



KickStart Breakfast

www.kickstartbreakfast.co.nz

Fact Sheet:

- Fonterra and Sanitarium teamed up to help more kids achieve their best at school by getting a great start to the day. Both have nutritionally rich products that are a perfect combination and wanted to give back to the communities of New Zealand at a grass roots level and make a difference to kiwi kids.
- Fonterra and Sanitarium's focus is on meeting the need in the youth under-nutrition sector through a proactive and positive experience of participating in a breakfast club. The focus is on letting students experience the difference that eating a healthy breakfast can make to their day and then encouraging them to replicate this at home and make healthier choices.
- Breakfast is the most important meal of the day and is often missed due to busy families and commitments. Research shows that 10% percent of children are attending schools without breakfast (CPAG*, 2005) which is having impact on learning ability and performance at school.
- KickStart Breakfast, a programme which began as a trial by Fonterra in 2008 and was then joined by Sanitarium at the start of 2009, serves more than 35,000 nutritious breakfasts each week in over 520 of the 1000 decile 1 – 4 schools.
- KickStart Breakfast provides free Anchor Mega Milk and Weet-Bix to the schools it partners with under the auspices of the schools' breakfast clubs and operates at a maximum of two days a week. The goal is to encourage good breakfast habits and teach kids a breakfast pattern they can replicate at home rather than take over parental responsibility. For this reason we are not looking to run programs every day.
- KickStart Breakfast is a collaborative partnership, Fonterra and Sanitarium providing the food, and the breakfast clubs managed by school leaders and community volunteers. It is through this partnership and shared responsibility with our communities that we are able to reach so many schools over the breadth of New Zealand. Together, we have provided over three million bowls of breakfast to our KickStart Breakfast clubs nationwide, giving them a kick start to their day.
- In a survey (from October 2011) with schools participating in the KickStart Breakfast programme, our schools told us:

There is a strong sense that KickStart Breakfast is not only helping students nutritionally but making a positive impact educationally as well as socially:

- Literacy and numeracy levels are improving
- Children are happier, have more energy and are able to concentrate more
- A higher level of work is being produced
- Kids are no longer eating junk food at morning tea times
- Students have less aggression, are more focussed and alert
- Provides a great environment for kids to socialise together, the older ones look after the little ones
- Kids love the company, their behaviour is really different

For more information and registration please go to www.kickstartbreakfast.co.nz/register

