

KickStart breakfast



THE HEALTH FOOD COMPANY



Dairy for life

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BREAKFAST AT AWAPUNI SCHOOL

The KickStart Breakfast programme is a "hit" at Awapuni School in Manawatu – Whanganui region with around 40 children taking part and reaping the benefits of a full tummy and active mind.

Although the school had been running a breakfast club for the past two years with the help of the local community church group, KickStart arrived just at the right time to pick up where the volunteers left off.

"The church volunteers were really good – they gave their time and efforts, including providing toast and milo for the kids, but they had to move on and that was when we signed up to KickStart," Breakfast Club Co-ordinator Raina Timu says. "The kids absolutely love it – they even come to school on time now!"

Like many of the schools KickStart Breakfast is involved with, Awapuni School is reliant on community programmes to provide the extra assistance the children need. School Principal, Stephen Soutar, says help from outside organisations are really making a difference.

"It is through the goodwill of the school and support groups such as Fonterra that we can cater for our pupils needs. We are very appreciative of it."

Raina agrees, saying: "We really depend on organisations like Fonterra and Sanitarium to create programmes such as KickStart – without them many of our kids would go without breakfast on a daily basis.

"The Anchor Mega Milk and Weet-Bix are a great contribution, and the kids really are happier and concentrate more."

Raina teaches Bi-Lingual classes for years' three through to six, and she says having a full tummy makes a huge difference to concentration levels during classes.

"The involvement levels are higher, and the kids are more engaged. It's amazing to see."

Awapuni School kids enjoy breakfast after a school sleepover.

Kia Ora!

As we swing into the second edition of our KickStart Breakfast newsletter, it's exciting we continue to receive positive feedback from schools across the country. We've been encouraged to see that the breakfast programme is making such a difference with New Zealand's young scholars! To find out more about one happy school, read Breakfast at Awapuni School.

Over the last two months the KickStart team have been busy working to get the KickStart website up and running. The official launch date is the 6 May, from then you can go to www.kickstartbreakfast.co.nz for updates, information and cool things.

As we all launch (some more willingly than others) into our wardrobes to pull out the woollies for upcoming winter, we think it is a great opportunity to talk about a few top tips to keep energy levels up during the colder months. Make sure you take the time to read what Sanitarium Nutritionist Kim Stirling has to say on page two, and check out our banana smoothie recipe below – it is yummy and healthy, and can be used at home. We encourage students to take the newsletters home so parents can be involved in their child's healthy eating.

We have two competitions running this edition, so flick to page two to see what you and your school could win – including having Mega Bull at your Breakfast Club!

The KickStart Breakfast Team
Sarah Risell (Fonterra) and
Mark Roper (Sanitarium)



Why is breakfast important?



By Kim Stirling – Nutritionist for Sanitarium

As we often hear, breakfast is the most important meal of the day. Because children are so active throughout the day and also grow so quickly, they need to eat foods that are good sources of energy, vitamins and minerals. Children only have small tummies, so they need to eat highly nutritious meals and snacks to enable them to get all the nutrients they need.

By ensuring your children have a nutritious breakfast you enable them to have the energy to kick-start their busy day and pack in some essential nutrients.

Try some of these breakfast ideas during the holidays or on the weekends:

- Two slices wholemeal bread, toasted, with a spread and either Sanitarium Marmite, Sanitarium Peanut Butter, honey or jam + glass of Anchor Mega Milk + fruit.
- One slice of wholemeal bread, toasted, with baked beans (roughly 1 tablespoon per year of age) + diluted fruit juice.
- Two Weet-Bix with ½ sliced banana and Anchor Mega milk + glass Anchor Mega Milk.
- Two slices of toasted fruit bread with a spread and honey or jam + glass Anchor Mega Milk.
- One soft boiled egg with wholegrain toast with Anchor spreadable butter, cut into soldiers (for easy dipping) + diluted fruit juice.



NEXT EDITION:

What benefits does breakfast provide?

WIN an unforgettable-Bull breakfast with Mega Bull

Attention Breakfast Club Co-ordinators: Email us your favourite KickStart Breakfast Club pictures and you'll go into the draw to WIN Mega Bull at your breakfast club!

Make sure you get out those cameras and get snapping, entries close on the 29th May 2009. There is one prize to be won and the winning photo will be the photo which best showcases the breakfast club enjoying their breakfast. The winning school will have Mega Bull dine with them in June 2009.

So Email your snaps to KickStart along with: the name, address and contact telephone number of the school, your name and contact telephone number and the names of the people in the photos.

Also make sure you read and agree with the terms and conditions before entering! Visit www.kickstartbreakfast.co.nz for terms and conditions.



MAKE A TV AD!

For your chance to win up to \$1500 worth of media equipment for your school (one Grand Prize for secondary school and one for intermediate/primary), simply follow the below instructions and get STARTED!

1. Create a 30 second TV ad that shows how your KickStart Breakfast gives you a kick start for your day – be creative.
2. Through whatever selection process you decide on (judging panel etc), select the best ad for your school, fill out the official entry form and enter it in the nationwide competition by sending it on a disc to KickStart Breakfast, c/o Fonterra Co-operative Limited, Private Bag 92032, Auckland 1142 by **07 August 2009, 5pm.**



What you could WIN

Grand Prize pool includes:

- Sony Cyber Shot and Sony HDD Handycam for your school
- 5x iPod 1BG shuffles for the winning team
- \$600 worth of food vouchers for the Breakfast club
- Breakfast with a Fonterra tanker driver, Mega Bull and surprise guests
- Goodie bags packed full of cool stuff



Terms and conditions and entry form available on www.kickstartbreakfast.co.nz

Anchor Mega Milk-shake!

Learning how to eat healthy in your breakfast club is a great way to get ideas so you can enjoy healthy and tasty breakfast at home. Weet-Bix and Anchor Mega Milk provide you with lasting energy to take on the day, but there are also other healthy yummy breakfasts that you can enjoy.

On the weekend, or a non-breakfast club morning, why not enjoy Anchor Mega Milk in a nutritious banana smoothie! It's tasty and healthy.

Ingredients (enough for one big smoothie)

- 250ml Anchor Mega Milk
- ½ pottle Fresh 'n Fruity yoghurt
- 1 banana, peeled
- 1 tsp honey

Place all ingredients in the blender and mix on high for one minute, or until blended. **(Parental guidance necessary).**

Pour into a glass, add a straw and enjoy your healthy and filling snack! For leftovers, pour into a sealable container and refrigerate, or freeze for use another time.



IDEA:
Why not photocopy this page and give it to the kids for an activity during Breakfast Club, or to take home.

Healthy challenge – try our crossword

Across

- 3 Red and round, often mistaken as a vegetable.
- 4 Used for making sandwiches, can be brown or white.
- 7 A dairy product, which can be smelly!
- 8 Good source of vitamin C – its name is the same colour.
- 9 Yellow, slightly curved fruit, full of energy.
- 11 Can be cooked in lots of different ways – boiled, baked, roasted, fried.
- 12 Related to the onion, it is quite long, white and green. The National Emblem for Wales.

Down

- 1 They grow on vines, brought in bunches, usually green or red.
- 2 Orange vegetable – good for seeing in the dark!
- 5 Small grains – can be brown or white.
- 6 Green or purple with wrinkly leaves.
- 10 Can be green or red, nice and crisp.

