



# Milk2MyPlate: A Purchase Model



# Why Milk2MyPlate



## IT'S MISSING

On average food banks are able to provide only the equivalent of less than one gallon of milk per person per year.

A guaranteed gallon of milk was reported as a major draw for clients to participate in local distribution programs.



## IT'S NATURALLY NUTRIENT-RICH

Milk has 13 essential nutrients, including 8 grams of high-quality protein per serving.

Milk is the top food source of three of the nutrients most likely to be missing in the American diet: calcium, vitamin D and potassium.



## EXPERTS RECOMMEND IT

Milk is emphasized in the [2010-2025 USDA Dietary Guidelines](#) and in the [Feeding America Foods to Encourage \(F2E\) framework](#).



## IT'S BEING REPLACED

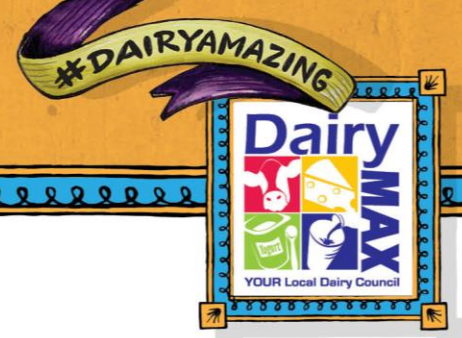
Some families are going without milk and are opting for beverages that are higher in calories while being less nutrient-dense.



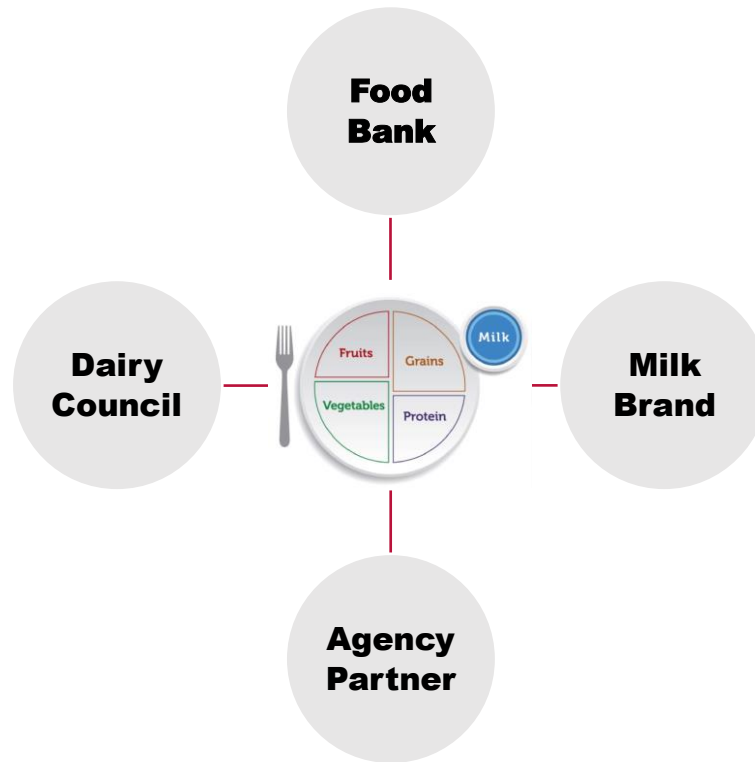
A close-up photograph of a person's hands holding a clear glass filled with white milk. The person's face is partially visible in the background, slightly out of focus. The lighting is soft, highlighting the texture of the milk and the skin of the hands. The overall tone is warm and focused on the subject of dairy.

How do food banks fill the gap between government food programs to create a steady supply of dairy to pantries?

# Milk2MyPlate: Who's Involved?



**Everyone plays an important role in the Milk2MyPlate program**



# Milk2MyPlate Direct Distribution Model



Food Bank and Milk Processor set up a business plan and milk price



Agency partners are invited to participate in a pilot program by the Food Bank based on criteria requirements



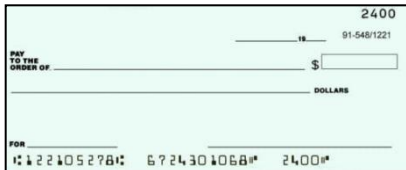
Milk Brand produces the milk to fulfill the milk orders from agency partners on a regular basis



Milk is delivered directly to the agency partners on the Milk Brand's regular delivery route



Agency partners store the milk per safety regulations and distribute the milk to clients in their local communities



Payment for the milk is submitted from the agency partners OR Food Bank to the Milk Brand

# Creating a Sustainable Dairy Supply



Dairy processor

Pickup  
(option)

Monthly  
Schedule

Delivery (option)

Food bank and/or  
selected number  
of pantries

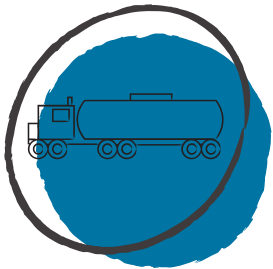






**View: Metro Caring & Kroger**

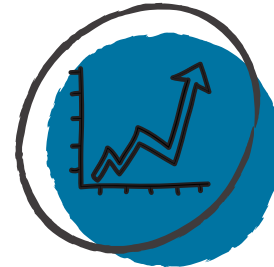
**View: Southeast Texas Food Bank & Oak Farms**



**PARTNER**



**PILOT**

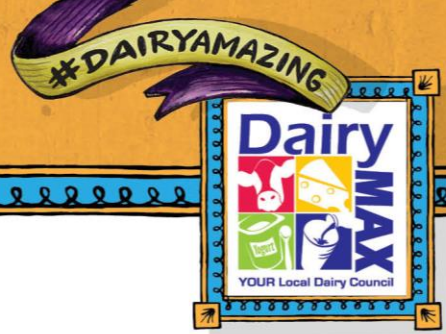


**EXPAND**



**IMPACT**

Established Milk2MyPlate in their network and have continued to grow and expand the program, making an important impact in their local communities.



