



**SCHOOL
FOOD
MATTERS**

FARM
GATE TO
SCHOOL
PLATE



School Food Matters Better Breakfast Webinar

January 2025

Welcome & agenda

- Benefits of a great school breakfast
- Different models for breakfast provision
- Q&A with Headteacher James Robinson
- How to apply the school food standards
- Q&A with Headteacher Carol Gold
- Making the most of breakfast
- Q&A with Headteacher Jared Brading
- Resources & next steps



Breakfast clubs early adopters scheme

An opportunity to test & learn from breakfast clubs in 750 schools

- Deliver breakfast club provision that provides healthy food, compliant with the school food standards
- Deliver breakfast club provision that provides at least 30 min of free childcare before the start of the school day
- Ensure the club is open to all children of primary-school age on roll at the school
- Provide club free to parents & carers
- Regularly report data & take part in an evaluation of the scheme





Benefits of a great
school breakfast



Evidence supports the positive impact of a healthy breakfast on physical health, wellbeing, & cognition

- Offering breakfast improves punctuality & behaviour (ICF 2023, 2024)
- Eating breakfast improves educational attainment (& the biggest difference is seen in children from underprivileged groups) (Defeyter et al 2020)
- Skipping breakfast is correlated with stress, anxiety & depression (McGill et al 2020)
- So is eating a nutritionally poor breakfast (Heyhoe et al, 2021)
- Proving a nutritionally balanced breakfast increases children's daily intake of fibre, fruit & veg, vitamins & minerals




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Five years of supporting better breakfasts – what have we learned?

- ✓ Reimagining breakfast clubs is an integral part of the school day, not "just" childcare
- ✓ A good breakfast offer is one where nutrition is prioritised by club staff & SLT
- ✓ It is best to introduce new foods slowly, hold tasting sessions & encourage staff to eat the breakfast too
- ✓ Students are receptive to a more nutritious offer (often the adults are the ones who are sceptical!)
- ✓ Involving students is key, & offering them a role in menu design, club promotion, celebrating healthy eating makes a big difference
- ✓ Working closely with club staff is important
- ✓ Adapting the model to suit the school's needs, preferences & capacity is vital

A child wearing a green long-sleeved shirt is reaching into a white bowl filled with various fruits, including apples and oranges. The bowl sits on a wooden desk. In the background, a globe shows parts of Asia with labels for Kazakhstan, Mongolia, and China. To the right, there are school supplies: a white cup with blue pencils, a red cup with orange markers, and a white sheet of paper with faint lines. The text "Different models of provision for different settings" is overlaid in white on the child's hand and the fruit.

Different models of provision
for different settings

Traditional breakfast club

Starts before the school day, integrates with other activities

Tips

- Allow 90–120 minutes for prep, serving, & wrap-up (especially for complex items like scrambled eggs)
- Utilise a mix of easy-prep foods & daily specials
- 1 staff per 20-25 students

Opportunities

- Can accommodate large groups depending on the space available
- Offers a wide food choice & high nutritional value

Barriers

- Requires dedicated space/facilities for food preparation & service
- Upfront investment for facilities
- The early start may present logistical challenges for staff & students



Opportunities

- Ideal for schools with limited space or later arrival where students arrive on school buses
- Reaches more students
- Effective in smaller schools but may require further adjustments for larger groups

Barriers

- Can disrupt the classroom
- Limited food options due to space/facilities constraints
- May need extra staff to help manage food service & minimize disruptions

Classroom breakfast

Provided in classrooms shortly before or during registration



Grab & Go

Pre-prepared food delivered from communal areas

Tips

- Be efficient to help students who are in a rush
- Allow sufficient prep time for packaging & delivery
- Pre-prepared items like yogurt & fruit work best

Opportunities

- Requires less staffing & infrastructure
- Supports punctuality
- Great options for larger schools

Barriers

- Limited food choices & nutritional variety
- Students may not have enough time to finish or fully engage with their meal





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Breakfast for success!

