

New Look of School Milk

The New Look of School Milk's successful formula has generated sustained nutritional, wellness and financial returns by serving students a nutrient-rich beverage they also find appealing and great tasting. Currently, more than 10,000 schools serving over 6 million children offer this value-added enhanced milk program. They have successfully used funds from increased milk sales and meal participation to pay for the added value. Take a close look at the New Look of School Milk and see how it can enhance your child nutrition operation.

The New Look Motivates Students to Choose Wellness

The 2005 Dietary Guidelines for Americans (DGA's) recommends three daily servings of low-fat or fat-free milk, cheese or yogurt and calls out the Milk Group as a "Food Group to Encourage"—along with fruits/vegetables and whole grains. Milk is a complete nutrient package with nine essential nutrients and supplies three of the five nutrients the DGA's identifies as low in children's diets: calcium, magnesium and potassium.

However, more than half of children ages 2-8 and three-quarters of children ages 9-19 do not get the recommended daily servings of low-fat or fat-free milk or milk products. The New Look of School Milk helps make milk "cool to drink," and turns it into an appealing option that students choose and consume.

Research Proves The New Look of School Milk Boosts Milk Sales, Consumption and Participation

Milk's Role in Nutrition Fact Sheet

In a recent survey, moms related their views on their children's nutrition, the foods served in schools, the role of school health professionals in providing healthy choices and specifics on school milk.

Kids Prefer School Milk in Plastic Bottles

Based on a new student survey, 94% of the children said that the school milk in the plastic bottle was "better overall" compared to the identical milk in a paper carton. Read all their [responses](#).

The School Milk Pilot Test (SMPT)

The SMPT was conducted in 2001 by National Dairy Council and the School Nutrition Association, to determine how to make milk appealing to students. Milk sales increased an average of 18%, consumption increased 38% and meal participation increased 5%. It is the foundation study for what has become known as the New Look of School Milk. Read the [results](#).

Learn About the New Look of School Milk

New Look of School Milk FAQ's

Start your exploration of the New Look of School Milk program for your schools right here, where you will find [answers](#) to commonly asked questions.

School District Fights Obesity with the New Look of School Milk

Eat, Drink and Be Healthy is an excellent article from the *American School Board Journal* (Oct. 2004 issue), on how a school district is fighting obesity and helping children lead healthy lifestyles with the New Look of School Milk and other programs. [Download](#)

Get the Facts About Milk and Calcium

This [Encouraging Milk Consumption in Schools](#) section gives you need-to-know information on how the 2005 Dietary Guidelines for Americans underscores the importance of dairy for a healthy diet, the numerous benefits of milk, the calcium deficiency among children and more. Get the details.

New Look of School Milk Success Stories

With thousands of schools experiencing sustained results with the New Look of School Milk there are great case histories from across the country. Read about their successes and [words of advice](#).

Milk Promotions

Be sure to check out the up-beat promotions that you can do with the New Look of School Milk:

[Cafeteria Promotions](#)

[Shake Stuff Up](#)