



Findings

Vending 2002

Units Sold



**Total Units Sold:
77,951**

4,585 Units Sold/School

4.2 Units Sold/Student

**182 Units Sold/
School/Week**

.17 Units/Student/Week

* Products not available in all schools and during all weeks.

**Total Yogurt:
12,738
School/Week
29.7**

**Total Cheese:
18,443
School/Week:
43.1**

**Total Milk:
46,770
School/Week
109.2**

16%

24%

60%

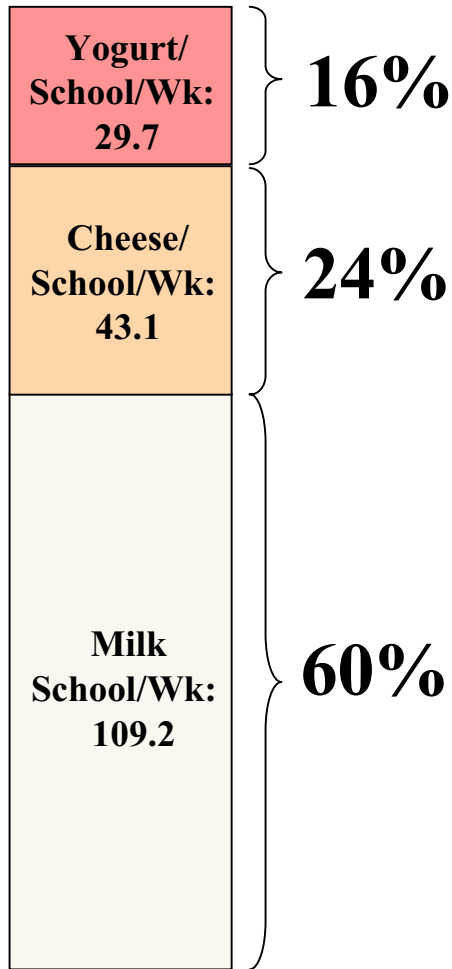
GoGurt Strawberry: 47%
GoGurt Berry Blue: 39%
Raspberry Cup*: 7%
Strawberry Cup*: 7%
100%

Chocolate Whole: 42%
Chocolate 1%: 19%
Strawberry 2%: 23%

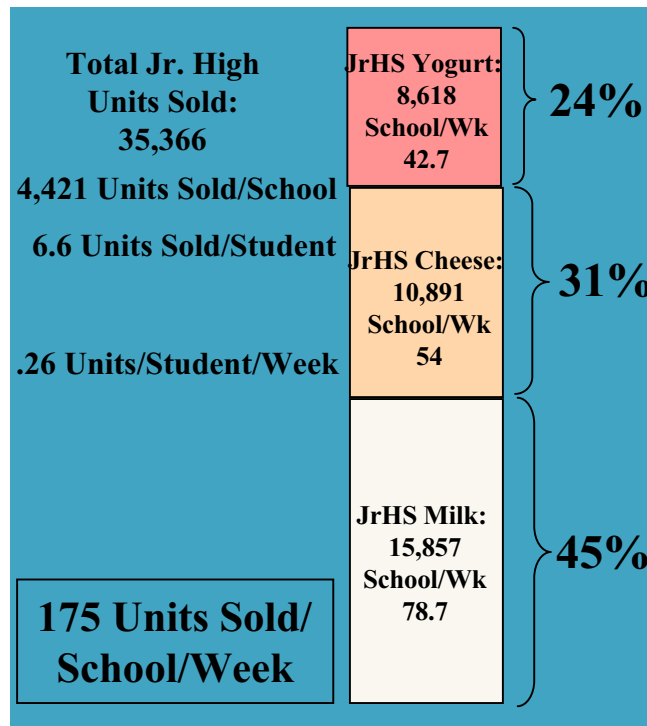
White FF: 3%
White 2%: 4%
White Whole: 3%

