

SIGNAGE

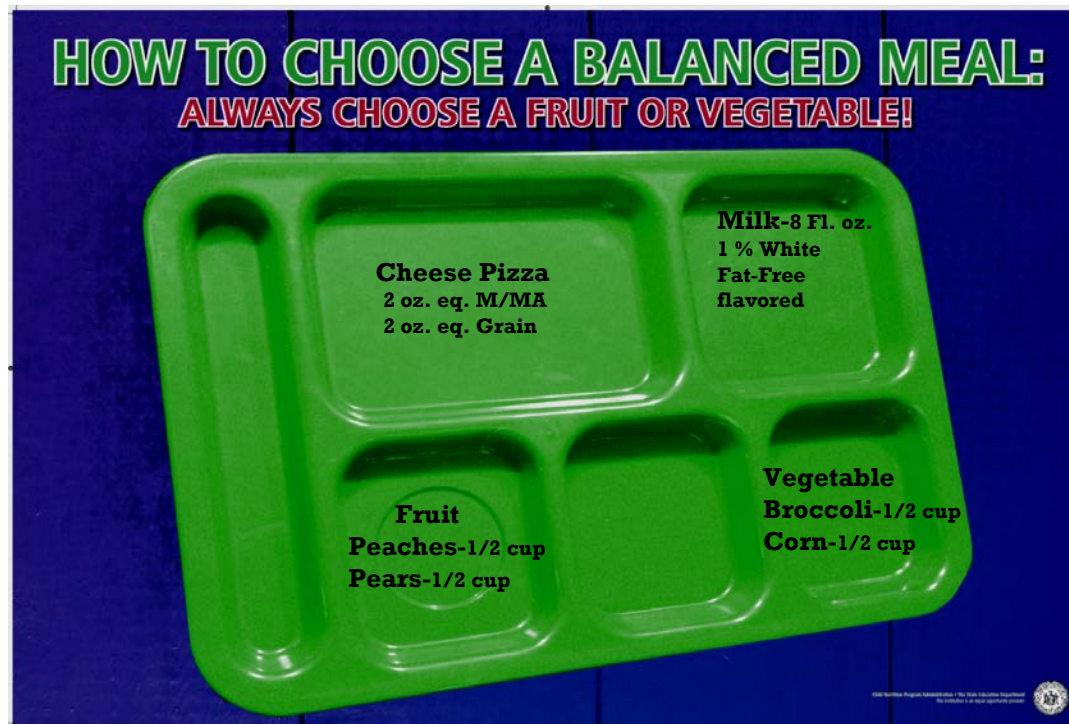
1 hour Professional Standards Training



New York State
EDUCATION DEPARTMENT
CHILD NUTRITION KNOWLEDGE CENTER

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



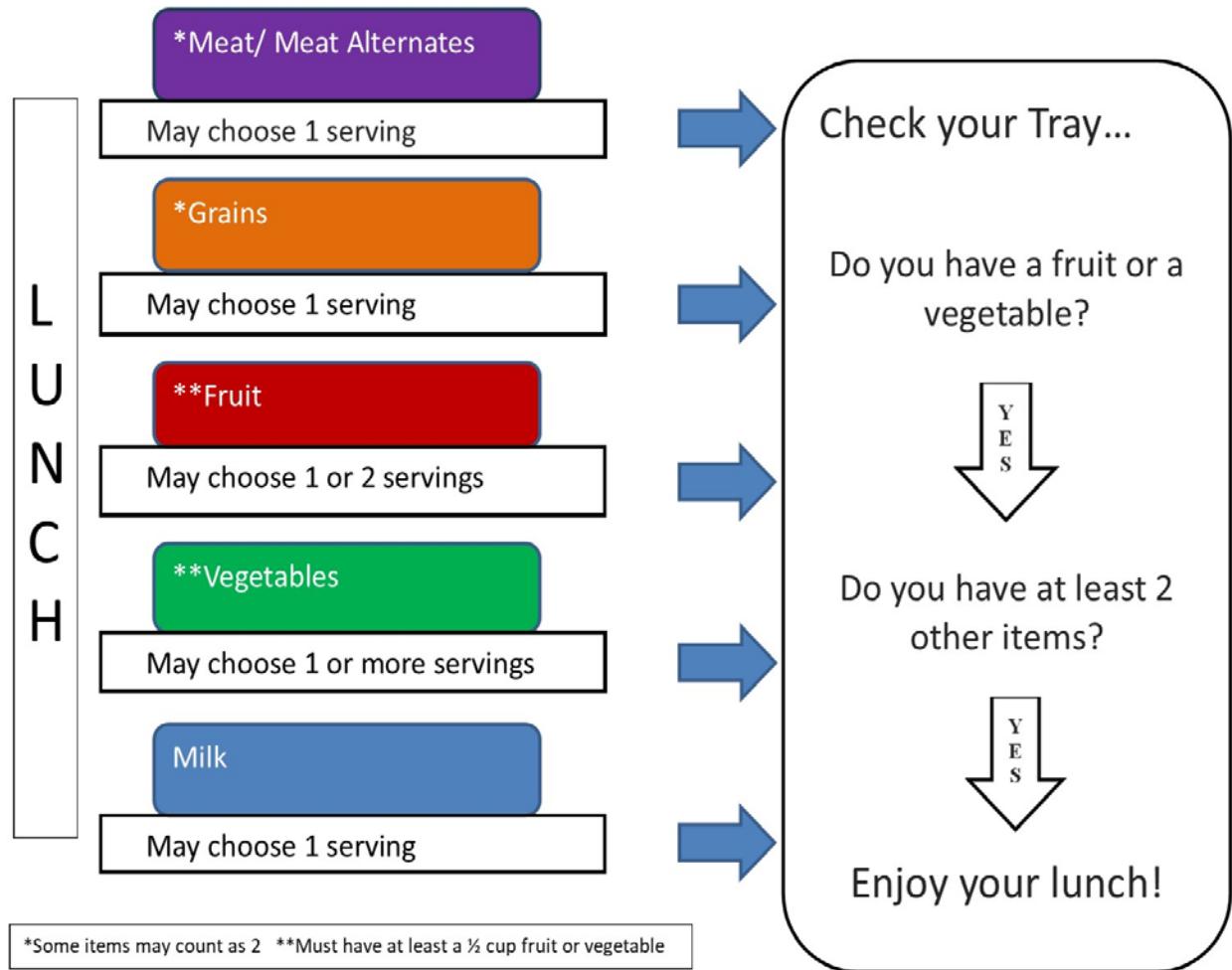
REQUIRED SIGNAGE

- 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 **½ cup of fruit or vegetable** for breakfast and lunch.



AVAILABLE RESOURCES

The form is a yellow rectangular card with rounded corners, set against a blue background with a yellow geometric pattern. It features five main sections, each with a colored header and horizontal lines for writing:

- FRUIT** (pink header, top left)
- VEGETABLE** (green header, top right)
- GRAIN** (purple header, bottom left)
- MILK** (blue header, bottom right)
- MEAT/MEAT ALTERNATE** (red header, bottom center)

