

Welcome!!

We'll get started soon. While we wait for other attendees to join, please answer this question in the chat box:

What ways are you hoping to serve beyond summer school in 2025?



Serving Beyond Summer School: Reaching More Kids with Rural Summer Meals

May 1st. 2025





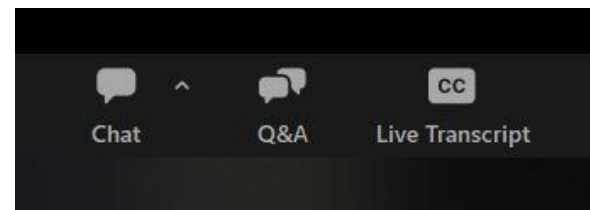
Agenda

- Welcome
- Housekeeping Items
- Announcements
- Speaker Spotlights
- Q&A
- Resources & Updates
- Closing & Survey



Things to Know as We Begin

- The slide deck will be shared via email after the webinar along with the recording.
- To engage with other attendees, please use the chat box.
- If you have questions for the speakers, please enter those into the Q&A box.
- Closed captioning is available.



Speakers



Lucretia Hertzock

Director of Child Nutrition
St. Landry Parish School
Board, LA



Heidi Ottaway

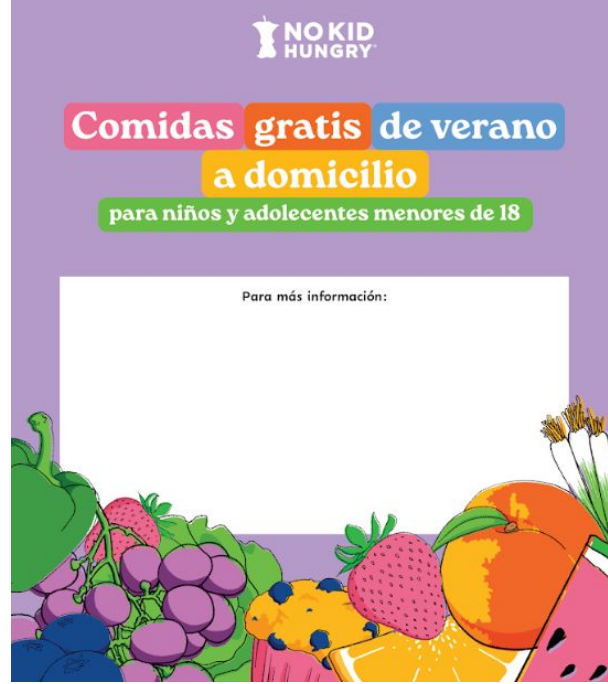
Food Service Director
Cassadaga Valley Central
School, NY



Megan Adams

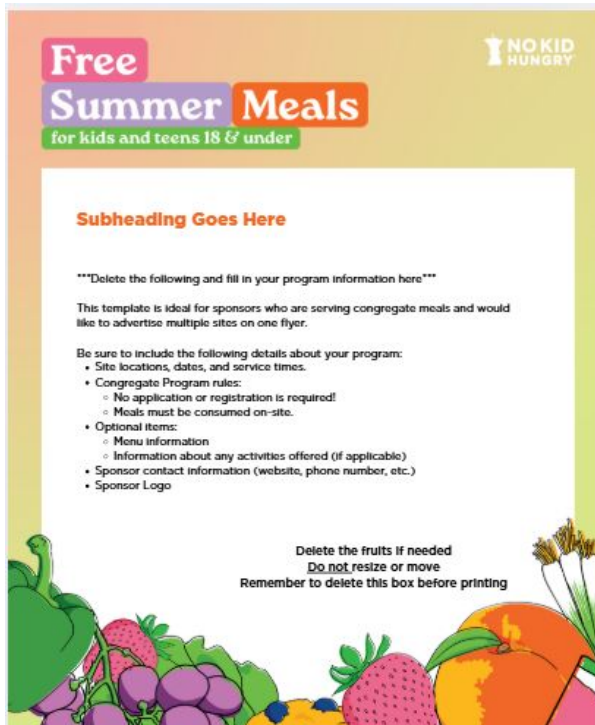
School Nutrition Coordinator
Roane County Schools, TN

