



Georgia School Nutrition Promotion Kit



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Georgia grows about half of the U.S. crop of peanuts every year which adds approximately \$2.2 billion dollars to the Georgia economy annually. The good news: It's easy to support Georgia's 4,700 peanut farmers in your school nutrition program because peanuts and peanut butter are nutritious, affordable and kids love them!

Reasons to Serve Peanut Butter in Schools

- 🥜 **Peanuts** and peanut butter are whole foods that pack a lot of nutrition into one serving.
- 🥜 **Peanuts** have more protein per serving than any other nut. Protein helps you feel full and helps to build and maintain muscles - which is especially important for growing children.
- 🥜 **Peanuts** and peanut butter provide hard-to-get nutrients such as dietary fiber, potassium, folate, vitamin E, thiamin and magnesium.
- 🥜 **Peanuts** and peanut butter are affordable and kids love the taste.

How Can I Add Peanuts & Peanut Butter to the Menu?

While the go-to peanut butter & jelly sandwich is an easy staple for kids, you can also use peanuts and peanut butter to add protein and fiber to the menu with a little bit of “out-of-the bread” thinking!

Pump Up the Protein

Protein is a great way to start the day because it helps little tummies feel full and growing minds feel alert. Peanut butter provides an inexpensive, vegetarian protein boost at breakfast:

- 🥜 Spread peanut butter on a waffle or toast with fresh banana or apple slices. (Fold that toast or a warm tortilla in half for a portable to-go breakfast option!)
- 🥜 Add peanut butter to oatmeal with some dried fruit for a hot stick-to-your ribs breakfast.

Make Veggies Fun

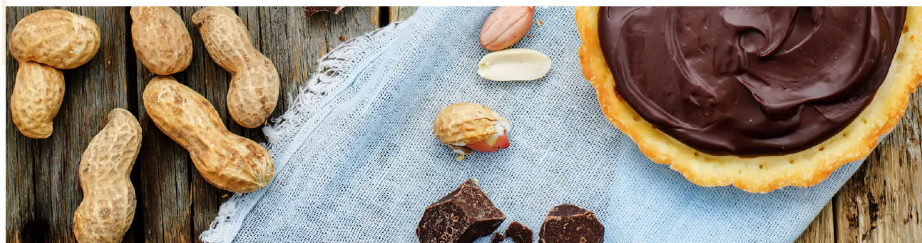
Eating a rainbow of colorful, crunchy vegetables helps kids get the vitamins, minerals and fiber their bodies need.

- 🥜 Peanut butter is the perfect fruit and veggie dip for lunch or an after-school snack program! Try it with apples, celery, broccoli and bell peppers to boost their protein and potassium intake.
- 🥜 Use chopped peanuts as a topping for a salad or for vegetables like green beans to add a crunchy protein and healthy fat boost.



Keep It Simple

Trail mix is a deliciously customizable and simple breakfast or snack idea! Mix items you may already have on hand including peanuts, cereal, raisins and a small amount of mini chocolate candies or marshmallows. Pair it with milk and you've got a breakfast or snack any kid will love.



There are many new peanut products – and pre-packaged peanut products – on the market that can add variety to your peanut offerings. Look for powdered peanut butter, pre-made PB&J sandwiches, peanut butter or PB&J crackers, and peanut butter sauces from your foodservice suppliers. When you have a new offering, use the provided white-board style cling to promote the new peanut item!

Use this kit to host special Georgia Peanuts or **Peanut Butter Promotions** throughout the year. You also can choose a special month or day to do a promotion- March is National Peanut Month, September 13 is National Peanut Day, and November is Peanut Butter Lovers Month. Get social and let us know all about it! Display the included posters and take videos, snap pictures and send links to **info@gapeanuts.com** or tag us on social media

 **/gapeanuts**

 **@gapeanuts**

We would love to spread the word about your success!

Special Promotions

Host a Peanut Butter Sandwich Recipe Contest

Get the kids' creative juices flowing-and their mouths watering!-as they create and share their favorite Peanut Butter Sandwich. Everyone has had a PB & J, but what about PB & Bacon, PB & fruit (bananas, apples, dried fruit), PB & Mayo? Let the students vote on their favorite(s) and make that sandwich on a special day.

Set Up a Special DIY PB Sandwich Bar

Celebrate a special Georgia Peanuts Day with a PB Sandwich toppings bar. Options could include different flavors of jelly, fresh fruit slices like apples and bananas, dried fruit, honey, potato chips, bacon, mini marshmallows or marshmallow fluff, mayonnaise, pickles and mini chocolate chips.

