

KickStart breakfast



THE HEALTH FOOD COMPANY



Dairy for life

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Kickstart team leader Sarah Risell enjoys breakfast at Panama Road School, along side weather guy Josh Heslop.

BREAKFAST AT PANAMA ROAD SCHOOL

When the KickStart team met up with TV3's Sunrise at Panama Road School in Auckland last month, they were met by scores of eager and hungry kids ready to show New Zealand how they run their breakfast club.

Along with weather guy Josh Heslop, KickStart Team Leaders Sarah Risell from Fonterra, and Mark Roper from Sanitarium were along side to meet the kids and celebrate the initiative.

"Our KickStart breakfast sponsorship is a super way to actively demonstrate Fonterra's commitment to local communities," Sarah says.

"We want to get involved in the communities we operate in, and help them out in causes that matter to them and to us – the breakfast club at Panama Road School is proof of this in action."

Getting amongst the community and helping out where there really is a need, is something that Mark Roper says Sanitarium is proud to be a part of.

"The KickStart programme is based around a community partnership model – Fonterra and Sanitarium provide milk and cereal and each school community takes responsibility for preparing and delivering this to students in need each week," Mark says.



Welcome

Welcome to the first KickStart Breakfast eNewsletter! This new publication will be bringing all sorts of fun and exciting news to your inbox every second month.

Sanitarium and Fonterra have teamed up to help more kids achieve their best by getting a great start to the day. Weet-Bix and Anchor Mega Milk are the perfect combination for kiwi kids' breakfasts, being high in protein, calcium, vitamin D, B Vitamins and Iron. Weet-Bix also has wholegrains to help provide both strength and energy for maximum learning!

As we kick start 2009, we know it is going to be a big year. After successfully trialling the programme at 30 schools last year, Fonterra and Sanitarium are going to provide breakfast to over 200 decile one to four schools across New Zealand! So we're talking seriously milky and doubly wheaty business here.

Make sure you keep an eye out for the competitions we will be running, including our first one, **The Best Advertisement in the Country**, where kids are encouraged to create their very own TV commercial. Look out for more details coming soon!

We want to hear what's happening wherever you are, so keep us informed so we can include stories in future editions - see the end of our newsletter for more information!

Your KickStart Breakfast team leaders

Sarah Risell (Fonterra) and Mark Roper (Sanitarium)



"The money Sanitarium and Fonterra invests in the programme goes directly to the provision and delivery of milk and cereal rather than logistical and administration expenses."

Panama Road School Principal Colleen Margison is passionate about getting her students off to a great start each morning. "We talk to the kids all the time about the benefits of having a healthy breakfast to fuel your brain and energy levels to aid learning."

"It has been noted by teachers that on breakfast club mornings the kids are more involved in learning activities throughout the day - it is encouraging to see."

As far as the kids go, they couldn't be more excited about having their Weet-Bix and Anchor Mega Milk in the morning – especially when a TV camera is on them!



The history of Milk and Weet-Bix

For over 100 years New Zealanders have been enjoying the health benefits associated with drinking milk and eating wholegrains as their first meal of the day – a winning combination which is still benefiting kiwis today.

At the turn of the century Sanitarium's original wheat biscuit, Granose, was marketed as not only as a breakfast cereal but also as an alternative to bread. It wasn't until the 1920s that Sanitarium started making Weet-Bix as we know it today.

Just as Weet-Bix has changed over time, so has milk – however it still comes from cows! Dairy farming started in New Zealand as soon as the European settlers unpacked their bags. For over 150 years we have had a proud history of producing dairy products, and even exporting the first refrigerated shipment in 1882 – a worldwide first.

Created in 1886, the Anchor brand has been a quintessential part of New Zealand life since the very beginning – helping kiwis develop good strong bones. Since then, Anchor has grown and become a truly global brand, and after 123 years, Kiwis are still enjoying the fresh white milk, and the many different types of Anchor products that line our store shelves.

So when you sit down to your next breakfast of Anchor Mega Milk and Weet-Bix, remember that you are eating something that has been keeping Kiwis strong and healthy for over 100 years!



Weet-Bix is...

- High in carbohydrates, which are an ideal energy source for the body.
- Rich in folate for healthy body cells.
- High in Fibre, Iron and B Vitamins.
- Low on added sugar and fat.
- An excellent source of B Vitamins – thiamine, riboflavin and niacin which are needed to help our body use the energy from the food we eat.

Anchor Mega Milk is...

- High in Protein to help you build strong muscles and keep you fuller for longer.
- High in Calcium to help build mega strong bones.
- Extra Vitamin D to help absorb the calcium.
- Vitamin A to help keep vision in check.

TOP TIPS

Setting up a breakfast club may be more daunting to some than others. For that reason we have come up with a list of handy hints to help you along the way!