ANNOUNCEMENTS



HOT OFF THE PRESSES: The Summer Meals Outreach Toolkit

- Flyers, Yard Signs
- Editable Plug-And-Play Flyers
- Social Media Graphics & Posts
- Announcement Language
- Template Letters
- Template Press Release
- *English & Spanish!*





SUMMER EBT

FIND A SUMMER MEALS SITE

Direct families to:

www.nokidhungry.org/help & www.nokidhungry.org/ayuda

where they can find summer meal sites and information about

Summer EBT/ Sun Bucks!

Disclaimer

Our speakers represent their own experience with non-congregate summer meal programs in their states and localities. Certain program models and implementation methods may be restricted in some states. Check with your local state agency before implementing any new meal service models or implementation methods.



Lucretia Hertzock, MS, RD, SNS
Director of Child Nutrition
St. Landry Parish School Board, LA



St. Landry Parish

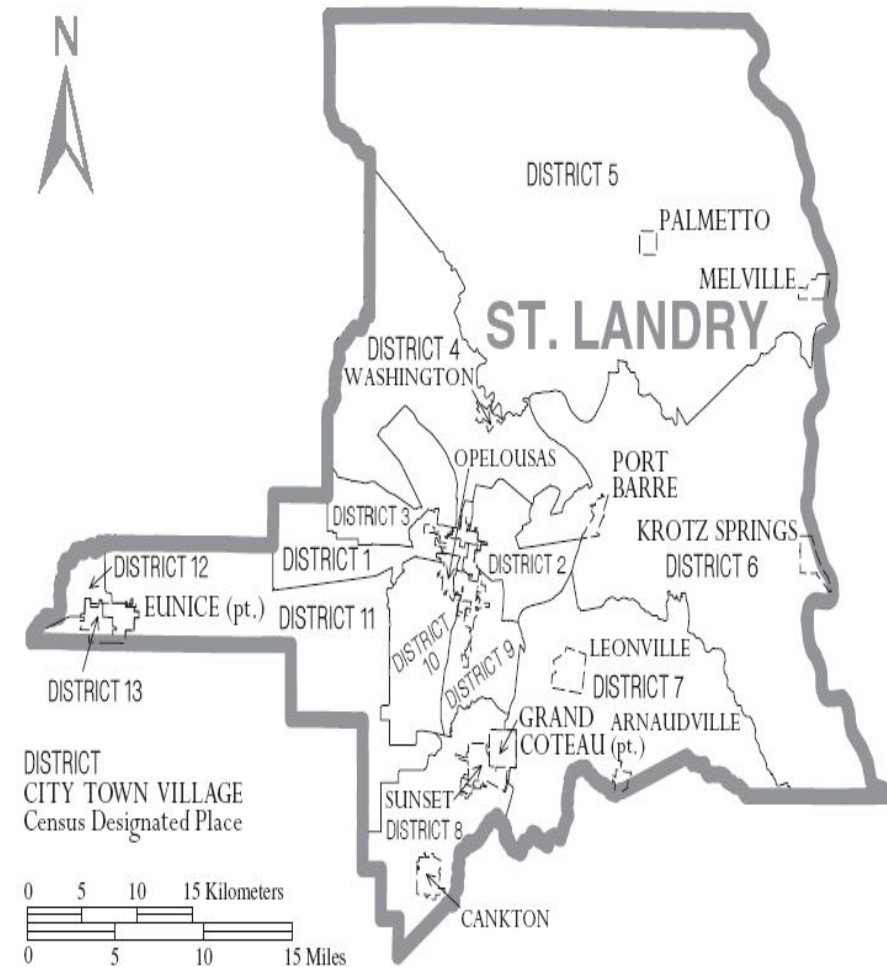


The parish is 939 square miles with a population of 81,464. It is the largest parish in Louisiana by land area.

