EGG POP Campaign

in celebration of National School Breakfast Week!

2017

American Egg Board
The results are in—and we’re ‘egg-static’ to report the first-ever EggPop breakfast campaign was an unqualified success. The campaign kicked off in schools around the country during National School Breakfast Week, March 6-10. Participating schools featured EggPops as a special addition to their breakfast programs.

Take a peek at some egg-citing moments captured for EggPop posterity in the following pages—a big thank you to all the school nutrition professionals who participated in the event.
The students at Waverly Junior High were asking questions the week before wanting to know about EggPops. The buzz now is when are we having again? — Kathie McClanahan, SNS, School Nutrition Director
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GREELEY-EVANS SCHOOL DISTRICT 6

Participating Schools: Chappelow K-8 & Salida Del Sol Academy

GREELEY, CO
“The students enjoyed their EggPops and the many different sprinkle and dipping sauce options. You could say the students thought they were...EGGCELLENT!”

Dan Lukasavitz
Area Supervisor, Nutrition Services
Greeley-Evans School District 6
“Alachua County schools loved being chosen to participate in the EggPop promotion! The students at both Chiles Elementary and Ft. Clarke Middle school were thrilled with this new fun way to enjoy eating delicious eggs! Our elementary students were so excited they even made up a song!” — Caron P. Rowe, Foodservice Specialist I - Marketing & Promotions
ALACHUA COUNTY SCHOOL DISTRICT

Participating Schools: Chiles Elementary School & Ft. Clarke Middle School (Continued on next page)

ALACHUA COUNTY, FL

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**The EggPop Sing-a-long**

EggPops
Eggs on a Stick
Eggs on a Stick
POP!

EggPops
Eggs on a Stick
Eggs on a Stick
Eggs on a Stick
POP!

PLAY THE VIDEO ➤

ALACHUA COUNTY, FL

ALACHUA COUNTY SCHOOL DISTRICT

Participating Schools: Chiles Elementary School & Ft. Clarke Middle School
“The kids were real excited to see the EggPops at breakfast! They liked having a healthy protein to start their day.” — Irene Wan, RD, LD, District-Level Foodservice Manager

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KNOXVILLE COMMUNITY SCHOOL DISTRICT

Participating Schools: Northstar Elementary School & West Elementary School

KNOXVILLE, IA
“We were pleased to serve EggPops as a fun addition to our breakfast menu during National School Breakfast Week. They were easy to prepare & the students enjoyed having a new breakfast option to choose from!”

Julie Miller
Child Nutrition Director
Knoxville Community School District
“Adding EggPops to our breakfast menu allowed us to offer a quick and nutritious alternative that students enjoy.”

— Angel McMahan, Farm to School Coordinator, Food & Nutrition Services
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GILFORD COUNTY SCHOOLS

Participating Schools: Gillespie Park Elementary School & Northern Elementary School

GREENSBORO, NC
"The EggPops were a big hit at Northern Elementary School. This is a location where the majority of the children are fortunate enough to have breakfast at home in the mornings, however this was something new to them and even those who had breakfast at home dined with us when they saw them available."

Yolanda R. Vereen, CDM, FMP, CFSI
SNS Operations Supervisor, Northwest Zone
Guilford County Schools
“At Midland ISD, breakfast is a very important part of each of our student’s day. It is when they first turn on their thinking caps and begin to learn. The EggPops were an excellent addition to our BIC and Breakfast Express menus as they provided a fun and exciting new way for the students to get their morning protein source in. Thanks EggPops!” — Carina Myatt MS, RDN, LD, Child Nutrition Services Dietitian
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ATHENS CITY SCHOOL DISTRICT

THE PLAINS, OH

ATHENS CITY SCHOOL DISTRICT

Participating Schools: Athens Middle School & Julian Newman Elementary School

Athens City School District
The Plains, OH

Participating Schools:
- Athens Middle School
- Julian Newman Elementary School

EggPop Campaign 2017... in celebration of National School Breakfast Week!
“Our students loved the variety of seasonings of the EggPops and thought they were fun to eat for breakfast! Great way to eat a good protein source on the go!”