Over the next few editions we will be providing more hints as your Breakfast club swings into motion. Be sure to look out for it!

Getting Started...

1. Co-ordinate your volunteers by clearly setting out who has what role in the group, e.g. setting up the breakfast, tidying up, and helping the kids where they need it.
2. Identify any health and safety issues that may exist in the area or room where you will host your breakfast club. Perhaps appoint a health safety co-ordinator.
3. Create a volunteer roster, have phone numbers and arrange for back-ups in case they can't make it. They are very important and need to know what's happening and when.
4. Employ food safety standards with your Anchor Mega Milk and Weet-Bix.
 - Ensure you store your milk in the fridge when it isn't being used, ideally at a temperature of 4 degrees Celcius.
 - Always check your expiry date before using your milk – Anchor Mega Milk has a 14 day expiry date from the date of manufacture – if you have too much milk, you can simply put it in the freezer to use another time.
 - If you are using UHT milk, remember to refrigerate after opening.
 - Make sure you keep the Weet-Bix wrapped in the bag and kept in the box away from sunlight and at room temperature.
 - Also ensure that the room is dry and the Weet-Bix is off the floor!

Breakfast at Rangikura School

Students at Rangikura School are starting the day on a new kind of buzz – full tummies and active brains – all thanks to the KickStart breakfast initiative.

As a part of the programme, the decile two school is offering breakfast to around 15 to 20 students on club mornings during the school term.

“The breakfast club is highly popular – the kids are keen to come in early and fill their tummies with a nutritious meal,” says Breakfast Club co-ordinator and teacher Gabriel Small. Rangikura School has had a breakfast club for several years now, funded through a company in Wellington whose workers donated their own money for the benefit of the kids.

“We really have been lucky with our breakfast club – the community identified a need and were willing to help before Fonterra and Sanitarium started their initiative – we are now able to feed more kids thanks to KickStart”

As a community initiative supported by teachers, businesses and now Fonterra and Sanitarium, Gabriel says organising the breakfast club is light work as the kids like to get involved.

“The staff at the school run the breakfast club, but the kids know what to do and they are quick to set it all up – they enjoy it.

“It really is a great start to the day for them – they are active and have the energy levels to concentrate all day.”



Kids at Rangikura School enjoy the breakfast spread.

The benefits of Vitamin D

Vitamin D occurs naturally in small quantities in some foods, but the main source of vitamin D comes through the action of sunlight on the skin. Vitamin D is necessary for bone, joint, muscle and neurological function and is more commonly known for helping with calcium absorption.

Vitamin D was first identified as being an essential nutrient when it was revealed that children who consumed cod liver oil (high in Vitamin D) did not develop rickets (early age bone deformities).

A recent study by Waikato Hospital paediatrician Dr David Graham on the Vitamin D levels of children who regularly drank Anchor Mega Milk found that children who were given daily serves of Anchor Mega Milk in school had higher levels of Vitamin D than children who did not receive the supplement.

“Children in low-decile schools tend to have low Vitamin D levels, and it is difficult to obtain this vitamin from the foods we eat. Not only did Anchor Mega Milk boost the Vitamin D levels of children drinking the milk on a regular basis, but their blood lipids were also improved, which is beneficial for a healthy heart,” says Dr Graham.

* Dr David Graham’s study was jointly funded by the Waikato Medical Research Foundation and the Health Research Council, with Fonterra providing the Anchor Mega Milk.

For more information, please visit www.everybody.co.nz and www.sunsmart.co.nz



Advertisement Competition – Be a star!



Shortly we will be announcing the start of our first KickStart competition when we will ask students to create a 30 second TV advertisement promoting how their KickStart Breakfast gives them a kick start for their day. Look out for an email coming soon with more details of the competition!

Improving KickStart together

With the programme now into its second month we’ve been receiving lots of positive feedback from schools and we want to make sure that it’s working for your school. In particular it would be great to let us know if you have any ideas on how we can improve the programme and also if the quantities of Anchor Mega Milk and Weet-Bix are adequate or in excess of what you need. Thank you for all your support in partnering us in what is turning out to be a really great initiative.

Useful information

For further information about youth and nutrition, you may be interested in visiting the below websites. Happy hunting!

- www.fonterra.com
- www.anchor.co.nz
- www.sanitarium.co.nz
- www.heha.org.nz
- www.sparc.org.nz
- www.nhf.org.nz
- www.nu-force5.co.nz

Contact us!

We welcome your contribution to this newsletter whether it is feedback, thoughts and ideas, tips or resources. We would also like to see photos from your breakfast club. Email us at kickstart.breakfast@fonterra.com and make sure you put NEWSLETTER in the subject box.