



August 18, 2009

TO: Child Care and Head Start Facilities' Meal Planners
SUBJECT: Kellogg's® and Keebler® Products

Within *A Planning Guide for Food Service in Child Care Centers*, Food and Nutrition Service, USDA, 1989, FNS-64, the Child Care Food Program is designed to assure that nutritious meals are provided for children up to age 12. The Bread and/or Cereal requirements vary by age; and, therefore, *Kellogg's®* and *Keebler®* products fulfill these requirements with varying serving sizes.

The table below lists the serving sizes required to fulfill meal patterns for different age groups and meal or snack times for *Kellogg's®* Ready-to-eat cereal.

| Breakfast, Midmorning or Midafternoon Snack | | | |
|--|--|--|------------------------------------|
| <u>Cereal</u> | <u>Children 1 & 2 years**</u> | <u>Children 3 through 5 years**</u> | <u>Children 6 through 12 years</u> |
| <i>Kellogg's®</i> Ready-to-eat-cereal | 0.3 Self-Serve Bowl 0.3 Individual* | 0.5 Self-Serve Bowl 0.5 Individual* | 1 Self-Serve Bowl 1 Individual* |

*All varieties except *Kellogg's® Crispix®*

The table below lists *Kellogg's®* and *Keebler®* products and the number of bread exchanges each product provides per serving with respect to CACFP meal patterns for different age groups and meal or snack times.

| Breakfast, Midmorning or Midafternoon Snack | | | | |
|--|---|-----------------------------------|-------------------------------|------------------------------|
| USDA Breads/Grains Servings | | | | |
| <u>Bread and/or Cereal</u> | <u>Serving Size</u> | <u>Children 1 & 2 years**</u> | <u>Children 3 – 5 years**</u> | <u>Children 6 – 12 years</u> |
| <i>Kellogg's® Nutri-Grain®</i> cereal bars (Original and Yogurt) | 1 Bar | 1.5 | 1.5 | 0.75 |
| <i>Kellogg's® Special K®</i> cereal bars | 1 Bar | 0.5 | 0.5 | 0.25 |
| <i>Kellogg's® Special K®</i> Snack Bites | 1 Pkg | 1 | 1 | 0.5 |
| <i>Kellogg's® Pop-Tarts®</i> toaster pastries | 1 Pastry | 2 | 2 | 1 |
| <i>Kellogg's® Eggo®</i> frozen waffles or pancakes | 1 Waffle or Pancake | 2 | 2 | 1 |
| <i>Kellogg's® Rice Krispies Treats®</i> Squares | 1 – 22g Bar | 0.5 | 0.5 | 0.25 |
| | 1 – 37g Bar | 1 | 1 | 0.5 |
| | 1 – 45g Bar | 1.5 | 1.5 | 0.75 |
| <i>Kellogg's® Crunchmania™</i> Bite-Size Snacks | 1 – Bag | 4 | 4 | 2 |
| <i>Keebler®</i> Animal Crackers | 10 crackers (About 2.5 servings per 2.9 oz pkg) | 2.5 | 2.5 | 1.25 |
| | 1 – 1 oz pkg | 2.5 | 2.5 | 1.25 |

| Breakfast, Midmorning or Midafternoon Snack | | | | |
|--|-------------------------|-----|-----|------|
| USDA Breads/Grains Servings | | | | |
| <i>Gripz</i> ® Cinnamon Graham Bites | 1 - 0.9oz pkg. (25g) | 2 | 2 | 1 |
| <i>Keebler</i> ® Cracker Sandwiches | 1 – 1.38 oz pkg | 3 | 3 | 1.5 |
| <i>Keebler</i> ® Cracker Sandwiches | 1 – 1.38 oz pkg | 3 | 3 | 1.5 |
| <i>Keebler</i> ® <i>Grahams</i> | 1 – 1 oz pkg | 2 | 2 | 1 |
| <i>Keebler</i> ® Character <i>Grahams</i> | 1 – 1 oz pkg | 2 | 2 | 1 |
| <i>Keebler</i> ® <i>Zesta</i> ® and <i>Sunshine</i> ® <i>Krispy</i> ® Saltines | 1 – 2 ct pkg | 0.5 | 0.5 | 0.25 |
| <i>Austin</i> ® <i>Dolphins</i> & <i>Friends</i> ® Crackers | 1 – 0.9 oz pkg | 2.5 | 2.5 | 1.25 |
| <i>Austin</i> ® <i>Zoo</i> ® Animal Crackers | 1 – 1 oz pkg | 2.5 | 2.5 | 1.25 |
| <i>Austin</i> ® Cracker Sandwiches | 1 – 1.38 oz pkg | 3 | 3 | 1.5 |
| <i>Cheez-It</i> ® Snack Crackers Original and Hot & Spicy | 1 – 1.5 oz pkg | 4 | 4 | 2 |
| <i>Cheez-It</i> ® Snack Crackers White Cheddar | 1 – 1.5 oz pkg | 4.5 | 4.5 | 2.25 |
| <i>Cheez-It</i> ® Scrabble Jr.™ | 1 - 0.75oz pkg | 2 | 2 | 1 |
| <i>Cheez-It</i> ® Crackers Reduced Fat | 1 – 1.5 oz pkg | 4.5 | 4.5 | 2.25 |
| Lunch or Supper | | | | |
| <i>Kellogg's</i> ® <i>Eggo</i> ® frozen waffles and pancakes | 1 Waffle or Pancake | 2 | 2 | 1 |

**Head Start meal planners may refer to the first two columns for *Kellogg's*® and *Keebler*® product fulfillments of meal pattern standards for children up to age 6.

This advice does not pertain to school reimbursement programs. We encourage you to contact your Kellogg Sales representative for information about other Child Nutrition programs.

I certify that the above information is true and correct, and that each Kellogg product listed above fulfills the Grains/Breads servings listed in the chart above.



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