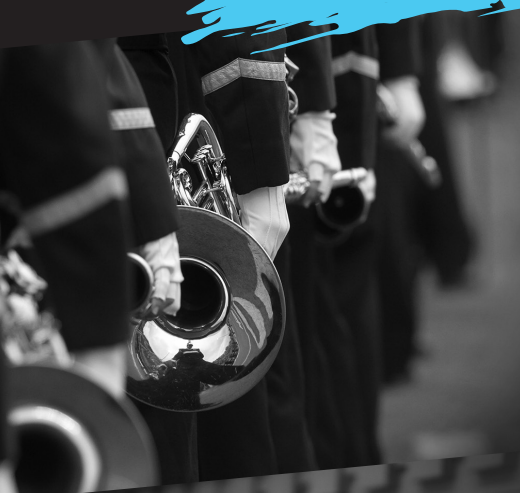


# PERFORMANCE

# PACK

## Instruction Booklet



**MILK**  
MEANS MORE  
[MilkMeansMore.org](http://MilkMeansMore.org)



## **WHAT IS IN THIS KIT?**

- **Instruction Booklet** that includes frequently asked questions (FAQ), meal ideas, promotion ideas and social media guide
- **11" x 17" posters**
- **8.5" x 11" posters**
- **Stickers for meal containers**
- **Service Line Clings**
- **A Coaches Guide to Nutrition**
- **Letter to Administration**

## **WHAT DOWNLOADABLE RESOURCES ARE AVAILABLE?**

- **Instruction Booklet**
- **8.5" x 11" Poster**
- **Cup Sticker Sheet**
- **Social Media Images**

**Items can be downloaded at [MilkMeansMore.org](http://MilkMeansMore.org)**

# FAQ

## **Why should Performance Packs be offered?**

Performance Packs offer a win-win for both students and food service. Students participating in sports, band, clubs or other extracurricular activities receive a nutritious third meal. Students may be able to perform and focus better with a meal prior to practice or competition. Food service can create an additional revenue stream through fee for service or reimbursable meals.

## **Can Performance Packs be offered as a reimbursable meal?**

It depends. If your school offers a dinner program through the USDA Child and Adult Care Food Program (CACFP), yes, a Performance Pack can be offered as a reimbursable meal. If your school does not offer dinner through CACFP, it can alternately be offered as an a la carte option. Alternately, consider partnering with parents or booster programs to fund after school meals.

## **SETUP AND OPERATION**

### **How do I start a Performance Pack program?**

Most food service departments already have the equipment and resources needed to start a Performance Pack program. If you are interested in beginning a program, gather interest and support from multiple groups. Survey students for potential participation to determine programmatic need. Assemble a team that includes administration, coaches, club leaders, band director and students. Explain benefits of the Performance Pack program from both a financial as well as a mental and physical perspective.

### **When and how are Performance Pack meals served?**

Meals can be served in a variety of ways:

- After school a la carte
- At lunch time in the cafeteria\*
- Mobile cart placed in a high traffic area
- Refrigerated vending machine
- Provided to coach in an insulated cooler
- Stocked in a refrigerator in locker room, weight room or practice/meeting location

*\*If after school meals will be offered for purchase at lunch time, plan meals with food safety in mind. Offer nutritious options that do not need refrigeration.*

## What disposable supplies are needed?

It is important to consider how Performance Packs will be offered and/or merchandised. Clear clamshell style containers work well for Performance Packs so students can easily take their meal to-go. Bento box-style meals are very on trend. Similar packaging may increase appeal to students. Stickers can decorate boxes and draw attention to the product. Select a box that works well with your current budget while also appealing to students.



# RECIPES

Use the following recipes for inspiration; or create your own performance packs based on foods your students love! Offer selections based on your planned service method, if you can offer as a reimbursable meal and food safety considerations.

## Entrées *(choose one)*

- Broiled chicken sandwich with lettuce and tomato served on whole wheat bread or bun
- Tuna pack with whole grain crackers
- Turkey & swiss on whole wheat wrap or bread
- Yogurt parfait
- Bagel with cream cheese or nut butter with raisins
- Hummus with pita bread
- Pizza muffins (whole wheat English muffin with marinara, mozzarella cheese and grilled chicken)
- Turkey, swiss cheese and pesto on a whole grain wrap
- Cold pasta salad with veggies and cheese

## Sides *(choose one that will accompany fresh fruit like apple, banana, pear, orange, peach)*

- Hard boiled egg
- String cheese
- Granola bar
- Mixed nuts
- Whole grain muffin



## Beverages *(choose one)*

- Bottled water
- Fat-free milk, 1% white or chocolate milk
- Shelf-stable milk, like Horizon Organic
- Berry smoothie

# MARKETING AND PROMOTION

## Sample Announcements

- Get the right fuel before practice or an after-school club. Grab a performance pack to help bring your A-game!
- No time to grab dinner before practice or club meeting? Pick up a performance pack to give you the energy you need.
- Find yourself feeling sluggish during practice or club meeting? Pick up a performance pack to help fuel your after-school activities.

## MARKETING

Hang posters and banner included in this kit around the school and/or cafeteria. Affix service line clings to remind students to take appropriate components of each meal and serve as a reminder that a Performance Pack third meal option is available.

## Promotions

- Hold a raffle for prizes. Prizes can be requested from UDIM. Limited quantity available.
- Let the meal speak for itself. Carefully choose a clamshell container that fits in your budget, but also provides a bento box style feel. A plain container can be enhanced with a performance pack sticker that is provided in this kit. It is also a downloadable resource from our website [URL] so that more can be printed as needed.



# SOCIAL MEDIA GUIDE

We know you're excited to start a Performance Pack program in your schools and we want to make sure your students are too! When they are not keeping busy with homework, friends and extra-curricular activities, social media is where most of them are spending their free time. That's why we're giving you the best tips and tricks to help you show the love for a nutritious third meal and promote healthy lifestyles at your school.

Here are some ideas to help get you started. Feel free to get creative with it--because let's be honest, when it comes to posting on social, your students are far from boring! Check it out!

Students and parents are online, so be sure to promote the Performance Pack program on social media. See guide included in this kit for sample posts. A full guide with images can be downloaded at: [\[URL\]](#)

## Sample Social Media Posts

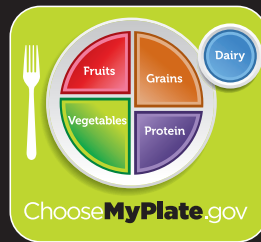


- Power up for after school practice with a Performance Pack! Get the right fuel to perform your best! #MilkMeansMore #FuelGreatness
- Performance Packs can help power your body and brain for after school clubs and practices! #MilkMeansMore #FuelGreatness
- What's new at [insert school name]? We now serve Performance Packs for a third meal. Grab one to fuel your body and brain at practice or club meetings! #MilkMeansMore #FuelGreatness

## Why use hashtags?

A hashtag is used on social platforms so users can easily find messages with a specific theme or content. When promoting Performance Packs at your school, use #MilkMeansMore and #FuelGreatness to make sure your posts are highlighted!

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**Have questions?**  
**We're glad you asked!**

For more nutrition information and resources  
please visit [URL]