- ✓ Be flexible! This is key to providing an effective, universal breakfast service
- ✓ Ensure all students have access by offering flexible service times or combining models
- ✓ Aim to balance nutrition, convenience, & inclusivity
- ✓ Garner support from the whole school community

An interview with Headteacher James Robinson

Bird In Bush Primary School



A photograph of young children in a school cafeteria. They are seated at a table with plates of food, including what appears to be a pancake and some fruit. The children are looking towards the camera. The image has a semi-transparent dark overlay.

How to apply school food standards at breakfast time

Breakfast that supports children's nutrition

A balanced breakfast for primary-aged children includes a variety of food groups to provide essential nutrients and energy:

- A source of carbohydrates, ideally wholegrain
- A source of protein
- A fruit or vegetable
- A source of dairy (or a dairy alternative)
- Water



School food standards

Intended to help children and young people develop healthy eating habits and ensure they get the right nutrition and have enough energy

- Applied throughout the whole school day including in breakfast clubs, break times, school lunches and afterschool clubs
- Government guidance is published online





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Helpful tips

- ✓ Fruit and vegetables should be available at all school food outlets as a handheld piece of fruit, a topping on yoghurt or porridge, or cut up and served on the side
- ✓ Free, fresh drinking water must be available at all times
- ✓ Pastries and starchy foods cooked in oil (for example, hash browns) should not be served at breakfast club to ensure SFS compliance throughout day
- ✓ No cakes, biscuits, or confectionary should be served at breakfast. This means nothing chocolate coated, and no chocolate, biscuit or marshmallow spread
- ✓ Baked beans should be low- sugar, low-salt options and served no more than once a week
- ✓ Watch out for high-sugar foods - choose low-sugar jams, plain yoghurts, and cereals without added sugar or honey.

Breakfast menus to meet the guidance

Non-cooking menu for breakfast club with 10 students					
Assumed portions	Monday	Tuesday	Wednesday	Thursday	Friday
5	Cornflakes w/ milk	Branflakes w/milk	Overnight oats	Branflakes w/milk	Cornflakes w/ milk
5	Toast w/spread & jam	Toast w/spread	Crumpet w/spread	Toast w/spread	Crumpet w/spread
10	Satsumas	Grapes	Satsumas	Grapes	Satsumas
Total (Avg):	£2.54	£3.26	£2.05	£3.26	£2.36

Non-cooking menu for breakfast club with 10 students					
Assumed portions	Monday	Tuesday	Wednesday	Thursday	Friday
5	Branflakes w/milk	Wheat Biscuits w/ milk	Cornflakes w/ milk	Cornflakes w/ milk	Wheat Biscuits w/ milk
5	Toast w/spread	Toast w/spread	Toast w/spread	Toast w/spread	Toast w/spread
10	Satsumas	Banana	Satsumas	Satsumas	Satsumas
5		Yoghurt w/honey		Yoghurt w/honey	
Total (Avg):	£2.33	£3.69	£2.22	£3.32	£1.90

Breakfast menus to meet the guidance

Microwave menu for breakfast club with 10 students					
Assumed portions	Monday	Tuesday	Wednesday	Thursday	Friday
5	Porridge w/ milk	Cheerios Multigrain w/ milk	Porridge w/ milk	Branflakes w/milk	Rice Krispies w/ milk
5	Toast w/spread	Toast w/spread	Toast w/spread	Toast w/spread	Toast w/spread
10	Satsumas	Banana	Satsumas	Banana	Satsumas
5		Yoghurt w/honey		Yoghurt w/honey	
Total (Avg):	£1.91	£4.87	£1.91	£4.12	£1.22

An interview with Headteacher Carol Gold

St Mary Magdalene & St Stephen's CE Primary School



A teacher and three students are sitting at a table in a classroom, working on a project. The teacher, a woman with dark hair wearing a yellow and black plaid vest over a black long-sleeved shirt, is smiling and looking at the students. The students are three young girls wearing red school sweaters with a crest on the chest. They are focused on their work, with one girl holding a white marker and another holding a pencil. On the table, there is a large sheet of paper with a drawing, a red tray, and a box filled with various colored markers. In the background, a Christmas tree is decorated with lights and ornaments, and a blue bulletin board is visible on the right. The overall atmosphere is warm and collaborative.