# NEXT STEPS







## OUTCOMES:

- ❖ *Short-term:*
  - Pilot Program for select network partners.
  - \_\_\_\_\_ - \_\_\_\_\_ gallons per month expected to be ordered initially, based on survey information from Network Partners. Potential for \_\_\_\_\_ - \_\_\_\_\_ more.
  - Network Partners start saving money immediately compared to milk they may be presently purchasing.
  - Consistent access to product outside of random donations and TEFAP
- ❖ *Medium-term:*
  - Expand Program to larger area of Food Bank Service Territory.
  - Boost donations by promoting the connection of linking dollars from rural individuals and enterprises directly to an agriculturally-based, industry-supporting Program.
  - Possible combination purchase/donation via DDP or consumer based model.
  - \_\_\_\_\_ - \_\_\_\_\_ gallons per month (realistic expectation).
- ❖ *Long-term:*
  - Expand Program to entire service area. Ideally, every household served by the Food bank's Network Partners receives at least one gallon of fresh, low-fat milk monthly.
  - Each gallon of milk helps provide thirteen essential nutrients, including three likely to be lacking in America's diets — calcium, vitamin D and potassium; milk is the top food source of these three important nutrients.
  - \_\_\_\_\_ - \_\_\_\_\_ gallons per month (realistic expectation).
  - Program is expanded state-wide and possibly beyond with participating Dairy Cooperatives, Associations, Funders, and Food Banks.

## Logistics Options:

- Direct Distribution
- Central Distribution (FB)
- Site Pick up

## Invoicing Options:

- Direct Invoice
- Central Invoice (FB)

## Considerations:

- Gallons per location per delivery commitment
- Price per gallon
- Order process
- FB tracking

# Partners – Roles & Responsibilities



## Dairy Processor

- Works with the food bank on a milk purchase agreement at an affordable rate
- Works with the food bank on the possible donation of milk to the food bank for purchasing a certain amount of milk from them (BOGO)
- Donated milk can receive reimbursement from the USDA through DDP

## Food Bank

- Works with a dairy processor to establish a total monthly volume of milk that they plan to purchase
- In exchange for purchasing milk, inquire if the processor can donate some milk (BOGO)
- Determine pantry locations to receive a steady supply of dairy. If cold storage is needed, apply for a Dairy MAX cooler

## Food Pantries

- Accept a regular supply of dairy from the food bank to provide to their clients
- Maintain proper temperature of dairy products and if a Dairy MAX cooler is provided, abide by cooler requirements



- Will support the program as a convener with potential trucking partner, dairy processor and food bank.
- Dairy MAX **cannot** purchase milk or be involved in discussions around pricing for milk. – USDA oversight
- Dairy MAX will help the processor sign up to be eligible for [DDP](#) and support any education with the processor around the program.
- Can support providing the food bank pantries with a cooler through their cooler grant program.
- Will provide nutrition materials to food banks to distribute to their clients.

# Dairy MAX Resources



- Dairy MAX Cooler Program
  - Single-door coolers
  - Holds 64 gallons of milk
  - Food banks/non-profits apply on behalf of agency partners
  - Must meet certain criteria



- Assistance with understanding [supply programs](#)
- [Dairy Cents e-newsletter](#)
- [Healthy Bites e-newsletter](#)

Contact Michelle Van Pelt for more information at  
[vanpeltm@dairymax.org](mailto:vanpeltm@dairymax.org)



## DAIRY: AN UDDERLY AMAZING FOOD



### How does dairy benefit mental and physical health?

Dairy is good for your body and good for your brain. The protein in dairy—whey and casein—keeps you feeling full longer, provides energy to fuel your day and helps muscles recover while you sleep.



### Can dairy products assist immunity and gut health?

Yes! Real dairy is a natural source of immune-boosting nutrients, like Vitamin A, Vitamin D and protein. Fermented dairy foods like yogurt are linked to health benefits including reduced inflammation, improved digestive health and healthy immune systems.



### What other nutrition benefits does dairy provide?

Dairy foods are a total wellness solution! Milk offers a unique and powerful combination of 13 essential nutrients—like Vitamin A, Vitamin D, zinc and protein—that are essential to a healthy immune system. Dairy foods provide nutrients people of all ages need to grow and maintain stronger bodies and minds.



### What about sustainability? Does dairy harm the environment?

Sustainability has come a long way on dairy farms. On a farm today, you may see greenhouse gas reduction, water conservation, energy efficiency and much more. There's always more to do, and that's why dairy farmers are determined to keep improving.



### What's the cow's impact on the environment?

Cows can be a climate solution. In fact, dairy cows are superheroes—they produce nutritious food for people, enrich soil for crops and increase energy efficiency for communities.



### What are dairy farmers doing to protect the Earth?

Much like the rest of us, dairy farmers love the Earth. They are working hard to go greener by reducing greenhouse gases, optimizing water use, and increasing soil health. They know there's more to do and they'll keep raising their sustainability standards until they exceed yours. In fact, the dairy industry is committed to achieving greenhouse gas neutrality or better by 2050.

As an example of farmers' ingenuity and commitment to sustainability, dairy farms across the country are using new technologies to turn manure into biogas that powers local communities while helping to eliminate food waste from local businesses.

Thirsty for more? Check out [DairyTour360.com](http://DairyTour360.com) to get all your dairy farm questions answered.