Tandy Norris, MS, RD, LD, SNS
Child Nutrition Program Coordinator
Athens City Schools
EggPop Campaign 2017... in celebration of National School Breakfast Week!

Participating Schools: Cedar Lane Elementary School & Newton-Lee Elementary School (Continued on next page)
ASHBURN, VA

Participating Schools: Cedar Lane Elementary School & Newton-Lee Elementary School (Continued)

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ROCKWOOD SCHOOL DISTRICT

Participating Schools: Chesterfield Elementary School & Geggie Elementary School (Continued on next page)

EUREKA, MO
EggPop Campaign 2017... in celebration of National School Breakfast Week!

ROCKWOOD SCHOOL DISTRICT

Participating Schools: Chesterfield Elementary School & Geggie Elementary School

EUREKA, MO
EggPop Campaign 2017... in celebration of National School Breakfast Week!

LITCHFIELD ELEMENTARY SCHOOL DISTRICT

Participating Schools: Litchfield Elementary School & Verrado Heritage Elementary School

LITCHFIELD PARK, AZ
EggPop Campaign 2017... in celebration of National School Breakfast Week!

HAMPTON CITY SCHOOL DISTRICT

Participating School: Cooper Elementary School

HAMPTON, VA
Ankeny Community School District invited families to **$1 Breakfast Day** in Celebration of NSBW!

“The EggPops were a big hit at all of the school breakfasts. We will be adding them regularly to our menus in the near future. Thank you for all of your support and we look forward to working with you in the future for events.” – Scott Litchfield, Nutrition Services Director
Ankeny Community School District invited families to **$1 Breakfast Day** in Celebration of NSBW!
ANKENY COMMUNITY SCHOOLS

Participating Schools: Ashland Ridge, Crocker, Northeast, Southeast & Terrace Elementary Schools (Continued on next page)

ANKENY, IA

Ankeny Community School District invited families to $1 Breakfast Day in Celebration of NSBW!
Ankeny Community School District invited families to **$1 Breakfast Day** in Celebration of NSBW!
DEER VALLEY UNIFIED SCHOOL DISTRICT

Participating Schools: Arrowhead Elementary School & New River Elementary School

EggPop Campaign 2017... in celebration of National School Breakfast Week!
“The students were so excited for the EggPops. They loved seasoning them and asked if they could have EggPops for breakfast every day!”

Nona Bennett, RDN
Food & Nutrition Coordinator
Deer Valley Unified School District
EggPop Campaign 2017... in celebration of National School Breakfast Week!

MENTOR PUBLIC SCHOOLS

Participating School: Memorial Middle School

MENTOR, OH

'NSBW 17'

Egg Pops!!

Wake up your Brain w/ Eggs!

Try our Egg Pops w/ Dipping Sauces & Toppings!
EggPop Campaign 2017... in celebration of National School Breakfast Week!

SYCAMORE COMMUNITY SCHOOLS

Participating Schools: Maple Dale, Montgomery & Symmes Elementary Schools

CINCINNATI, OH

Have fun with EGGPOPS!

Delicious, Nutritious, Fun!

EggPop Campaign 2017... in celebration of National School Breakfast Week!

