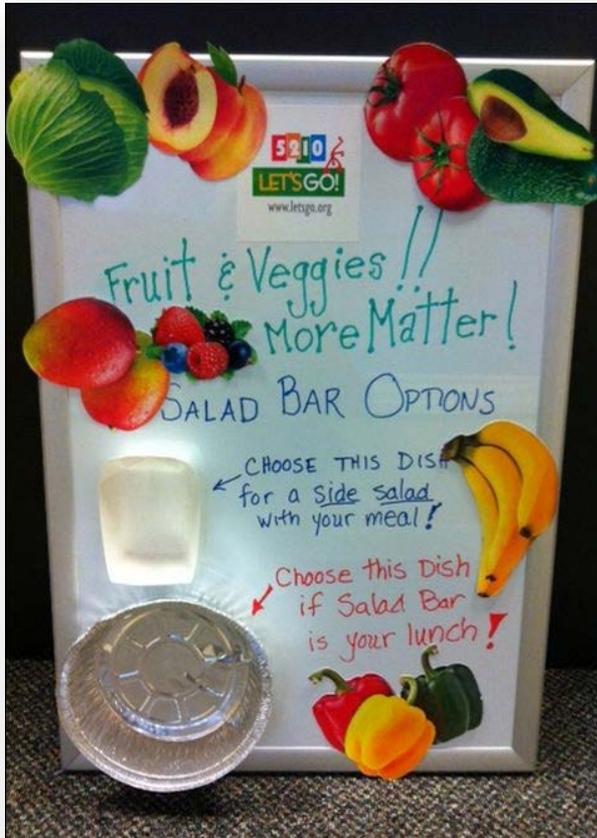
Salad Bars



Deli Bars



# SALAD BAR SIGNAGE EXAMPLE



# IMPORTANT REMINDERS

- Display ALL menu choices by ALL service lines
- See Child Nutrition Knowledge Center for **FREE** resources
- Change signage between meal services
- Permanent signage for daily meals saves time and energy
- If different age groups may select different quantities of food make sure to display adequate signage
- There must be signage indicating reimbursable meals **MUST** contain:
  - $\frac{1}{2}$  Cup of Fruit or Vegetable
  - 3 out of 4 items at Breakfast
  - 3 out of 5 components at Lunch



# SHOW PLATES

- Demonstrate what a reimbursable meal contains
- Commands the customer's attention
- Creates excitement for featured meals

Show plates may not be practical for all meal choices but may be good to showcase “Specials” or “Featured Meals”



# **SOME LAST THOUGHTS AND TAKE AWAYS REGARDING SIGNAGE**

- **If signage is worn, torn, dirty, or looks old; replace it.**
- **If your SFA utilizes a cycle menu, you may find making flip chart menus or reusable menus to post for each day of the cycle helpful.**
- **Signage does not have to be professionally done. You can have students or art classes create unique menu display formats.**
- **Be creative and build menu excitement utilizing signage. Signage describing a specific menu combo as “FEATURED” can help boost reimbursable meal sales.**



This concludes Signage

New York State Education  
Department

• **Child Nutrition Program  
Administration**

• (518)473-8781

• [CN@nysed.gov](mailto:CN@nysed.gov)

