



Test Background

- Swiss Valley Farms, Midwest Dairy Association and DMI conducted a dairy product vending test in public schools in the Quad City area during the 2002-2003 school year
- The test was designed to achieve three related goals
 - To better understand the challenges faced in instituting a viable vending program under “real world” conditions
 - To assess student response to greater product availability via vending (milk, cheese and yogurt)
 - To determine if School Foodservice can successfully manage a dairy vending effort
- Armed with insights from this project Swiss Valley Farms, MDA and DMI can better optimize similar programs next year in the Quad Cities as well as in additional markets



Test Structure

- Dairy vending machines were installed in 17 Iowa/Illinois High Schools and Junior High Schools during the 2002-2003 academic year
 - Machines were stocked and maintained by school food service personnel
 - Sales data were collected by school food service personnel
 - “out of date” product subtracted from stocking totals
 - Machine placement varied but most were in or near the cafeteria area
 - Vending availability varied but was consistently available prior to school and during lunch periods
- Three promotions and one sampling session were executed during the course of the year to increase interest and student engagement/awareness



Test Structure

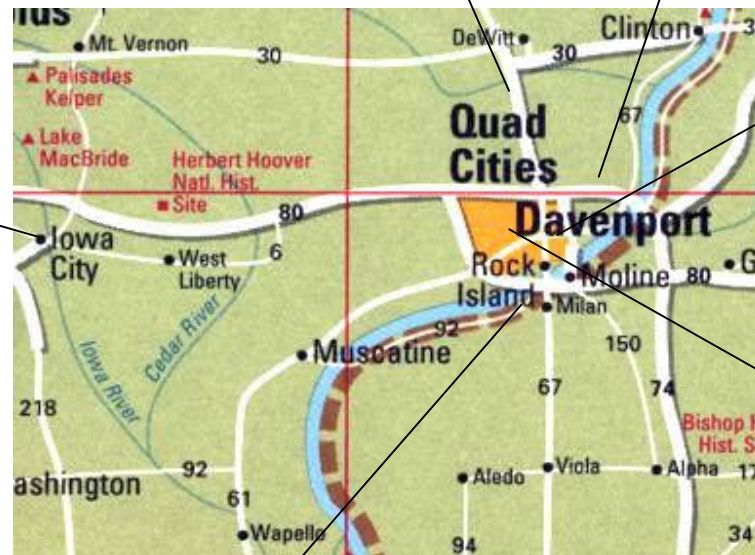
- Dairy products available in the machines included:
 - Milk
 - Swiss Valley 16 oz (\$1.00)
 - Whole White
 - Reduced Fat White
 - Skim White
 - Whole Chocolate
 - Low Fat Chocolate
 - Reduced Fat Strawberry
 - Nestle NesQuik 16 oz (\$1.50) (available approximately 1/15 – 4/1)
 - Whole Very Vanilla
 - Whole Banana
 - Yogurt
 - Yoplait 2.25 oz (\$.50)
 - GoGurt Strawberry
 - GoGurt Berry Blue
 - Swiss Valley 8 oz cup (\$.75) (available approximately 1/15 – 4/1)
 - Low Fat Strawberry
 - Low Fat Raspberry
 - Cheese
 - Schreiber String Cheese 1 oz (\$.50)
- These were the core offerings set against the plan-o-gram shown in the next slide (were allowed some minor variations)

Test Geography



Eldridge
North Scott High School
North Scott Junior High School

Pleasant Valley
Pleasant Valley High School



Iowa City
City High School
West High School

Bettendorf
Bettendorf High School
Bettendorf Middle School

Rock Island
Rock Island High School
Washington Middle School

Davenport
Central High School
North High School
West High School
Smart Intermediate
Sudlow Intermediate
Walcott Intermediate
Williams Intermediate
Wood Intermediate

Dairy Vending Machine Original Plan-O-Gram



<i>Yoplait GoGurt</i>					<i>Schreiber String Cheese</i>			
<i>Swiss Valley Lowfat Chocolate Milk</i>								
<i>Swiss Valley Whole Chocolate Milk</i>								
<i>SV/WL Chocolate Milk</i>		<i>Swiss Valley RF/Strawberry Milk</i>				<i>SV/LF Chocolate Milk</i>		
<i>SV/Skim White Milk</i>			<i>Swiss Valley Reduced Fat White</i>			<i>SV/Whole White Milk</i>		

