

## Vending

Milk vending is one component of the [New Look of School Milk](#) program and represents an excellent strategy to make sure students have convenient opportunities to make healthy choices throughout the school and increase their milk consumption. Here are the facts, research and materials to get you started.

### Vending Research

[Dairy Vending Test](#) – Download the "presentation-style" report, showing that putting all-dairy vending machines featuring milk, cheese and yogurt in middle and high schools drives new consumption. Milk was the biggest seller, with 16-ounce plastic bottles increasing the total amount sold. Cheese and yogurt sales through the vending machines represented incremental sales beyond the school lunch line.

[Milk Vending National Test](#) – This executive summary of a milk vending test placing 86 machines in 5 diverse markets shows that vending milk offers significant opportunity. Based on the results an estimated 130 million 16 oz. plastic bottles of milk would be sold each year.

### Vending Program Resources

*Your Local Dairy Council*

One of the best resources we can recommend to help you start a vending program is your local Dairy Council...they'd love to discuss your project with you.

*Vending Machine Manufacturer Guide*

Of course to vend milk you will need milk vending machines! [Click here](#) for information on milk and dairy vending machine manufacturers. Details on 3-Every-Day<sup>®</sup> of Dairy machines are also included.

### Milk Vending Success Stories

Log College Middle School Students "Press Their Luck." [Read about](#) a successful vending promotion in Warminster, Pa.

### "Making It Happen"...with Vending!

A great new resource, USDA's Making It Happen! School Nutrition Success Stories, is loaded with information on improving student nutrition and 32 success stories. Included are details and success stories on vending, including sample vending policies. Be sure to check out the case study on dairy vending on page 119. [Making It Happen](#) is now available from USDA online in its entirety AND it's also available in book format.