

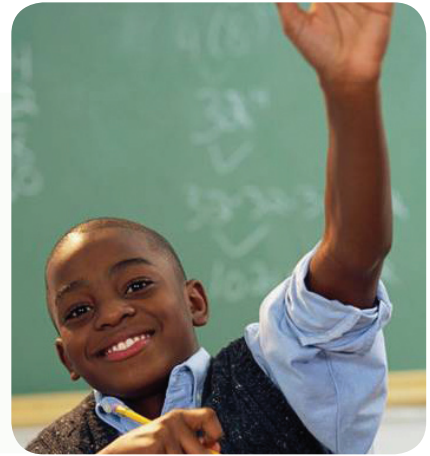
Breakfast = School Success

Why School Breakfast?

1 Breakfast Improves School Performance

With a school breakfast program:^{1, 2, 3}

- Students' math and reading scores improved
- Students were less likely to miss class or be tardy
- Discipline problems decreased
- Visits to the school nurse decreased



2 Breakfast Supplies Important Nutrients

Breakfast contributes less than 20% of daily calories, while providing many key vitamins and minerals including:^{4, 5}

- Calcium
- B vitamins
- Iron
- Vitamin D

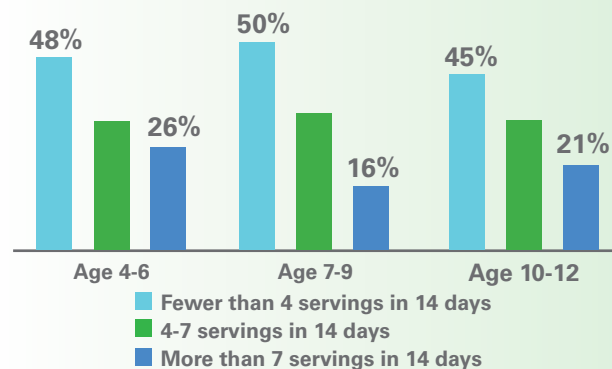
Nutrients missed at breakfast are typically not made up during the day.⁶

3 Breakfast Eaters Have Healthier Body Weights

Eating breakfast is a healthy habit that can help kids and adults on the path toward a healthy weight.

- Breakfast eaters are less likely to be overweight.^{7, 8, 9}
- Frequent cereal eaters weigh less than those who consume cereal less often.¹⁰

Kids Who Frequently Eat Cereal Have Healthier Body Weights
Percentage of Overweight Kids



Opportunities to Grow School Breakfast

Solutions to overcome barriers to school breakfast (such as busy schedules, lack of resources, and bus schedules) are not one-size-fits-all. Many schools have achieved success by changing to a new venue or offering a combination of breakfast options, such as:

- Breakfast in the classroom
- Non-traditional breakfast times (second chance breakfast)
- Breakfast kiosks
- Grab-and-go breakfast
- Breakfast on the bus

Breakfast = School Success

A School Breakfast Program Benefits Everyone

With a school breakfast program:

Schools:

- Can generate additional revenue each year.
- Have students who are better prepared to learn.

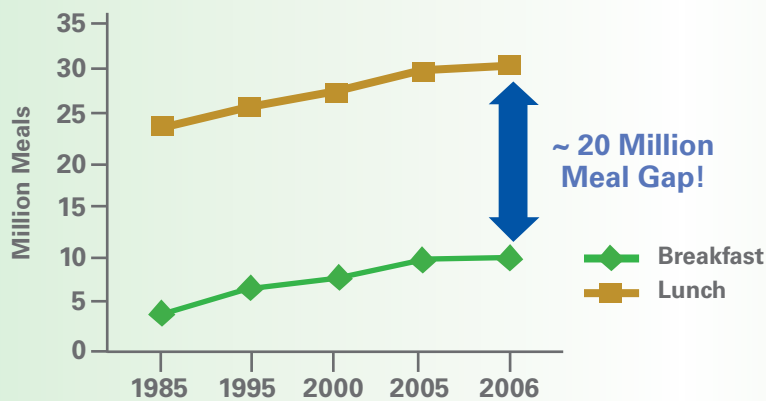


Students:

- Are given an opportunity to start the day with a healthful meal.
- Can achieve higher test scores.
- Are less likely to miss class, be tardy, have disciplinary problems, and/or visit the school nurse.



Reimbursable Breakfast to Lunch Gap¹¹



You can meet the needs of students and capture a growing market:

- About 20 million more kids are eating school lunches than school breakfasts each day.
- More than 25% of 11-18 year-olds skip breakfast.¹²

1. Walstrom and Begalle. *Top Clin Nutr.* 1999.
2. Murphy et al. *Arch Pediatr Adolesc Med.* 1998.
3. Meyers et al. *Am J Diseases Children.* 1989.
4. NHANES 1999-2002.
5. BIHN Dietary Intake Study, 2004-05.
6. Nicklas et al. *Am J Clin Nutr.* 1998.

7. Cho et al. *J Am Coll Nutr.* 2003.
8. Affenito et al. *J Am Diet Assoc.* 2005.
9. Barton et al. *J Am Diet Assoc.* 2005.
10. BIHN Dietary Intake Research
11. Food Research Action Center 2006.
12. USDA and NHANES, 2003-04.