St. Landry Parish School Board

- The district is 100% CEP and is considered a rural area.
- Summer Food Service Program (SFSP) participant
- Offer non-congregate and congregate meals
- Students enrolled in onsite summer learning programs receive meals 4 days per week and a 3 day non-congregate weekend meal box.
- All children 18 and under not in a summer learning program are eligible for non-congregate 7 day meal boxes

Enrollment: 11,422



Non-Congregate Summer Feeding in St. Landry

- 3 and 7 day Grab & Go breakfast and lunch meal boxes are packaged at our warehouse.
- Trayline used to fill meal boxes.
- Shelf Stable Food only for 2025
- In 2024 we offered a combination of frozen and shelf stable food.
- 3 week cycle menus
- 10 weeks of meal distribution
- 1 pickup per week per site for parent or guardian



Non-Congregate Summer Feeding in St. Landry

- Operations: Monday - Thursday
- Distribution: Monday - Wednesday
- 2024 - 2 Routes (Route A and Route B)
- 2025 - 3 Routes (Route A, Route B & Route C)

2024 - Start Times 7am & 7:30am
End Time 11:00am

2025 - Start Time 6:30 am
End Times 8am, 8:30am, 9am, 10am

2025 DISTRIBUTION SCHEDULE

SFSP 2025 Distribution Schedule				
Monday	Truck 1	Truck 2	Truck 3	
6:30 am - 8:00am	Port Barre High	Beau Chene High		
6:30 am - 7:30am			Krotz Springs Elem	
7:50am - 8:50am			First Penecostal	
Tuesday	Truck 1	Truck 2	Truck 3	Fork Lift
6:30 am - 8:00am	North City Park	North City Park		BioMed
8:30am -10:00 am	Northwest		Northwest	
Wednesday	Truck 1	Truck 2	Truck 3	Van
6:30 am - 8:30am	Eunice Elem		Eunice Elem	
6:30am - 8:00am		Washington Elem		
7:00am - 8:00am				Church of God

Summer Feeding in St. Landry

2024 PARTICIPATION DATA

Congregate Feeding

Breakfast - 18,688

Lunch - 22,603

Non-Congregate - 3 day Meal Boxes

Breakfast - 18,411

Lunch - 18,411

Non Congregate - 7 day Meal Boxes

Breakfast - 182,576

Lunch - 182,576



Summer Feeding in St. Landry

2024 PARTICIPATION DATA

Congregate Feeding - ALL MEALS

41,291

Non-Congregate - ALL MEALS

401,974

2024 TOTAL MEALS SERVED

443,265

Fed approximately 3500 children per week.



2025 SFSP Menus - Sample 7 day Week

WEEKS 3, 6 & 9						
Breakfast						
Fruit Loop Cereal, 1 GB 100% Apple Juice ½ c 1% Low-fat Milk, 8 oz	Apple Jacks Cereal, 1 GB 100% Apple Juice ½ c 1% Low-fat Milk, 8 oz	Baked Campfire S'mores, 1 GB 100% Apple Juice ½ c 1% Low-fat Milk, 8 oz	Eggo Graham Original, 1 GB 100% Apple Juice ½ c FF Chocolate Milk, 8 oz	Cinnamon Toast Crunch Cereal Bar, 1 GB 100% Apple Juice ½ c 1% Low-fat Milk, 8 oz	Apple Jacks Cereal, 1 GB 100% Apple Juice ½ c 1% Low-fat Milk, 8 oz	Fruit Loop Cereal, 1 GB 100% Apple Juice ½ c 1% Low-fat Milk, 8 oz
Lunch						
Chicken Salad, 2.6 oz 1MMA Cheddar Cheese Plank, 1 MMA Cherry Star ½ cup Veg Peach Cobbler ½ cup WG Pretzels, 1 GB 1% Low-fat Milk, 8 oz	Pepperoni Beef Stick, 1 MMA Sunflower Seeds HR, 1MMA Whole Kernel Corn ½ cup 100% Apple Juice ½ cup TB Chocolate Grahams, 1 GB 1% Low-fat Milk, 8 oz	Sweet Heat Trail Mix, 1MMA Yogurt, Strawberry, ½ c 1MMA Wango Mango ½ cup Veg Strawberry Applesauce ½ cup WG Goldfish French Toast, 1 GB 1% Low-fat Milk, 8 oz	White Meat Chicken, 2.6 oz 1MMA Mozzarella Cheese Plank, 1 MMA Cut Green Beans ½ c 100% Strawberry Kiwi ½ cup Sun Chips, Garden Salsa 1 GB FF Chocolate Milk, 8 oz	Taco Veggie Crunch, 1 MMA Sunflower Seeds, salted, 1MMA Tomato Salsa 1/4 cup Peach Cobbler Cup ½ cup 1% Low-fat Milk, 8 oz TB Chocolate Grahams, 1 GB	Wild White Nacho Doritos, 1.5 GB Cheddar Cheese Cup, 1 or 1 MMA Mozzarella Cheese Plank, 1 MMA Green Beans ½ cup 100% Strawberry Kiwi ½ cup 1% Low-fat Milk, 8 oz	Cinn. Toast No-Nut Butter, 1MMA Mozzarella Plank, 1 MMA Cherry Star ½ cup Veg Craisins, Watermelon ½ cup WG Goldfish French Toast, 1 GB 1% Low-fat Milk, 8 oz

