



WHY STRIVE FOR 35°? HERE ARE THE FACTS.

MILK TASTES BEST AT 35°F TO 40°F

The best way to keep kids drinking milk, with all its nutritional benefits, is to serve it the way it tastes best – and milk is just flat-out better when it's ice cold.

70% OF GIRLS ^{AND} 60% OF BOYS DON'T GET ENOUGH CALCIUM

Calcium is an essential nutrient, but most children ages 6 – 11 don't meet the recommended intake. Milk is one of the world's richest sources of calcium with 300mg in every 8-ounce serving.

MILK HAS 9 ESSENTIAL NUTRIENTS

Calcium isn't the only benefit. Nine essential nutrients, including vitamin D and potassium – which the Dietary Guidelines for Americans say kids are lacking – make milk one of the most beneficial beverages children can enjoy.

EVERY FIVE-DEGREE RISE SHORTENS 50% MILK'S SHELF LIFE BY

For every five-degree rise in temperature over 40°F, the shelf life of milk is cut in half. That's why you should Strive for 35 – the optimum temperature to keep milk the freshest for the longest amount of time.

TAKE THE PLEDGE AT DAIRYMAX.ORG/STRIVEFOR35

Commit to Strive for 35, and we'll send you a swag pack full of tools and tips!



Dairy MAX and your local dairy farming families are proud to support school nutrition. To find your local Dairy MAX representative, go to DairyMAX.org