Making the most of breakfast

Tips for making the most of breakfast

Expand children's food palate

- Involve children and young people with serving food at breakfast club
- Run tasting sessions before adding new options to the menu
- Have a variety of food options on the menu
- Run regular feedback sessions



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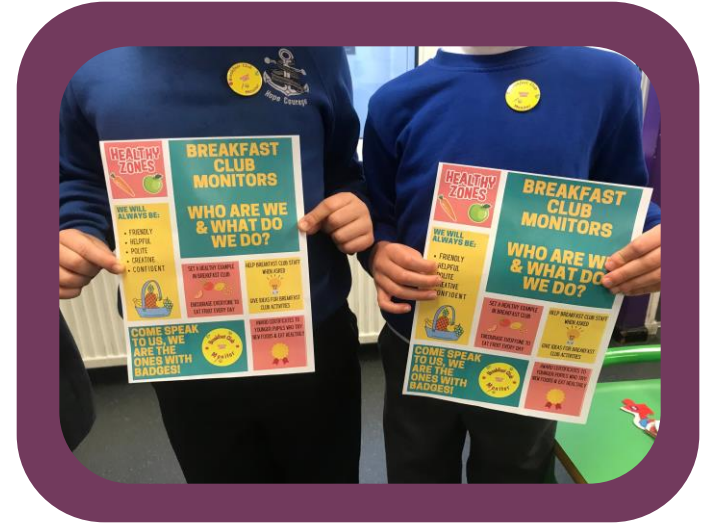
Get children involved!



Be creative



Try tastings




Set challenges



Case study: Trying new foods at breakfast club

- A Southwark primary school wanted to make the breakfast menu more balanced
- The breakfast team moved away from croissants and crumpets to adding more fruit and dairy options to the menu, as well as scrambled eggs and porridge
- Children were encouraged to try new foods through 'Breakfast Champions' certificates

A child's hand is shown reaching into a white bowl filled with various fruits, including apples and oranges. The scene is set on a wooden desk. In the background, there is a globe showing parts of Asia and Europe, a white sheet of paper with a grid, a white cup containing several blue pencils, and a red cup containing several red markers. The child is wearing a green long-sleeved shirt.

'It has been amazing how the children have adapted to the fruit and yoghurt. From the very young to the older children, it has proved very successful. Now that we have all our equipment, we will be trying out eggs and other healthy options and hope that these will be just as popular. I must admit I thought the children would miss their usual breakfasts, but they have adapted very well.' - **Breakfast Club lead**

'There is so much more variety now. I love the fruit and eat grapes, mango or orange every day now.' - **Year 2 student**

An interview with Headteacher Jared Brading

The Federation of Sacred Heart and St. Mary's RC Primary Schools



Next steps & resources



Next steps and resources!



HEALTHY ZONES BREAKFAST CLUB

Handy tips and tricks to make your breakfast club food healthier!




HEALTHY ZONES SHOPPING LIST

These foods are low in sugar, fat and salt. Stick to these and you will have balanced breakfasts which comply with the School Food Standards.

HOW TO USE THESE LISTS

Pick a template menu from pp 6-7. Based on your budget, you can then fill the menus with these foods. e.g. listed cereals which are low in sugar and will keep children and young people fuller for longer.

BREADS

Wholemeal options are more nutritious than white. Try out:

- wholemeal bread
- wholemeal chapattis or rotis
- plain baked naan
- wholemeal bagels
- wholemeal pittas or wraps.

