

# More Students Nationwide Eating Breakfast at School

*New statistics also show surge in school yogurt and milk consumption*

**\*NOTE: Embargoed until Monday, December 5th at 12:01am EST**

*American Dairy Association Mideast*

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American Dairy Association Mideast

## NEWS PACKAGE

### SUGGESTED TEASE

NEW STATISTICS SHOW MORE STUDENTS ARE CHOOSING TO EAT BREAKFAST AT SCHOOL.

COMING UP - THE REASON KIDS ARE MAKING HEALTHIER CHOICES IN THE CAFETERIA LINE.

### ANCHOR LEAD

BREAKFAST IS OFTEN CALLED THE MOST IMPORTANT MEAL OF THE DAY.

AND NEW NATIONAL STATISTICS<sup>1</sup> JUST RELEASED BY THE AMERICAN DAIRY ASSOCIATION MIDEAST SHOW MORE KIDS ARE TAKING TIME TO EAT BREAKFAST AT SCHOOL.

THAT'S NOT ONLY HAVING AN IMPACT IN THE CAFETERIA, IT'S MAKING A DIFFERENCE IN THE CLASSROOM AS WELL. CLARK POWELL EXPLAINS.

### (PACKAGE START)-----

**CG: Courtesy: American Dairy Association Mideast**

Shot of Ashton buying smoothie and milk

**CG: Ashton Oiler**  
**Eats breakfast at school**  
:06 - :13

Shot of students buying breakfast items

(Nats - Smoothie Blender) :02

MIDDLE SCHOOL STUDENT ASHTON OILER STARTS HIS DAY WITH A ROUTINE THAT HELPS HIM GET READY TO LEARN, EVEN IF HE IS RUNNING A LITTLE BEHIND. :05

*"Well, I like get to school late, so I go get my breakfast and go to class."* :07

NEW NATIONAL STATISTICS FROM THE AMERICAN DAIRY ASSOCIATION MIDEAST SHOW JUST ONE IN FOUR

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<p>Shot of students walking through hallway</p> <p><b>CG: Ashton Oiler (CG'd earlier)</b></p> <p>Shot of kids eating breakfast</p> <p>Shot of check presentation</p> <p>Shots of Fuel Up to Play 60</p> <p>Shot of dairy farmer</p> <p><b>CG: Scott Higgins</b> <b>American Dairy Association Mideast</b> :43 - :53</p> <p>Shot of kids buying smoothies</p> <p>Graphic with national milk, yogurt consumption</p> <p>Shot of kids in class</p> <p><b>CG: Tonya Grove, Food Service Director</b> <b>Jonathan Alder Local Schools</b> 1:14 - 1:22</p>	<p>CHILDREN ARE EATING BREAKFAST AT SCHOOL. BUT THANKS TO LOCAL DAIRY FARMERS, MORE KIDS AT ASHTON'S SCHOOL ARE EATING BREAKFAST AND THE MENU IS GROWING. :10</p> <p><i>"There's either cereal or the main breakfast. And I sometimes pick cereal and sometimes it's a smoothie."</i> :06</p> <p>NEARLY HALF OF ALL STUDENTS IN OHIO AND WEST VIRGINIA SCHOOLS RECEIVING A FUEL UP TO PLAY 60 GRANT EAT BREAKFAST AT SCHOOL. THE GRANTS ARE PART OF A NATIONAL PROGRAM CO-CREATED WITH THE N-F-L AND FUNDED BY DAIRY FARMERS IN EACH COMMUNITY. :08</p> <p><i>"They love being involved in their communities. They have children. They have grandchildren. They have families. And many of them serve on school boards and serve as coaches and are community leaders."</i> :10</p> <p><i>(Nats - smoothie machine)</i> :02</p> <p>IMPROVING SCHOOL BREAKFAST PROGRAMS WITH SMOOTHIES IS JUST ONE OF THE MENU CHANGES DAIRY FARMERS HELP MAKE POSSIBLE. AND IT'S LEADING MORE KIDS TO CAFETERIA LINES. NATIONALLY, 80 PERCENT OF KIDS ARE DRINKING MORE MILK AND EATING MORE YOGURT AT SCHOOLS RECEIVING DAIRY-FARMER FUNDING. SOMETHING NUTRITION DIRECTORS SAY IS MAKING A DIFFERENCE IN THE CLASSROOM. :20</p> <p><i>"If we can get them something like a smoothie where there's a lot of protein in it that will kind of give them some energy"</i></p>
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<p>Shots of Ashton eating with friends</p> <p><b>Ashton Oiler (CG'd earlier)</b></p> <p><b>PACKAGE END-----</b></p> <p><b>ANCHOR TAG</b></p>	<p><i>throughout the day instead of just them hitting a wall.” :08</i></p> <p>EASY OPTIONS THAT ARE HELPING ASHTON AND HIS FRIENDS GET THEIR SCHOOL DAY STARTED ON A HEALTHY NOTE. :05</p> <p><i>“I feel like energized.” :03</i></p> <p>IN PLAIN CITY, OHIO, THIS IS CLARK POWELL REPORTING. :03</p> <hr/> <p>SINCE 2009 OHIO AND WEST VIRGINIA DAIRY FARMERS HAVE INVESTED \$1.6 MILLION DOLLARS IN MORE THAN 550 SCHOOLS TO IMPLEMENT HEALTHY CHANGES.</p> <p>TO FIND OUT HOW TO GET YOUR SCHOOL DISTRICT INVOLVED IN THE PROGRAM - GO TO FUEL UP TO PLAY 60 DOT COM.</p>
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**SOCIAL MEDIA**