This institution is an equal opportunity provider.

MMA = Meat/Meat Alternate GB=Grain/Bread Crax=Crackers Choco - Chocolate

District is peanut and seafood free.

2025 SFSP Menus - Sample 3 day Week

WEEK 2

Baked Campfire S'mores, 1 GB 100% Apple Juice ½ c 1% Low-fat Milk, 8 oz	Eggo Graham Original, 1 GB 100% Apple Juice ½ c FF Chocolate Milk, 8 oz	Cinnamon Toast Crunch Cereal Bar, 1 GB 100% Apple Juice ½ c 1% Low-fat Milk, 8 oz
Sweet Heat Trail Mix, 1MMA Yogurt, Strawberry, ½ c 1MMA Wango Mango ½ cup Veg Strawberry Applesauce ½ cup WG Goldfish French Toast, 1 GB 1% Low-fat Milk, 8 oz	Chicken Salad, 2.6 oz 1MMA Mozzarella Cheese Plank, 1 MMA Cut Green Beans ½ c 100% Strawberry Kiwi ½ cup Sun Chips, Garden Salsa 1 GB FF Chocolate Milk, 8 oz	Taco Veggie Crunch, 1 MMA Sunflower Seeds, salted, 1MMA Tomato Salsa 1/4 cup Peach Cobbler Cup ½ cup 1% Low-fat Milk, 8 oz TB Chocolate Grahams, 1 GB

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2025 Advertisement Strategy

Newspaper

District website & Facebook

JCampus text and All Call (weekly reminders)

School Announcements (Everyday during the last week of school.)

Report Card Mailings

Instagram Live to preview meal boxes

Church Bulletins

Hospital Newsletter

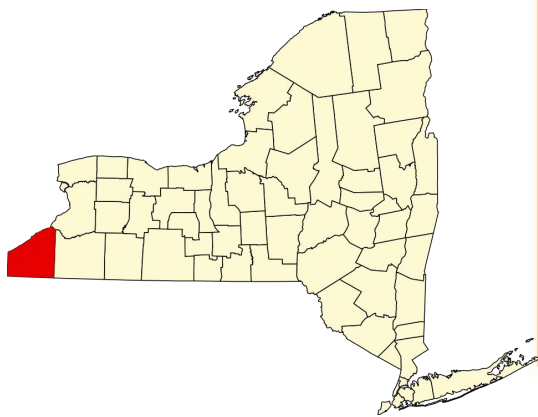
Posters: Grocery Stores, Gas Stations, Banks,
WIC/SNAP office, DMV & Social Security office,
Restaurants

Challenges

- Approved for bulk milk and juice only.
Canned Fruit and Vegetables not allowed.
- POS issues for pick up (Tablets freeze due to heat.)
Manual backup can be over 40 pages depending on the site.
Increases pick up wait time.
- Size of the parish
It takes one hour to get from one side of the parish to the other.