CEREAL

Choose plain varieties, avoid added flavourings (even fruity ones). Supermarket own-brand varieties will often be cheaper than branded. Try:

- porridge oats
- Shredded Wheat
- wheat biscuits
- cornflakes
- Rice Krispies

VEG

- grated carrots
- tomatoes
- cucumber
- spinach
- peppers
- avocado

SPREADS

Dairy-free spreads are great to cater for all diets. Try out:

- Vitalite Dairy Free
- Pure Dairy-free Buttery Spread
- Lurpak Lighter Spreadable
- Flora Lighter Spread

YOGHURT

Add fresh or frozen fruit to plain, natural or Greek yoghurt. Avoid low-fat varieties as these tend to be high in sugar. Try out:

- Arla Skyr Natural
- Low-sugar, Greek-style
- Alpro Plain No Sugars
- Lindahls Kvarg (flavoured)

FRUIT

- bananas
- melon
- apples
- satsumas
- strawberries
- pineapple
- mango
- peaches
- plums
- blackberries
- raspberries
- grapes



TOP TIPS

- Porridge can have lots of different toppings but be careful to use honey only once or twice a week.
- Other sweet alternatives to honey include raisins, cranberries or dried mango.
- Try adding cinnamon or fresh fruit to cereals.
- If you have a freezer, frozen fruits really help to keep costs down.
- Presentation of foods is key! Orange segments can be much more appetising than presenting a whole fruit.
- Think about placing a little fruit bowl on each table.
- If children or young people ask for seconds, offer them fruit or an alternative e.g. fruit, toast or a yoghurt.

TOPPINGS FOR BREADS

- cream cheese
- reduced-salt Marmite
- avocado
- scrambled eggs
- baked beans (no added sugar, low salt)
- low or reduced-sugar jam

8

Banana & oat flapjacks

Bananas are full of goodness including fibre and Vitamin B. Porridge oats are the perfect source of slow-release energy, meaning children and young people will feel full for a long time after eating them!

Makes: 12 • Preparation time: 20 minutes

Ingredients

- 2 bananas (the mushier the better)
- 180g plain porridge oats
- 2 tbsp melted butter or spread
- 1 tbsp each of cinnamon, sultanas, raisins, dried cranberries or dried apricots (optional)

Method

1. Preheat the oven to 180°C and line a baking tray with baking paper.
2. Mash the bananas in a mixing bowl until you get them nice and smooth.
3. Add the oats and melted butter. Mix well.
4. Add in any extra dried fruits or cinnamon you are using and mix again.
5. Scrape the mixture into the lined baking tray and bake for 20 minutes, until golden.
6. Cut the flapjack up, while it's still warm, into 12 squares or rectangles.
7. To make the flapjack even more delicious, serve topped with fresh fruit.

Equipment

- Mixing bowl
- Mixing spoon
- Potato masher or fork
- Tablespoon
- Weighing scales
- Baking tray and baking paper
- Oven

Top tips

- The flapjack will keep for up to a week in an airtight container.
- Add half a teaspoon of nutmeg, mixed spice or ginger for extra flavour.
- This recipe is a great way to use up bananas that are going mushy.

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For project news and updates, sign up for our regular newsletters.

