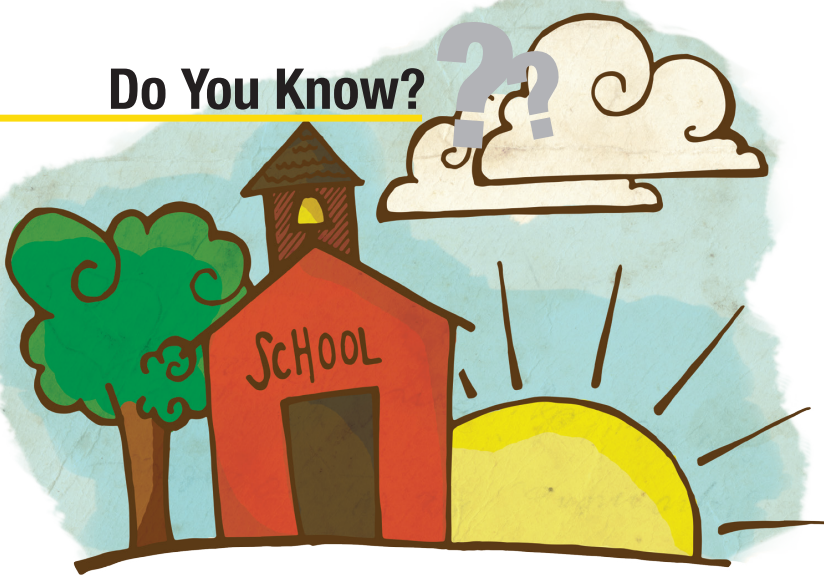


Do You Know?



BREAKFAST (with milk) is served!

Breakfast at school is as common as reading,
writing and arithmetic.

According to the USDA,
schools served

2.3 BILLION

breakfasts in 2014.* The good
news for dairy farmers is that

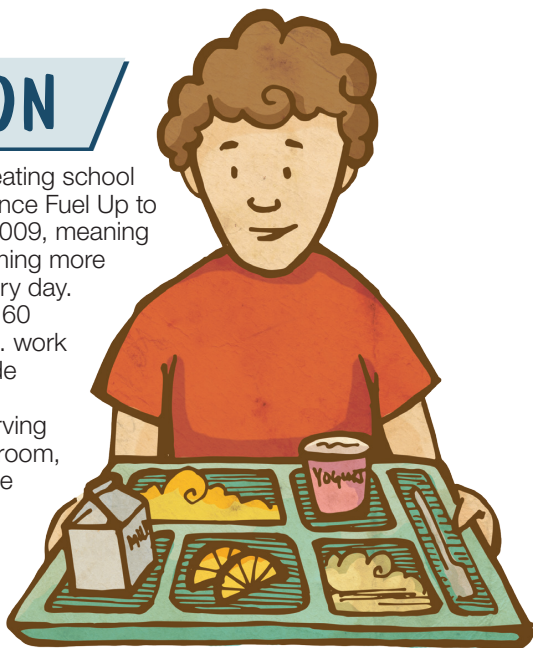
82 PERCENT

of these breakfasts included
milk! Yogurt and cheese also
are included in most breakfast
meals, increasing the access to
dairy among youth.



2 MILLION

...more students are eating school
breakfast each day since Fuel Up to
Play 60 launched in 2009, meaning
more kids are consuming more
nutrient-rich dairy every day.
Local Fuel Up to Play 60
teams across the U.S. work
with schools to provide
innovative breakfast
solutions, such as serving
breakfast in the classroom,
hallways or even at the
bus drop-off area.



LEARN MORE BY VISITING WWW.FUELUPTOPLAY60.COM

*Source: USDA FNS June 5, 2015
Information provided by: Dairy Management Inc.