

Milk and Wellness Go Hand-in-Hand!

Milk, like other nutrient-rich foods, should be an important part of your district's wellness policy and your strategy for achieving wellness goals. Many students depend on school meals for virtually their entire daily intake of calcium and other essential nutrients. With a variety of cold, flavored milks on the meal line, in a la carte and in vending, dairy can deliver the nutrition students need.

Milk's New Look

The New Look of School Milk program increases milk sales and consumption, and in many schools even increases meal program participation. Since 2002, hundreds of school districts have switched to the New Look of School Milk to meet nutritional goals and gain consumption increases. There are now over 1,500 schools across the country serving their students ice-cold milk in kid-appealing, plastic packaging, in lots of flavors, from attractive retail-style merchandisers. And, more and more processors are offering plastic single-serve milk each year.



New Look
of
School Milk

Why More Milk?

★ Milk is a nutrient-rich powerhouse. Three daily servings of dairy, as recommended by the 2005 Dietary Guidelines, provide a major portion of the Daily Value for nine critical nutrients.

★ It's not just calcium. The need for more potassium was a big reason the new Dietary Guidelines increased the number of dairy servings suggested for most Americans.

★ Many studies have shown that students who eat in the cafeteria have better diets. The New Look of School Milk is a key factor in increasing school meal participation.

★ Milk is a marker for a healthy diet. Milk consumers tend to eat healthy throughout the day.



Look on the reverse side for the New Look of School Milk success testimonials that prove the increases in milk sales and meal participation can be sustained.

New Look of School Milk Success Quotes

“ The New Look of School Milk program makes a difference. It's clear the increase has been sustained and kids are drinking more milk. Milk, as part of the school meal, is one of the most important items we have, and I think because it is a nutrient dense food, when students select it, they're getting a higher quality meal, nutritionally. ”

New Look of School Milk Program: Since 2001
School Nutrition Professional: Peggy Lee, *Director of Food Services*
School District: Chesapeake Public Schools, Chesapeake, Va.
Enrollment: 40,500

Milk Sales Increase: 15% **Milk Volume Increase: 20%**

“ The New Look of School Milk made a huge difference in our reimbursable meal sales, with an overall increase of 50%. And, the only significant change we made was the milk program. Of course, we are also selling more milk and children are receiving the nutritional benefits of increased calcium and other nutrients. Price is always a concern, but if there's any way your district can support the enhanced milk program, it's the right thing to do for your kids. ”

New Look of School Milk Program: Since 2004
School Nutrition Professional: Pam Packer, *Director of Nutrition Services*
School District: Douglas County School District, Castle Rock, Colo.
Enrollment: 42,000

ADP Increase: 50%



“ We used to have to fight with the kids to take the milk and we don't have to fight anymore. It is clear that the New Look of School Milk resulted in increased milk consumption. Kids used to take a couple of sips and throw their milk cartons out. That just doesn't happen anymore. ”

New Look of School Milk Program: Since 2001
School Nutrition Professional: Robert Deignan, *School Food Service Director*
School District: Lowell Public Schools, Lowell, Mass.
Enrollment: 15,000

Milk Sales Increase: 34% **Milk Volume Increase: 74%**

“ We saw huge increases in students taking milk in the secondary schools. While there are other factors that could affect our meal sales, the enhanced milk program has definitely had a positive impact. I encourage you to try the program and help teach your students healthy habits. As the children leave the confines of home and school, this is a last chance to make an impression on them. We have done our part in giving them something they hopefully will take with them. ”

New Look of School Milk Program: Since 2003
School Nutrition Professional: Helen Phillips, *Senior Director, Child Nutrition Services*
School District: Norfolk Public Schools, Norfolk, Va.
Enrollment: 36,800

ADP Increase: 9% **Milk Sales Increase: 17%**



Interested in the New Look of School Milk? Contact your local Dairy Council® or visit www.NutritionExplorations.org.