



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

RICK SNYDER
GOVERNOR

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STATE SUPERINTENDENT

MEMORANDUM

DATE: November 25, 2015

TO: Local and Intermediate School District Superintendents, Public School Academy Directors, Nonpublic School Administrators, and Residential Child Care Institutions

FROM: Kyle L. Guerrant, Deputy Superintendent *KG*

SUBJECT: First Fuel School Breakfast Challenge

To ensure Michigan students start each school day fed and ready to learn, former State Superintendent, Mike Flanagan, announced the *First Fuel School Breakfast Challenge* in spring 2013. The goal of the challenge was for school buildings to have at least 60 percent of their students that participate in school lunch also participate in school breakfast (breakfast/lunch ratio ≥ 60 percent). All school buildings were automatically enrolled in the challenge which began in September 2013, and concluded in June 2015.

1,076 school buildings met the challenge. To recognize schools that went above and beyond the 60 percent goal, a set of additional criteria was applied:

1. Schools with a breakfast/lunch ratio of ≥ 100 percent in 2015
2. Schools with a ≥ 100 percent change in breakfast/lunch ratio from 2013 to 2015
3. Schools with a ≥ 100 percent change in total breakfasts and ≤ 10 percent increase in enrollment

Of the 1,076 school buildings, 342 met one of the criteria and received Bronze awards, 37 met two of the criteria and received Silver awards, and 27 met all three of the criteria and received Gold awards. The remaining 670 schools made the Honorable Mention list for meeting the challenge as prescribed. For a complete list of schools that met the *First Fuel School Breakfast Challenge* and their award levels, visit milkmeansmore.org/BreakfastChallengeAwardees.

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Since the *First Fuel School Breakfast Challenge* was announced in 2013, the statewide breakfast/lunch ratio has increased 5.6 percent (42.9 percent to 48.5 percent), 125 new school breakfast programs were started, total breakfast servings increased five percent while enrollment decreased 2.4 percent, and **more than three million additional breakfasts were served to Michigan students!**

To support the *First Fuel School Breakfast Challenge*, state-level partners including United Dairy Industry of Michigan, Blue Cross Blue Shield of Michigan, Michigan No Kid Hungry, Michigan Action for Healthy Kids, and Michigan Team Nutrition created breakfast promotion initiatives. The Michigan Department of Education would like to thank these partners, as well as school staff, for striving to meet the challenge to ensure Michigan's children are well nourished and ready to learn.

Questions regarding the content of this memo may be directed to Whitney Vance in the Coordinated School Health and Safety Programs unit at 517-241-9111 or vancew@michigan.gov.

cc: Principals
Food Service Directors
Michigan Education Alliance