

September 3, 2013

Dear School Administrator:

The Missouri Department of Elementary and Secondary Education is partnering with the Midwest Dairy Council and the Missouri Food Bank Association on year two of the Missouri School Breakfast Challenge.

In our first year of the challenge, the percentage of students participating in a school breakfast program increased by 5 percent from 22 percent in 2011-2012 to 27 percent in 2012-2013. Although we are seeing progress, I believe we can still do better. To ensure all Missouri students start each day ready to learn with a healthy breakfast, I challenge all districts again to increase daily school breakfast participation per child enrolled during the 2013-2014 school year by a minimum of 20 percent.

The Department calculates the number of breakfast meals served per child enrolled by taking the total number of breakfast meals served from September 2012 through April 2013 and divides this by the October 2012 school district enrollment. Data for the total number of breakfast meals served and school district enrollment is based on the information provided by your district. To view your school district figures and suggested 20 percent increase, please visit <http://www.dese.mo.gov/divadm/food/documents/sfs-breakfast-challeng-data.pdf>.

The challenge is voluntary. All public, charter and private school districts in Missouri who participate in the National School Lunch Program will automatically be entered into the challenge and will be categorized into one of five tiers based on enrollment. School districts will be eligible for cash prizes if they have a 20 percent breakfast participation increase from the 2012-2013 school year to the 2013-2014 school year. The top three school districts in each of the five tiers with the highest increase in breakfast participation will win a cash prize!

Cash prize levels include: five gold awards of \$3,000; five silver awards of \$2,000; and five bronze awards of \$1,000. Award winners will be determined by the Department and cash prizes will be awarded by the Midwest Dairy Council and are recommended for use toward health and wellness activities to benefit the receiving school district.

For additional resources or more information, visit <http://www.dese.mo.gov/divadm/food/breakfast-challenge.htm>. For questions, please contact the School Food Services section at the Department at schoolfoods@dese.mo.gov or (573) 751-3526.

The Department's primary goal is for Missouri to become one of the top 10 performing states in education by the year 2020. It all starts with breakfast. Help us fuel Missouri's students into the top 10!

Sincerely,



Chris L. Nicastro
Commissioner of Education

c: Karen Wooton, Coordinator, School Food Services