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TO: Joint Finance Committee

FR: Charity Eleson, Executive Director

RE: Paper #640 – School Breakfast

The Wisconsin Council on Children and Families (WCCF) would like you to support the Governor's recommendation to increase the reimbursement rate under the school breakfast program to \$0.15 per meal served, from the current rate of \$0.10 per meal.

It's true: breakfast is the most important meal of the day. Yet, not every child in the state eats a nutritious breakfast before coming to school. Children who eat breakfast perform better in school. They are better learners and are more attentive and this can lead to better educational opportunities. School breakfasts also contribute to a healthy lifestyle. Students will develop nutritious eating habits that will aid in mental and physical development.

Although the number of children in Wisconsin that participate in school breakfasts has been increasing, Wisconsin is still near the bottom nationally for the proportion of school buildings serving lunch that also offer breakfast, according to an annual survey conducted by the Food Research and Action Center.

Please support the Governor's recommendation to increase funding for school breakfasts for children in Wisconsin. Please feel free to contact me at 284.0585 ext. 302, if you need more information. Thank you .