

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 more than 10,000 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.