Improvements

- POS software instead of Excel Spreadsheets.
- Distribution time adjustments due to heat concerns
- Went from 9 week to 10 week meal distribution
- Automatic pallet wrapper to ensure food integrity and quality.
- Added an evening shift.
- Added a third route.



Heidi Ottaway
Food Service Director
Cassadaga Valley Central
School, NY



Cassadaga Valley Central School

- Cassadaga Valley CSD comprises an area of 167 square miles in western New York state. The middle/high school is located on a rural highway. We do not have any students who walk to school.
- Sinclairville Elementary is located nearby but closer to the small village of Sinclairville. There is a small number of students that walk to the elementary school.
- Community Eligible since 2018
- Current enrollment = 812
- Bulk non-congregate and congregate summer meals
- 2024- served 23,280 meals



Bulk Non-congregate Summer Food Program 2024

Bulk Food Distribution 6/26/24-8/28/24 every Wednesday 11:00am-6:00pm

No bulk distribution offered 7/17, 7/24, 7/31 during closed enrolled program.

Summer staff = 4

Average distribution = 330

Google doc to create roster

Used heavy weight paper bags
packed in 27 gal totes. ½ gal Milk and loaves of
bread separate.

No food prep



5 Day Bulk Menu

Sample Bulk Meal Menu –

Breakfast:

- 3 Breakfast Bars and 2 Cereal (one per day)
- 5 Juice boxes (one per day)
- Milk

Lunch:

- 2# sliced Turkey (3-6 slices per sandwich)
- 6 Sub Rolls (one per day with one extra)
- 6 Mini Cucumbers (one per day with one extra)
- 5 Applesauce Cups (one per day)
- Milk

1 half gallon of White and 2 half pints of Chocolate Milk

(Suggested serving 8 ounces per meal)



Bulk Menu- Food Cost

Breakfast:

6 Bagels (one per day with one extra)	\$3.66
5 Cream Cheese portions (one day portion)	\$1.23
1# Fresh Strawberries (1/2 cup per day)	\$2.26
Milk	

Lunch

2# sliced Ham (2 slices per day)	\$11.09
6 Sub rolls (one per day with one extra)	\$ 2.04
1# Mini Carrots (1/4 cup per day)	\$.98
5 Fresh Fruit (one per day)	\$1.20
Milk	
½ Gal. White Milk & 2- half pints Chocolate Milk	\$1.16
(Suggested serving 8 ounces per meal)	<u>\$.64</u>

Total Food Cost **\$24.26**

Reimbursement

Federal Breakfast Rural/ Self Prep $\$3.0875 \times 5 =$	\$15.4375
Federal Lunch Rural/ Self Prep $\$5.4025 \times 5 =$	\$27.0125
State Breakfast in Rural Area $\$.0567 \times 5 =$	\$.2835
State Lunch in Rural Area $\$.1761 \times 5 =$	<u>\$.8805</u>
	\$43.614

Bulk Menu- Food Cost

Breakfast:

10 Bread Slices (two per day)	\$1.02
5 Peanut Butter portions (one day portion)	\$1.33
5 Fresh Fruit (one per day)	\$1.15
5 Juice boxes (one per day)	\$2.19
Milk	

Lunch:

1.5# sliced Cheese (2 slices per day)	\$5.10
10 slices of Bread (5 servings)	\$1.02
6 Mini Cucumbers (one per day with one extra)	\$2.91
5 Dole Fruit Cups (one per day)	\$3.55
Milk	
½ Gal. White Milk & 2- half pints Chocolate Milk	\$2.16
(Suggested serving 8 ounces per meal)	<u>\$.64</u>

Total Food Cost **\$21.07**

Reimbursement

Federal Breakfast Rural/ Self Prep $\$3.0875 \times 5 =$	\$15.4375
Federal Lunch Rural/ Self Prep $\$5.4025 \times 5 =$	\$27.0125
State Breakfast in Rural Area $\$.0567 \times 5 =$	\$.2835
State Lunch in Rural Area $\$.1761 \times 5 =$	<u>\$.8805</u>
	\$43.614

Marketing and Incentives

Keep menu simple. No food prep.