Dairy Vending Machine Revised Plan-O-Gram

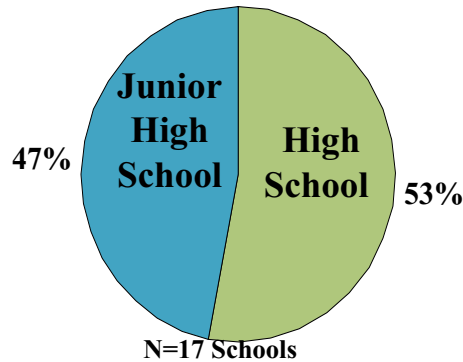


<i>Yoplait GoGurt</i>				<i>Schreiber String Cheese</i>				
<i>Nestle Vanilla NesQuik</i>			<i>Nestle Banana NesQuik</i>					
<i>Swiss Valley Whole Chocolate Milk</i>								
<i>SV/LF Chocolate Milk</i>		<i>Swiss Valley Strawberry Milk</i>			<i>SV/LF Chocolate Milk</i>			
<i>SV/Whole Chocolate Milk or Yogurt</i>		<i>SV/Skim White Milk</i>		<i>SV/2% White Milk</i>		<i>SV/Whole White Milk</i>		

School Characteristics



Type of School



Enrollment

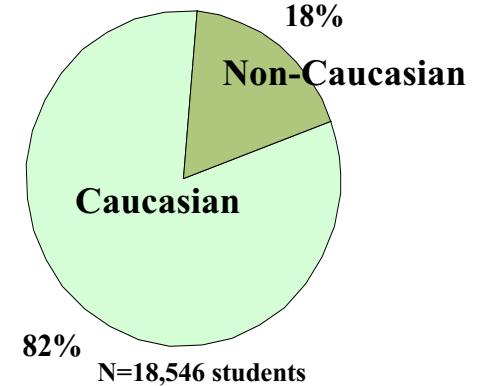
Average:

1,090

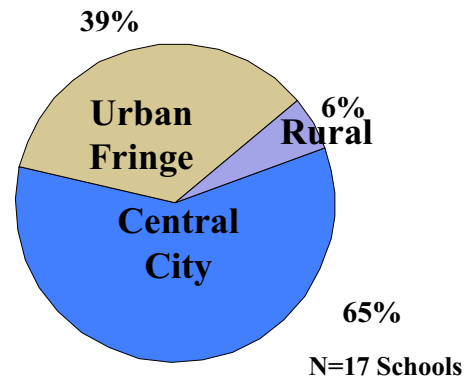
Range:

462-2,344

Racial Composition

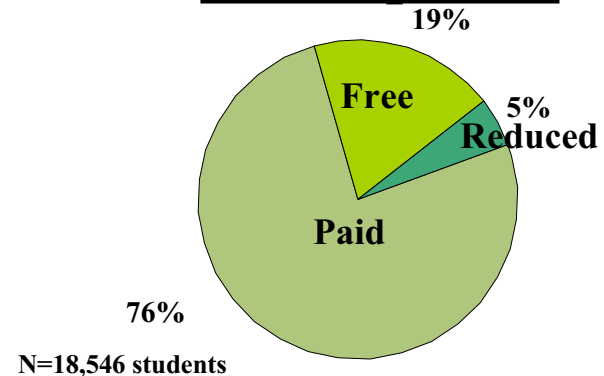


Type of Community

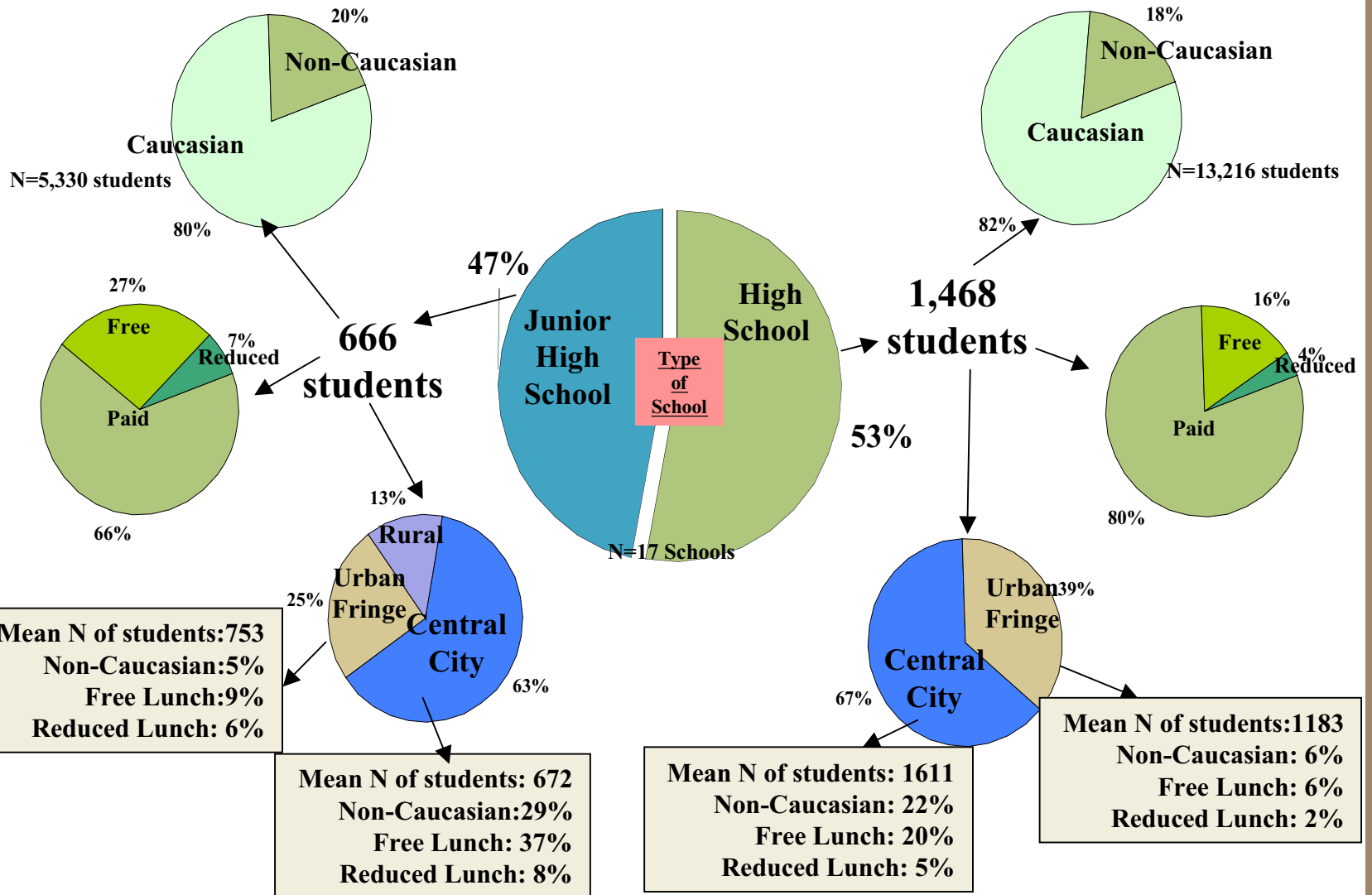


Student Lunch Program

Participation



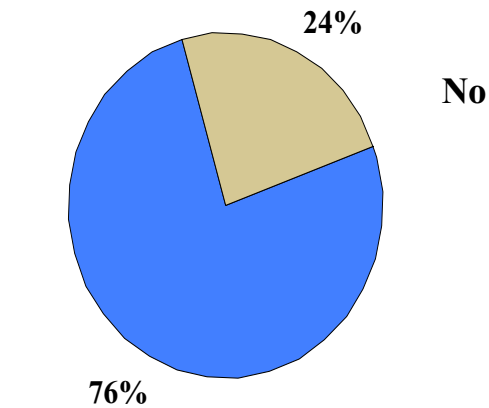
School Characteristics



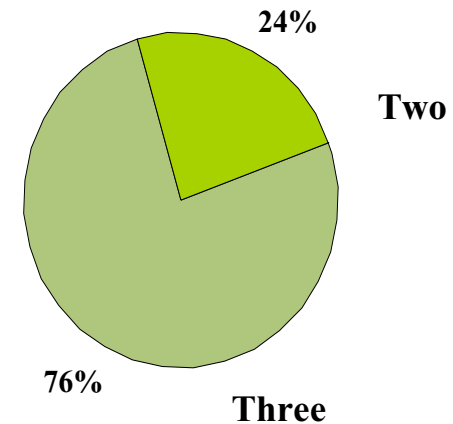
Vending Characteristics



Sampling



Promotion Participation



Yes

N=17 Schools

Number of Vending Days

Average:

126

Range:

103-156

N=17 Schools