



2013-14 MISSOURI SCHOOL BREAKFAST CHALLENGE

*Helping fuel kids
into the Top 10 by 20*

July 2014

Courtney Corbett, Midwest Dairy Council

School Breakfast Challenge

- 2012-13 and 2013-2014 school years
- All public, charter and private school districts are included
- Voluntary participation
- Cash prizes for the winners!



Breakfast in the Classroom



Year 2

Missouri's
School Breakfast
Challenge!

*Waynesville
brings breakfast
to the
classroom*

Midwest Dairy
An affiliate of National Dairy Council

MFBA
Missouri Food Bank Association

Missouri
EDUCATION



Breakfast in the Classroom

(Click to open YouTube and play School Breakfast Challenge video)



School Breakfast Benefits

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Studies have shown...

- ❑ Fewer nurse visits
- ❑ Fewer tardies
- ❑ Students more focused
- ❑ Better health and wellness
- ❑ Reduces childhood hunger



2013-14 Winners

Missouri's School Breakfast Challenge! Year 2

(10,000+ students)

Gold – Francis Howell R-III
Silver – Lee's Summit R-VII
Bronze – Independence

(3,500 – 9,999 students)

Gold – Sedalia
Silver – Northwest R-I
Bronze – Lindbergh

(1,000 – 3,499 students)

Gold – East Prairie R-II
Silver – Kennett
Bronze – Aurora R-VIII

(500 – 999 students)

Gold – Osceola
Silver – New Bloomfield R-III
Bronze – Gallatin R-V

(Up to 500 students)

Gold – River Roads Lutheran
Silver – Living Faith Academy
Bronze – Avenue City R-IX

CASH PRIZES

-  Five gold awards of \$3,000
-  Five silver awards of \$2,000
-  Five bronze awards of \$1,000





For More Information

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