A pink starburst graphic with a green outline is positioned between the Fruit and Vegetable sections, containing the text: "always choose a fruit or vegetable!". To the right of the sections are illustrations of a spoon and a fork. A small circular logo is located in the bottom right corner of the form.

- 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
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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

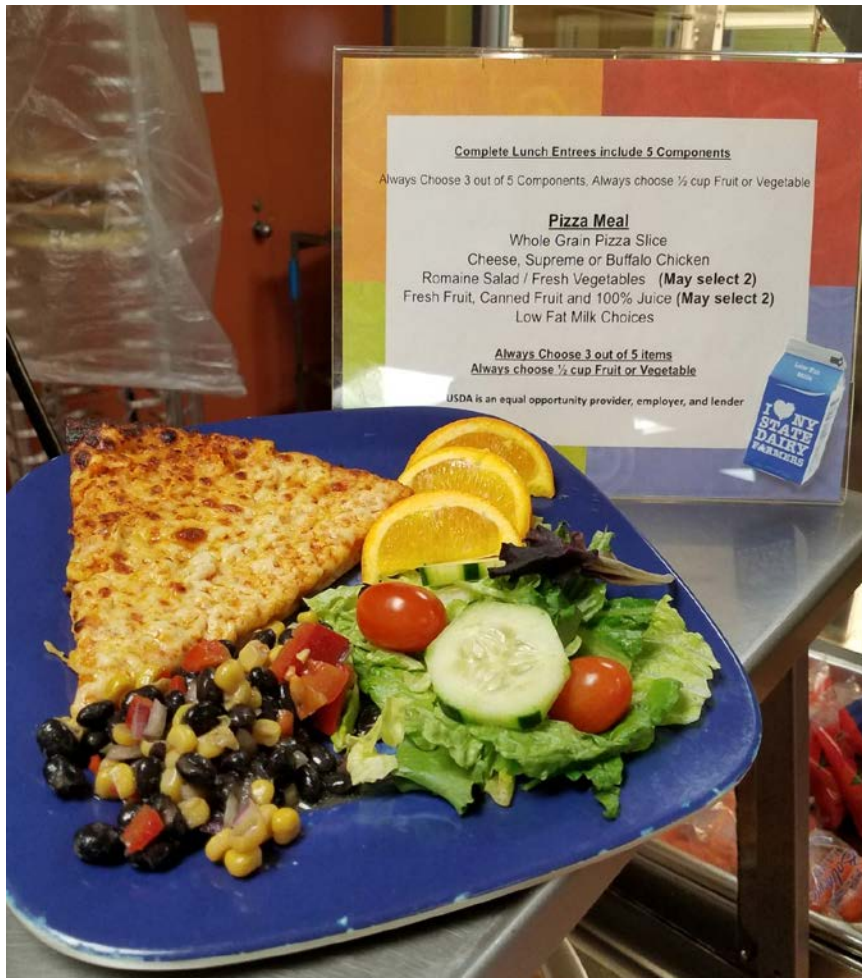
Milk

- May choose 1 item

Enjoy your
Breakfast!



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:
 - **½ 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.**



New York State Education Department

• **Child Nutrition Program Administration**

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This concludes Signage

