



LINCOLN PUBLIC SCHOOLS

FOOD SERVICE

To: Buckner Creel, Administrator for Business and Finance
From: Cathleen Higgins, Foodservice Director
Date: 6/07/2012
Re: Hanscom Café Breakfast Review

We began the breakfast program at Hanscom Middle School as a pilot program for the district on Monday, October 3rd, 2012. Erich Ledebuhr and I partnered in an effort that included middle school staff, teachers and parent. The breakfast program was promoted in various ways with posters, newsletters, website information, and letters home to parents. We served a wide variety of breakfast meals for our students. We had cafeteria staff training on the National School Breakfast program meal patterns, which differ slightly from the NSLP's patterns and requirements.

The breakfast program timing tied in well with the students being allowed in the building at 7:45 am. At first, we had a few steady customers which increased with poor weather as the fall went on. We saw our highest breakfast count earlier on when we served a total of 13 students out of about a possible average daily attendance of 225.

Over the course of the following months, the stream slowed to a trickle until it stopped all together a few weeks ago. I have done an analysis of the financial impact which I have attached.

It is my observation that despite our best efforts, the breakfast program did not tap a demand of parents on the base. Despite extensive marketing and promotion, the target demographic was not interested in participation in the program.

Erich Ledbuhr and I would like to suggest ending the program. It was a pilot effort and as such, we have a large enough sample of statistics to indicate an unsuccessful result. We would recommend discontinuing this program at the end of the FY12 school year.

Breakfasts Sold : 183	10/3-5/31	
Sales	\$	170.38
Reimbursement	\$	136.68
Total Sales	\$	307.06
Food Cost		\$170.43
Labor	\$	3,503.00
Paper Products	\$	18.30
Total Cost	\$	3,691.73
Profit/Loss	\$	(3,384.67)

Days of service 111

Average breakfasts per day

1.6 Students