



1% Flavored Milk Is Back!



The U.S. Department of Agriculture (USDA) now allows all schools to offer low-fat (1%) flavored milk in school lunches, breakfast and Smart Snacks – and for children age 6 and older in the Child and Adult Care Food Program and Special Milk Program.¹

Why add 1% flavored milk to your menus?

- Improving students' overall milk experience through additional options, merchandising and more has been shown to **increase average daily participation** (ADP).²
- Milk's unique nutrient package can be difficult to replace in a healthy eating pattern,³ so options that promote milk consumption could **help close students' nutrient gap**.⁴
- **School milk consumption may increase.** Adding back the menu option that was removed by the 2010 Healthy, Hunger-Free Kids Act could reverse the decline in milk consumption observed by the Food and Nutrition Service of the USDA during lunch among elementary, middle and high school National School Lunch Program participants.

Over 300 schools* implemented 1% flavored milk in 2017-2018.

- **58%** saw an increase in milk sold
- **82%** reported that it was easy / very easy to fit within calorie maximums
- **79%** reported that it was easy / very easy to fit within budgets
- Nearly a third saw an increase in ADP in meal programs, and so received additional federal reimbursements
- Students in **73%** of the schools liked 1% flavored milk better

"I absolutely believe it was a good decision to switch from fat free to 1% milk to elevate the quality of product and improve student satisfaction - which is customer satisfaction. Why would anyone in a service-oriented business not want that?"

**-Dani Sheffield, Executive Director of
Child Nutrition Services, Aldine ISD**

Contact your school's milk processor.

Let them know there is a demand for 1% flavored milk, so you can get the ball rolling on cost estimates and budget approvals.

References

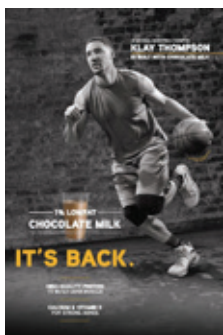
1. USDA FNS Child Nutrition Programs: Flexibilities for Milk, Whole Grains, and Sodium Requirements, 82 Fed. Reg. 56703 (November 20, 2017).
2. National Dairy Council and School Nutrition Association. The School Milk Pilot Test. Beverage Marketing Corporation for National Dairy Council and School Nutrition Association. 2002.
3. Fulgoni III et al. Nutr Res 2011;31:759-65
4. Murphy MM, Douglass JS, Johnson RK, Spence LA. Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in US children and adolescents. J Am Diet Assoc 2008;108:631-639.

*Volume Impact from Reintroduction of 1% Flavored Milk study conducted by Dairy MAX represented three districts reaching over 121,467 students.

How to Market 1% Flavored Milk



Let students and parents know that 1% flavored milk is back! Students know it's delicious; parents know it's nutritious.



1% "It's Back." Klay Thompson Secondary School Poster



1% "It's Back." Sloane Stephens Secondary School Poster



"Great taste!" Elementary School Poster

- **Run a contest.** Enter students into a prize drawing in exchange for sampling the new 1% flavored milk option.
- **Use morning announcements.** Promote the new menu option with an announcement such as: "Guess what's back on the school menu? New, creamier, 1% flavored milk in chocolate and strawberry! Try it today for a tasty nutrient boost."
- **Host a taste test.** Let students and teachers try 1% flavored milk outside of regular meal service times. Include a "milk mustache" photo booth and post the photos on the school's website or newsletter.
- **Have students create posters.** Tap into a student club or team (such as a Fuel Up to Play 60 student team) to create posters telling their peers about the new menu option, its great taste and excellent nutrition for strong bones.
- **Add a note to parents.** Include a callout on the monthly menus and/or in your school newsletter with helpful information like:
 - Low-fat flavored milk is an excellent source of the same nine essential nutrients as white milk, including calcium and vitamin D – nutrients that many kids don't get enough of.¹
 - Children who drink flavored milk consume more of those vital nutrients compared to non-flavored milk drinkers.²
 - Flavored milk consumption is not associated with an increased BMI.²

Dairy MAX can help.

To get more helpful facts and request these **free promotional MilkPEP** posters to display in hallways or cafeterias, contact your Dairy MAX School Wellness Consultant at **DairyMAXRepFinder.org**

References

1. U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2015. 8th Edition, Washington, DC: U.S Government Printing Office, December 2015.
2. 4.Cifelli C, Houchins J, Demmer E, Fuloni III V. The Relationship Between Flavored Milk Consumption, Diet Quality, Body Weight, and BMI z-Score Among Children and Adolescents of Different Ethnicities. FASEB J. April 2016 30:1154.12.