

New Look of School Milk



School Milk Marketing Fact Sheet

Improving the school milk experience for the nation's 55 million school children is the most important priority of the dairy checkoff's childhood nutrition initiative.

- The dairy checkoff's *New Look of School Milk* (NLSM) program is making great progress in increasing milk consumption among kids. To date, nearly 11,000 schools (reaching more than 6 million students) offer single-serve milk in plastic resealable bottles, as compared to zero schools in 2000.
- In an effort to accelerate the adoption of milk in plastic bottles, the checkoff is targeting the top 15 school districts to help the industry reach a “tipping point” regarding the availability of milk in convenient, plastic packaging in our nation's schools.
- In executing the NLSM program, more than 55 individual milk processors provide the milk that kids love in plastic, single-serve bottles.
- Equally important to milk packaging is our efforts to provide healthier flavored milk products in schools that have reduced-sugar and reduced-calorie levels. We know that more and more schools and public health officials look at “good/bad” nutrients versus the entire nutrient package that flavored milk provides.
 - Through dairy promotion, we're leading an industry-wide collaborative effort that includes dairy producers, processors and ingredient suppliers to create flavored milk formulations with lower calorie and sugar levels that still meet the taste needs that children expect.
- The NDC is a founding member of Action for Healthy Kids (AFHK) — a nationwide initiative to improve the health and educational performance of children through better nutrition and physical activity in schools.
 - AFHK has an extensive national volunteer network — with 52 dedicated state and metropolitan teams — composed of thousands of educators, administrators, health professionals, community leaders, parents, and students. Dairy council representatives are active on all teams.
 - All of these teams are armed with vital producer-funded information to demonstrate the key role dairy can play in wellness policies.