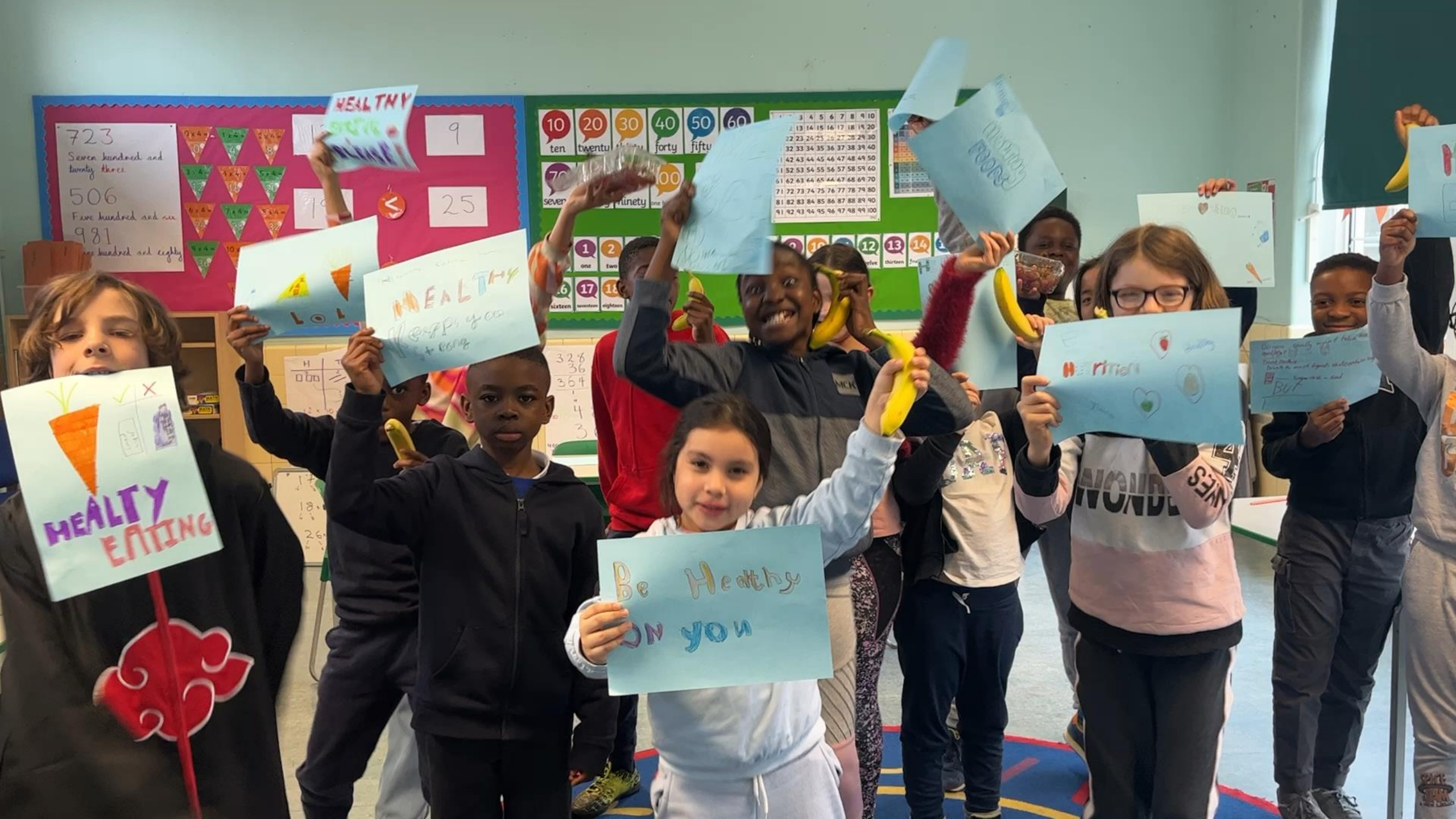
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A young girl with long blonde hair and bangs is sitting at a table in a school cafeteria. She is wearing a dark green school uniform and is smiling at the camera while holding a piece of food in a blue bowl. In the foreground, there is a white tray with orange slices and a black spatula. In the background, there are tables with red and white checkered tablecloths and other children.

Thank you!

Contact: enquiries@schoolfoodmatters.org



723
Seven hundred and twenty three

506
Five hundred and six

981
Nine hundred and eighty one



HEALTHY

9

25

10	20	30	40	50	60
ten	twenty	thirty	forty	fifty	sixty
70	80	90	100		
seventy	eighty	ninety	one hundred		

1	2	3	4	5	6	7	8	9	10
one	two	three	four	five	six	seven	eight	nine	ten
11	12	13	14	15	16	17	18	19	20
eleven	twelve	thirteen	fourteen	fifteen	sixteen	seventeen	eighteen	nineteen	twenty

HEALTHY EATING

HEALTHY

Apples, grapes, carrots, and more!

Be Healthy ON you

HEALTHY

HEALTHY

HEALTHY