

Kids Find School Milk is Cool

Research¹ shows that kids love drinking milk in round, plastic bottles in fun flavors. In schools where this improved milk is sold, many kids choose milk over less healthy beverages.

"Milk is a critical part of kid's diets, yet it's competing against some less healthy but very flashy beverages. Serving milk to kids in colorful plastic bottles and giving them a choice of flavors -- whether it's at school or their favorite restaurants -- catches their attention and motivates them to drink more milk, which helps build stronger bones and better bodies," says Grant Prentice, executive vice president of marketing for Dairy Management Inc.

The School Milk Pilot Test, involving 100,000 students in 146 schools across the country showed:

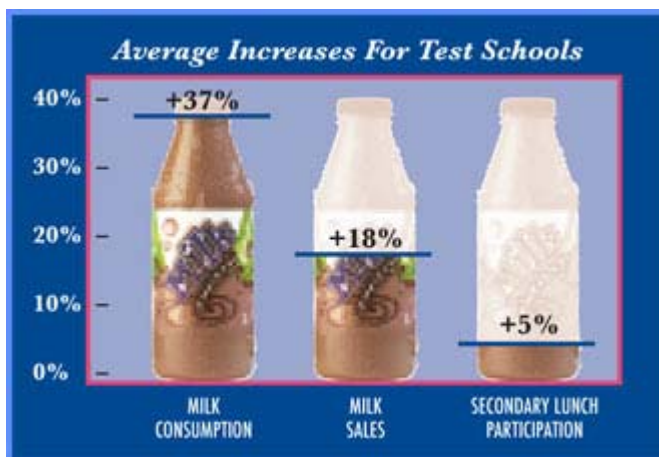
- Milk Consumption increased 37%
- Milk sales increased 18%
- Secondary lunch participation increased 5%

An Executive Summary is available at:

http://www.nutritionexplorations.org/pdf/sfs/Promor_ExecutiveSummary.pdf

Impact of drinking more milk:

- With the growing obesity crisis among kids, it's more important than ever to make healthy choices appealing to kids.
- Less than one-third of teens today get the recommended servings of dairy.
- Nutrition and health experts have expressed concern about the consequences of the decline in milk consumption among children. They may be at greater risk of bone fractures, and later osteoporosis, hypertension and other chronic illnesses.



¹ Roper ASW (2002). *School Milk Pilot Study: Sales Test*, September 2001-June 2002, Dairy Management Inc. and American School Food Service Association, Unpublished.