Make the ask

- Conduct a taste test - let students decide.
- Include it in your bid - dairy processors need to know your interest.
- Encourage your co-op to consider 1% flavored.
- Reach out to a Dairy MAX School Wellness Consultant with questions.

More options.

Happier students.

The updated USDA milk standards require that:
- All milk must be fat-free or low-fat.
- Milk may be unflavored or flavored.
- A variety of milk (two options) must be offered.
- Unflavored milk must be offered at each meal service.

Find more resources at DairyMAX.org

9. Survey conducted by the National Dairy Council represented 317 schools in 8 states reaching over 200,000 students.
Flavored milk in schools has reduced sugar and calories.¹
• 44 fewer calories and 7-9 grams less sugar per serving.¹
• Kids who drink flavored milk do not consume more added sugar or fat in their diets.²-⁴

Kids who drink flavored milk meet more of their nutrient needs.²-⁴
• Half of kids age 9 and up don’t get enough calcium, vitamin D and potassium;⁵ milk is the top source of these nutrients.⁶,⁷
• Research indicates that when kids miss milk at lunch, it’s difficult for them to meet essential nutrient needs the rest of the day.⁸
• Kids who drink flavored milk drink more milk overall.²-⁴

Students in 73% of schools surveyed like 1% flavored milk better.⁹
• 60% of parents surveyed in a Texas school district said they would be very disappointed if chocolate or flavored milk was not available at school.¹⁰
• Without flavor options in the lunchroom, milk consumption drops dramatically (in some cases, more than 50%) and stays lower over time.⁴,¹¹,¹²

Chocolate milk made up 60% of the milk sold in schools in the 2017-18 school year,¹³ and with the reintroduction of 1% flavored milk, multiple schools showed increases in sales:

58% of schools saw an increase in overall milk sales in a survey covering 300+ schools in 8 states.⁹
• Nearly a third saw an increase in average daily participation - and received additional federal reimbursements.⁹

2% increase in overall milk sales across 11 districts in Texas and Oklahoma (compared to a -2% trend in recent years), with an 8% increase in flavored milk sales alone.¹³
• In two large districts, students converted completely to 1% within 30 days, leading the school to drop fat-free.¹³

41% increase in overall milk sales in Detroit schools.¹⁴
• A massive increase of 275,850 servings over a single semester.¹⁴