PB&J Hooray! Book Readings

Another great way to educate students about peanut butter and volunteer your time is through classroom readings. The book, **PB&J Hooray!**, is a great resource for pre-K through second grade classrooms. The book covers the entire process of making a peanut butter and jelly sandwich from the farm to the kitchen in a fun, interesting way students will enjoy. A copy of the book can be provided by the Georgia Peanut Commission by contacting info@gapeanuts.com.



Peanut Butter Drive

Peanut butter is the No. 1 most requested item by food banks in the United States. What better way to give back to your community and promote Georgia's official state crop than by hosting a peanut butter drive! Consider hosting your drive in November, which is Peanut Butter Lovers Month, or March National Peanut Month, or in January which is a high-need month for food banks. This is a fun and easy way to help those in need and teaches kids the importance of helping others!

🌀 Get your Peanut Butter Drive Success Kit from Peanut Butter for the Hungry:

www.pb4h.org/get-involved/peanut-butter-drive-success-kit

🌀 Consider partnering with your student government or a student club like BETA club or a middle school or high school FFA or 4-H program to coordinate the food drive. Many hands make for quick work and easy promotion!

🌀 Begin by contacting your local food bank (check **www.feedingamerica.org** to find your local food bank) to coordinate logistics such as date, time and drop-off locations.

🌀 Once you have a delivery date set, decide on the length of time for your peanut butter drive.

🌀 Then it's time for the fun part! Promote your campaign. We've included a fun poster to display, but your students could help you develop additional posters with themes like "Spread the Love with Peanut Butter" or "Join the Fight Against Hunger."

🌀 Be sure your school knows the dates of the event, where to bring their jars of peanut butter and why it is so important to participate.

🌀 Share your success! Take videos, snap pictures and send links to **info@gapeanuts.com**. We would love to highlight your drive.

Collaboration with the Athletic Department or P.E. Coaches

Peanuts are one of nature's most nutritious products. Partner with the athletic department or P.E. coaches to provide peanut butter sandwiches for one of your school's sports teams, a school walk-a-thon, or school field day. Peanut butter is tasty, full of good fats and protein and inexpensive - making it a great pre- or post-workout snack for young athletes.

Many metro-Atlanta high schools have started peanut butter programs in their schools. Athletic trainers and booster clubs make peanut butter sandwiches available to athletes at practices and games to ensure the student-athletes get adequate nutrition to fuel their performance.

"Peanut butter has become a vital part of the development and recovery process for athletes at Creekview High School particularly [for those in] our football program," said Bryan Beasley, Head Athletic Trainer at Creekview. "By adding peanut butter to the workout routine for football, we have been able to provide the student-athlete with the essential nutrients to refuel the body and the protein needed for muscle repair after strenuous workouts and football activities."

What About Peanut Allergies?

Schools should develop and implement a comprehensive food allergy management program because children are allergic to many different foods that may be served and eaten at school. More than 99 percent of Americans can enjoy peanuts without any issue, but according to the National Institute of Allergy and Infectious Diseases (NIAID) Expert Panel, peanut allergies affect 0.6 percent of the American population-and fall behind milk and eggs in children and after shellfish among adults in prevalence.

Everyone has a role to play in a food allergy management plan including school administrators, teachers, cafeteria staff, health professionals, parents and students. This is especially important because research indicates that 25 percent of food allergy reactions may occur in the school environment, including first-time reactions.

Banning a specific food like peanuts is not the best practice for managing food allergies. Food bans take the focus off of education and onto enforcement, when all resources are needed to provide education. Being “allergen free” gives a false sense of security. Allergic children and school officials can become lax about the precautions needed, potentially increasing the risk for allergic reactions.

A combination of caution and preparation, along with a comprehensive food allergy management plan-including education of students and parents, and training for all staff-helps reduce the risk of accidental ingestion and ensures staff are ready in case a reaction occurs. The plan will likely include a no food-sharing policy, proper cleaning of the tables in the cafeteria, proper handling of allergens in the kitchen, proper labeling of food allergens on the cafeteria line, etc. Non-student specific (stock) epinephrine may also be valuable in helping to protect those with all kinds of potentially anaphylactic reactions.

To learn more about effectively handling food allergies in your school please visit www.peanutallergyfacts.org/for-schools/



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