

# Making Milk Students' Beverage of Choice!

## Successful School Milk Formula...

- Ice-cold milk in lots of flavors
- Kid-appealing containers
- Eye-catching merchandisers
- Everywhere the students are – meal line, a la carte, vending & more

## ...Provides Nutritional and Financial Returns

- New Look of School Milk makes milk “cool” and motivates children to choose milk
- Secondary school lunch participation increases with the New Look of School Milk
- Increased milk sales from a la carte and vending, along with meal participation, generate revenue to help cover program costs
- Milk's nutritional benefits and greater lunch participation result in healthier students
- Students with healthier nutrition have higher academic performance and increased school attendance

## Nothing Speaks Like Success

- Over 1,200 schools nationwide have the New Look of School Milk
- The positive increases in milk sales and meal participation are sustainable
- Though the enhanced milk program initially costs a little more, foodservice operations have created business models that recapture the costs
- Students, parents, teachers and administrators overwhelmingly support and appreciate the enhanced milk program

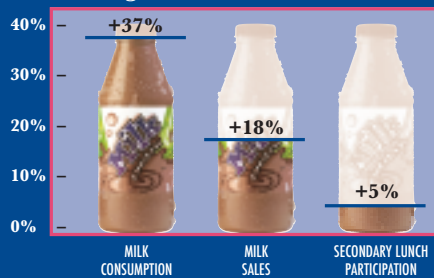
*Find out what School Business Officials and Foodservice Directors have to say about the New Look of School Milk on the reverse side.*



## Why Improve on School Milk?

- Childhood obesity and overweight are at epidemic proportions
- Students are drinking beverages of minimal nutritional value
- Milk is part of the solution in creating a healthier school environment
- New Look of School Milk can help drive school milk consumption and meal participation

*Average Increases For Test Schools*



## The School Milk Pilot Test\* Proves it Works

- Milk consumption increased 37%
- Milk sales increased 18%
- Secondary lunch participation increased 5%

\*For more details on the School Milk Pilot Test results, go to [www.NutritionExplorations.org](http://www.NutritionExplorations.org) > New Look of School Milk



# Champion Testimonials

## Thinking Differently About Milk

These excerpts from successful case histories demonstrate the financial and nutritional benefits of the New Look of School Milk. Those responsible for the foodservice budget, whether Foodservice Directors or School Business Officials, are pleased with the financial results of the New Look of School Milk, but all look at the program from a different perspective – that of putting students' nutrition and health in the forefront.



For more information on the New Look of School Milk contact your local Dairy Council®. Go to [www.NutritionExplorations.org](http://www.NutritionExplorations.org) for more details and the Dairy Council nearest you.

### **Beverly Blough, MS, RD, LD, Director of Food Service, Wood County Schools, Parkersburg, W.Va.**

“I see my job as providing the best nutrition to students while keeping my budget in the black. As a School Milk Pilot Test participant, I saw students benefit from increased calcium and nutrient consumption so I knew what the New Look of School Milk could do for my program. The cost for enhanced packaging was higher, but keeping it was too important. I prioritized, took an overall look at my costs and made room for it. We don't think twice about paying more for improved plastic packaging, pre-portioned beef patties, etc. Why shouldn't we for milk? During the last four years, my processor has produced a more cost effective bottle and has additional volume from surrounding districts, so the cost difference is now lower.”

### **Donald A. Neel, Business Manager, South Windsor Schools, South Windsor, Conn.**

“I work closely with our Director of Foodservices and we agreed that the New Look of School Milk could support our nutritional objectives and increase sales. The new 10 ounce plastic bottles have been well received by our students. They are easier to open, have a cleaner taste, and seem colder than paper cartons. Also, they have less of an "institutional" quality and more closely resemble the plain and flavored milk products students are likely to purchase outside of school. Finally, they're recyclable, which is important to me and helps instill environmentally sound values in our students. The enhanced milk program is an important component of our range of healthy offerings. Sales are up about 20,000 bottles per year in the cafeteria and in vending, and we are making more money.”

### **Leo Lesh, Executive Director, Food & Nutrition Services, Denver Public Schools, Denver, Colo.**

“After reading the School Milk Pilot Test results we approached our dairy processor about making changes to our school milk program and they started producing 10 ounce bottles of flavored milk for our middle and high schools. We've had substantial increases in milk sales, 59% in middle schools and 48% in high schools, and a 3% increase in middle school lunch participation, in part due to the enhanced milk program. When we made the decision to get the New Look of School Milk, it wasn't about the money. It was about the positive effect we knew drinking milk would have on student nutrition. As it turns out, it had a positive effect on our P&Ls as well.”