



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

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GOVERNOR

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STATE SUPERINTENDENT

FOOD SERVICE

**ADMINISTRATIVE MEMO NO. 3
SCHOOL YEAR 2025-2026**

SUBJECT: Outreach to Households on the Availability of the School Breakfast Program

DATE: July 1, 2025

Outreach Requirements

Schools Food Authorities participating in the School Breakfast Program (SBP) must notify families that breakfast is available in the district and where it is served.

Timing: A notice that school breakfast is available must be sent just before the start of or at the beginning of the school year in back-to-school communications sent to households.

Schools also need to send reminders about breakfast availability at least two additional times during the school year.

Methods: Reminders about breakfast can be sent by:

- robocalls
- providing handouts for students to take home
- district/school website
- social media
- sending emails to families and students

Required information: School breakfast notifications must include the time, location, and cost of breakfast for each school building.

Informing the community about school breakfast will not only improve breakfast participation, but it will also help students get a nutritious start to their day and help make sure they are fully ready to learn.

Michigan School Meals (MSM) Program Requires Breakfast

If districts opt into the MSM Program, they are required to participate in the SBP. Notifying families about participation in the MSM Program does not count as one of

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the required SBP notifications unless it specifically mentions school breakfast and includes the required information listed above.

School Breakfast Program Resources

- United States Department of Agriculture (USDA) memo outlining the SBP outreach requirement: [USDA Memo SP 40-2011](#); USDA [School Breakfast Toolkit](#); Team Nutrition [School Breakfast Materials](#)
- [No Kid Hungry Center for Best Practices](#) has many SBP resources specific to Breakfast After the Bell and Alternate Breakfast Models that can be found on the Breakfast Planning Resource document

Questions regarding this Administrative Memo may be directed to the School Nutrition Programs unit by e-mail to MDE-SchoolNutrition@Michigan.gov.