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DATE: September 4, 2013
FROM: DESE School Food Services

The 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.

Missouri's School Breakfast Challenge will occur during the 2013-2014 school year. All public, charter and private school districts are automatically included in the challenge and will be categorized into five tiers based on enrollment. Participation is voluntary. Schools 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!

Commissioner Nicastro's letter to school administrators:

<<http://dese.mo.gov/divadm/food/documents/SchoolBreakfastChallengesuperintendentletter.pdf>>