<p> <b>Share it! Suggested tweet:</b></p> <p> <b>Suggested post:</b></p>	<p>New statistics from @ADAMideast show more kids are eating breakfast at school in Ohio and WV - <a href="http://bit.ly/2gGAuh6">bit.ly/2gGAuh6</a></p> <p>New statistics just released by the American Dairy Association Mideast show more kids are making healthier choices in the cafeteria line. Check out what students are buying and the new reason why - <a href="http://bit.ly/2gGAuh6">bit.ly/2gGAuh6</a></p>
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**EXTRA BITES**

<p><b>CG: Scott Higgins, CEO</b> American Dairy Association Mideast</p>	<p>Scott Higgins talks about why kids love smoothies- <i>“It gets kids coming in because they love the taste. They love the nutrients they’re getting and they’re walking out of that having a great breakfast, and ready to start their day.”</i></p> <p>Scott Higgins talks about the Fuel Up to Play 60</p>
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**CG: Scott Higgins, CEO**  
**American Dairy Association Mideast**

program-

“It is a program that was designed by dairy farmers and the National Football League working together with the United States Department of Agriculture to help improve the lives of children. Dairy farmers recognize the importance of increasing the access to nutrient-rich foods. And the National Football recognized the importance of 60 minutes of physical activity a day.”

Scott Higgins talks about the support dairy farmers have provided the Fuel Up to Play 60 program-  
“Since 2009, this program has been in place and dairy farmers across the United States have been investing over \$250 million.”

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Tonya Grove talks about the breakfast stigma-  
*“Breakfast at schools kind of started out as a stigma because you're looking at the more disadvantaged students are the ones that are.. you know, you see somebody coming down for breakfast, a lot of kids think, “Oh, they just can't afford breakfast.” But that's really not the case anymore.”*

**CG: Tonya Grove, Food Service Director**  
**Jonathan Alder Local Schools**

Tonya Grove talks about new breakfast options-  
*“We're trying to offer different things that will entice students that maybe don't have time to eat breakfast in the morning. They're rushing out the door.”*

Tonya Grove talks about the benefits for kids-  
*“Students that maybe, they sleep until the last possible minute and they don't have time to eat or the ones that aren't hungry when they get out of bed.”*

## References

1. “Fuel Up To Play 60: Fact Sheet.” *American Dairy Association Mideast*. Online: <http://bit.ly/2ggxklZ>.

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