SYCAMORE COMMUNITY SCHOOLS

Participating Schools: Maple Dale, Montgomery & Symmes Elementary Schools

CINCINNATI, OH

EggPop Campaign 2017... in celebration of National School Breakfast Week!
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COMMUNITY CONSOLIDATED SCHOOL DISTRICT #15

Participating Schools: Kimball Hill Elementary School & Winston Elementary School

PALATINE, IL
<table>
<thead>
<tr>
<th>School District</th>
<th>Website</th>
<th>Enrollment</th>
<th>ADP</th>
<th>% Free &amp; Reduced</th>
<th>Number of Sites</th>
<th>Total Meals Served</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humphreys County School District</td>
<td><a href="http://www.hcss.org">www.hcss.org</a></td>
<td>3,000</td>
<td>72</td>
<td>60%</td>
<td>5</td>
<td>2,689</td>
<td>n/a</td>
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<tr>
<td>Knoxville Community School District</td>
<td><a href="http://www.knoxville.k12.ia.us">www.knoxville.k12.ia.us</a></td>
<td>1,735</td>
<td>64</td>
<td>38%</td>
<td>4</td>
<td>1,100 meals daily</td>
<td>@panthermeals</td>
</tr>
<tr>
<td>Guilford County Schools</td>
<td><a href="http://www.gcsnc.com">www.gcsnc.com</a></td>
<td>78,000</td>
<td>63</td>
<td>31%</td>
<td>128</td>
<td>7,902,231 (2015-16)</td>
<td>n/a</td>
</tr>
<tr>
<td>Midland ISD Child Nutrition</td>
<td><a href="http://www.schoolnutritionandfitness.com/">www.schoolnutritionandfitness.com/</a></td>
<td>70,000</td>
<td>43</td>
<td>51%</td>
<td>38</td>
<td>198,218, Lunch: 208,018</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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PARTICIPATING SCHOOL DISTRICT INFORMATION

**LITCHFILD ELEMENTARY SCHOOL DISTRICT**
Litchfield Park, AZ
Website: www.lesd.k12.az.us
Enrollment: 11,820
ADP: 7,647
% Free & Reduced: 36%
Number of Sites: 14
Total Meals Served: 137,637
Facebook: LESDfoods
Twitter: n/a

**HAMPTON CITY SCHOOL DISTRICT**
Hampton, VA
Website: www.hampton.k12.va.us/departments/foodservices/foodservice.html
Enrollment: 20,245
ADP: 13,170
% Free & Reduced: 63%
Number of Sites: 32
Total Meals Served: 307,586 (Breakfast, Lunch, Afterschool Snacks - January 2017)
Facebook: n/a
Twitter: n/a

**ANKENY COMMUNITY SCHOOLS**
Ankeny, IA
Website: www.ankenschools.org
Enrollment: 11,200
ADP: 50%
% Free & Reduced: <15%
Number of Sites: 2 HS, 4 MS, 10 Elementary
Total Meals Served: n/a
Facebook: www.facebook.com/ankenschools
Twitter: twitter.com/AnkenySchools

**DEER VALLEY UNIFIED SCHOOL DISTRICT**
Phoenix, AZ
Website: www.dusd.org
Enrollment: 38,000
ADP: 25,379
% Free & Reduced: 23%
Number of Sites: 37
Total Meals Served: 3,640,000 per year
Facebook: n/a
Twitter: @DVUSDNutrition

**MENTOR PUBLIC SCHOOLS**
Mentor, OH
Website: www.mentorschools.net
Enrollment: 7,200
ADP: n/a
% Free & Reduced: n/a
Number of Sites: 13
Total Meals Served: n/a
Facebook: n/a
Twitter: MMSCafe@Twitter

**SYCAMORE COMMUNITY SCHOOLS**
Cincinnati, OH
Website: www.sycamoreschools.org
Enrollment: 6,000
ADP: 2500 Breakfast, 50% ADP lunch
% Free & Reduced: 17%
Number of Sites: 9 sites plus 2 parochial serving 500 daily
Total Meals Served: 5,000 per day
Facebook: n/a
Twitter: @sycamoreCNS

**COMMUNITY CONSOLIDATED SCHOOL DISTRICT #15**
Palatine, IL
Website: www.ccsd15.net
Enrollment: 12,000
ADP: Breakfast - 1,000
% Free & Reduced: 40%
Number of Sites: 20
Total Meals Served: n/a
Facebook: n/a
Twitter: n/a