



ON THE STUDENTS' MENU

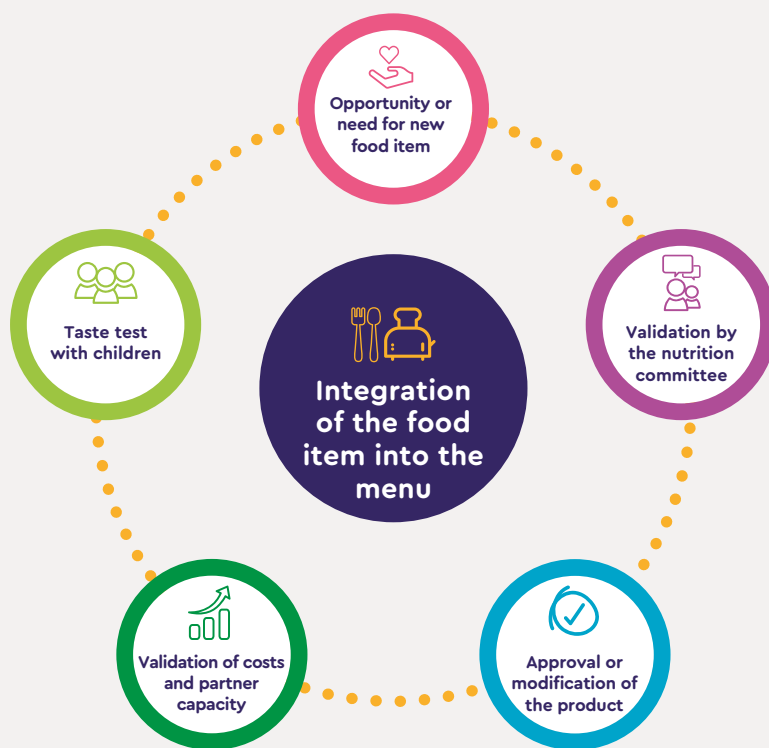


The Breakfast Club of Canada is committed to **continuous improvement to further its mission of enhancing the quality of the meals served**. In addition to rigorous nutritional criteria, we focus on sustainable development criteria to ensure breakfasts are nutritious, delicious for children, and good for the planet! These quality menus are:

- ▶ **Filling, nutritious and varied**, to meet the nutritional needs of growing children and help them discover new foods;
- ▶ **Sustainable**, to reduce the environmental footprint of the food served.

The Breakfast Club of Canada must lead by example with its school-based breakfast programs. The foods served in schools can positively influence children's eating habits. Schools are also vectors of food literacy; **menus can become a unique learning opportunity for food-related education**. ([Click here](#) for more information on the importance of breakfast programs). Thus, **every food item integrated into the menu is carefully selected** through several steps:

1. **Identification of a new food need** or market opportunity;
2. **Validation by nutrition committee**, which evaluates the food according to a nutritional and sustainable framework;
3. **Approval or modification of the product**, based on changes to the ingredient list;
4. **Validation of costs and food partners' capacity** to determine the possibility of including the food on the menu;
5. **Taste tests with children**, as a food can only be accepted if the children like it!
6. **Integration of the food into the menu** and distribution of relevant information about this addition to the schools.

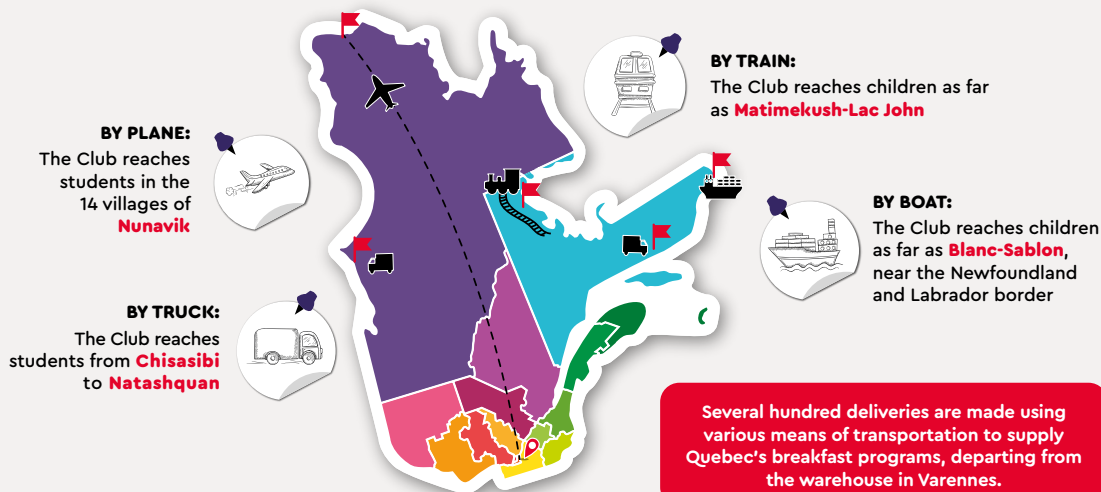




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Schools participating in the program are located throughout Quebec, adding an element of complexity to food selection. Selected foods must be suitable for medium-to-long term storage and be transport-friendly.



MAIN FOOD SELECTION CRITERIA

Foods are now evaluated using **a new selection chart based on rigorous nutritional and sustainable development criteria**. This tool was developed as part of the Better Nutrition for Children at School project, in collaboration with the Institute of Nutrition and Functional Foods (INAF) and Équiterre ([click here](#) for more information).

Accordingly, the nutritional menus offered by the Breakfast Club of Canada favour the following foods:

- ▶ Fibre-rich whole grains;
- ▶ Plant-based proteins;
- ▶ Fresh fruits and vegetables;
- ▶ Calcium-rich cheeses and yogurts;
- ▶ Foods low in sugar, sodium and saturated fats

Through the revision of these criteria, we have identified food additives that are authorized by [Health Canada](#) but present health risks and should be avoided by children.

Menus that meet sustainable development criteria also benefit the planet by reducing the ecological footprint of the food served. **Meals offered by the Breakfast Club of Canada increasingly favour sustainably sourced foods, grown in Quebec**, such as:

- ▶ Plant-based proteins;
- ▶ Local and seasonal fruits and vegetables;
- ▶ A variety of whole grains;
- ▶ Sustainably grown food products;
- ▶ Foods that reduce single-use packaging.