Sent estimated orders to vendors

Reminders on Facebook, text, email.

Staff incentives:

free lunch for long distribution shift

raincoats and shirts with school logo

American Dairy Association give-aways
reusable bags

New for 2025

both congregate and non-congregate
(5 day and 3 day meal bags)

Include in bags - reading challenge, healthy bingo game,
library summer programming, recipe ideas





Megan Adams
School Nutrition Coordinator
Roane County Schools, TN





Roane County, TN

- 6,200 enrolled
- 5 cities (Midtown)



Non-Congregate Meals

Method

- Wednesday pick up
- 6 sites (1 in each community)
- 11 AM - 12PM (extending this year)
- 7-8 weeks depending on calendar
- Start week of Memorial Day
- Advertisement
 - Social media
 - School website
 - District call-out
 - Local newspaper
 - Community meetings



Non-Congregate Meals

Menu

- 7 days of meals (Breakfast & Lunch)
- Cold or frozen items
- Shelf stable items
- Bulk meals

RCS SUMMER 2025 MEALS MENU

3,000 bulk/week



5/28/2025

7 day pack

11 oz meat
21 grains
14 veg (1/2 cups)
18 fruits (1/2 cups)
14 c milk - 1 gallon

Bulk Meals:

30 pc - Chicken nuggets	12 meat; 6 grains (\$3.59)
1 - loaf bread	20 grains (\$2.45)
2 - bagged broccoli	2 dark green veg (\$1.84)
2 - bagged carrots	2 red/orange (\$0.56)
2 - potatoes	4 starch (\$0.48)
3 - bean dip bean	1 bean (\$1.98)
2 - cucumber	4 veg (\$0.73)
3 - oranges	6 fruit (\$0.84)
2 - apples	4 fruit (\$0.64)
4 - bananas	8 fruit (\$0.60)
2 - 2ct poptarts	4 grains (\$0.54)
2 - cereal	2 grains (\$0.70)
1 - powdered donut	2 grains (\$1.07)
1 - gallon of milk	\$4.88
	Total : \$20.90 per kid



Congregate Meals

- Summer Schools
- Vacation Bible Schools
- Camps
 - Local college STEM camp
 - Local farm camp
 - Band camps
 - Mother's Day Out



3 day pack

6 oz meat
10-12 grains
6 veg (1/2 cups)
9 fruit (1/2 cups)
1/2 gall milk

Bulk Meals:

15 pc - chicken nuggets	6 oz meat, 3 grains
3 - cucumber	6 veg
2 - cereals	2 grains
3 - 2ct poptart	6 grains
4 - apples/banana/orange	8 fruit
1/2 gallon milk	all milk



Q&A





SUBSCRIBE TO OUR
SUMMER MEALS NEWSLETTER!





Register for our next WEBINAR!

Designing Participant-Centered Non-Congregate Summer Meal Programs

Thursday, May 22nd
12pm PST/ 3pm EST





Resources & More!

Visit our Center for Best Practices:

www.bestpractices.nokidhungry.org

Register for Upcoming Webinars:

www.bestpractices.nokidhungry.org/webinars

Summer Food Service Overview:

<https://bestpractices.nokidhungry.org/resource/summer-food-service-program-overview>

Successful Non-Congregate Meal Service Models for Rural Areas: Implementation Guide

<https://bestpractices.nokidhungry.org/resource/successful-non-congregate-meal-service-models-rural-areas-implementation-guide-2024-update>

USDA Capacity Builder:

<https://www.fns.usda.gov/sfsp/capaci>





Your Feedback is Appreciated!

At the conclusion of this webinar, a 5-question survey will open in your browser window.

Please take a moment to complete it.





Thank You for Attending!

Robin Hernandez, R.D.

Senior Manager

No Kid Hungry Center for Best Practices

Share Our Strength

rhernandez@strength.org

