



2010 Milk Merchandising Equipment Grants

Dairy MAX equipment grants will be provided to school cafeterias based on \$2 per student enrolled in the schools with the New Look of School Milk. *(If the qualifying enrollment is less than the cost of one milk merchandiser, special consideration will be given to the district.)* Alternatively, grant funds can be used for recycling bins and recycling equipment or to purchase *Ultimate School Restyle* cafeteria signage from Interior Systems, Inc.

To Qualify:

- Schools will implement “*New Look of School Milk*” by serving milk plastic bottles on the reimbursable meal line at breakfast and lunch.

Grant Guidelines:

- Only the enrollment at campuses with the *New Look of School Milk* will be used to calculate the grant allocation.
- To be eligible for grant funds, the school district must have all campuses enrolled for the Fuel Up to Play wellness kit (see <http://schoolwellnesskit.org/>). This kit is provided complimentary to each campus in the district.
- The grant allocation funds can be pooled for milk merchandising equipment needed at participating campuses where multiple units or larger capacity units are required.
- Equipment will be placed in serving areas where reimbursable meals are sold.
- Secondary schools should be the priority locations for equipment.
- Dairy MAX consultant will provide a list of equipment choices, pre-approve the grant allocation and order equipment for the district.
- When possible, all equipment will be delivered to a central warehouse/receiving area.
- Upon delivery the equipment then becomes the property of the district.

What is "The New Look of School Milk"?

- Plastic Bottles instead of paper cartons on the reimbursable line
- Multiple flavors, if available
- Attractively merchandised and served **COLD!**
- Extended service opportunities besides the reimbursable meal, include a la carte and at vending locations

For more information, contact your local Dairy MAX consultant

OR

Dairy MAX, Inc
2214 Paddock Way Drive, Suite 600
Grand Prairie, TX 75050-8709
Phone (972) 603-4700
Fax (972) 641-0269



NLSM Campus information Sheet

District _____ District Enrollment _____

ADP Breakfast _____ ADP Lunch _____ Percent Free/Reduced Meals _____%

Number of schools in the District: _____ High _____ MS/JHS _____ Elem

Number of cafeterias offering NLSM _____ High _____ MS/JHS _____ Elem

List below or attach a list of all schools serving milk in plastic bottles on the reimbursable lines at breakfast and lunch. For each campus include campus name, breakfast ADP, lunch ADP and enrollment.

Please list the serving sizes and flavors that is or will be offered in NLSM:

	<u>Sizes</u>	<u>%Fat</u>	<u>Flavors</u>
Elementary	_____	_____	_____
Middle/Jr High	_____	_____	_____
High School	_____	_____	_____

Milk Processor _____ Date of implementation of NLSM _____

Attach a list of current annual milk sales* (baseline prior to NLSM) by SKU for schools doing or proposing to do NLSM (if all schools implementing, can use district total).

***Milk Sales: Dairy MAX would like to track milk sales prior to and after the implementation of the New Look of School Milk.** If available, please provide report of units of milk sold prior to the use of plastic bottles (annual or monthly sales velocity report). If you do not have access to a report, please sign below granting us permission to contact your milk processor to obtain sales information.

I hereby grant permission to Dairy MAX to obtain milk sales information from

_____.

[Processor name]

Child Nutrition Director Signature: _____

Date: _____ Email address: _____

Phone: _____ Fax: _____

Return Application to:

**Dairy MAX, Inc
2214 Paddock Way Drive, Suite 600
Grand Prairie, TX 75050-8709**