NesQuik Vanilla*: 8%
NesQuik Banana*: 3%
100%

Total Unit Sales by Type of School



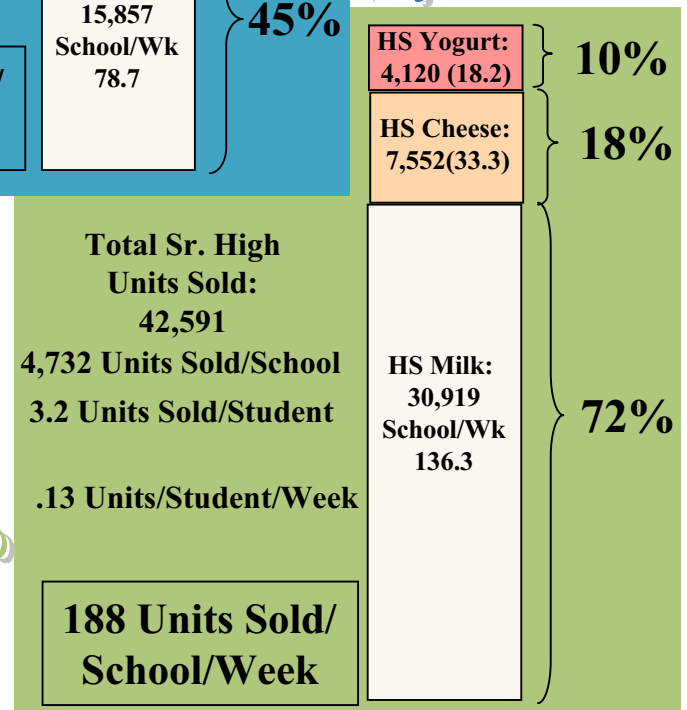
Total /School/Week: 182



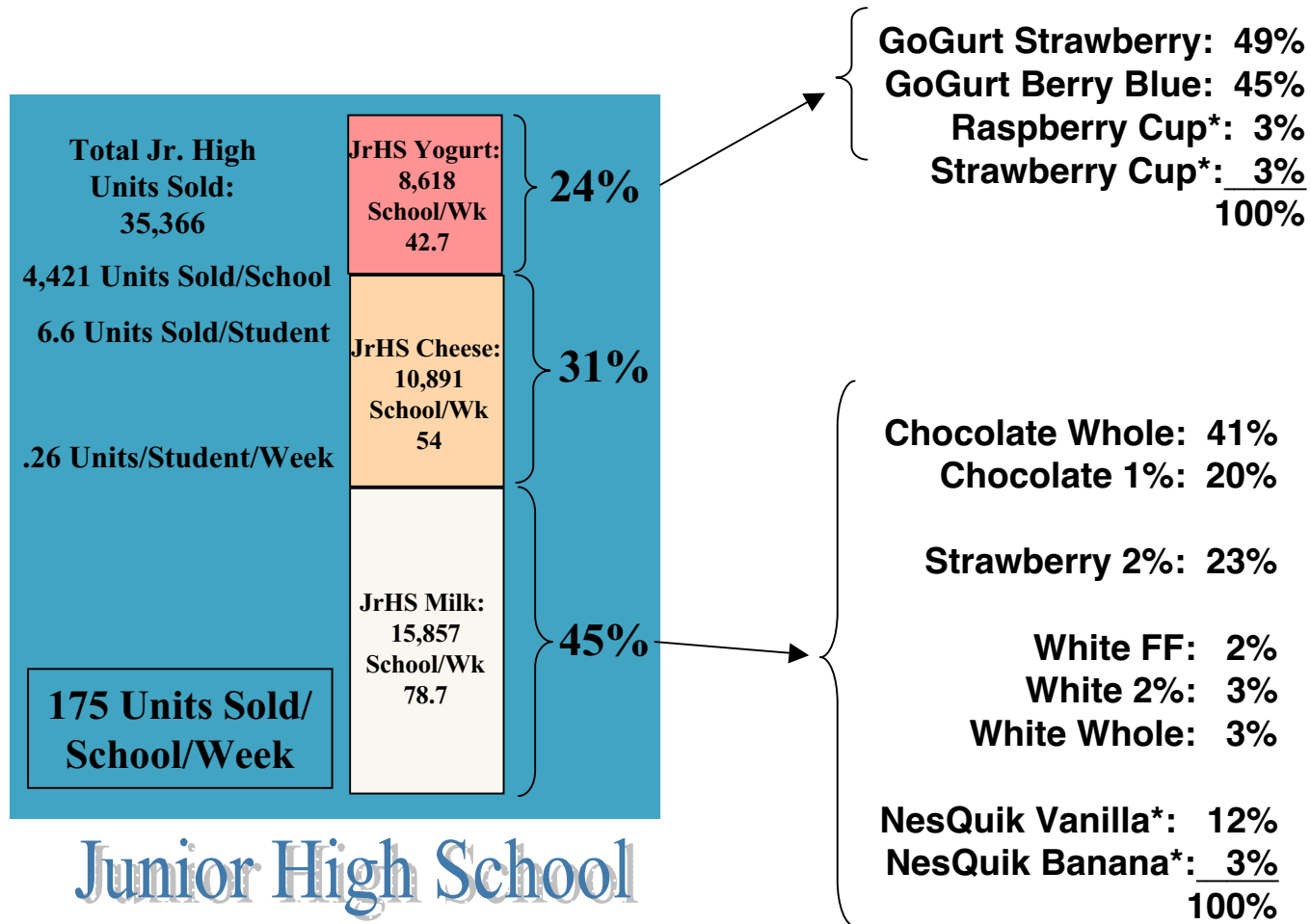
Junior High School



High School



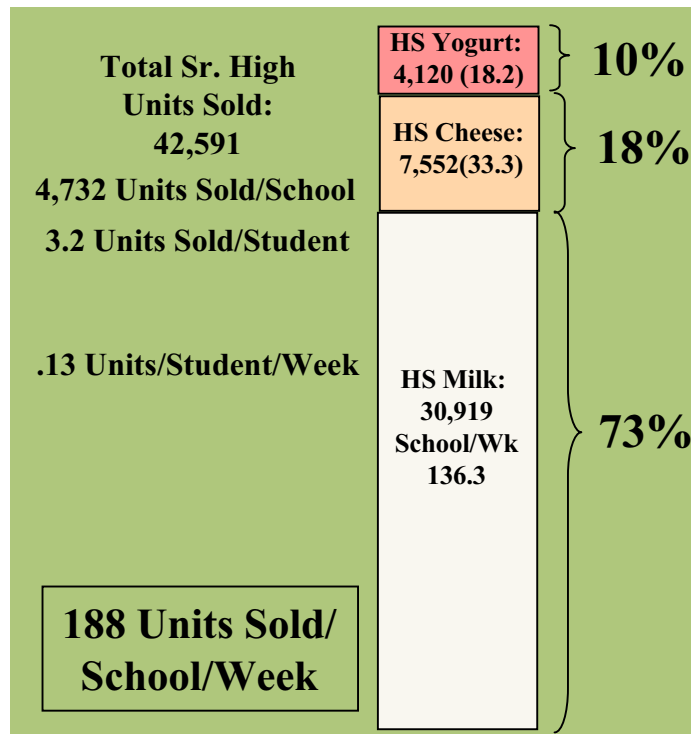
Jr. High School Unit Sales Detail



Junior High School

* Products not available in all schools and during all weeks.

High School Unit Sales Detail



GoGurt Strawberry: 44%
 GoGurt Berry Blue: 35%
 Raspberry Cup*: 10%
 Strawberry Cup*: 11%
100%

Chocolate Whole: 44%
 Chocolate 1%: 18%

 Strawberry 2%: 22%

White FF: 3%
 White 2%: 5%
 White Whole: 3%

NesQuik Vanilla*: 4%
 NesQuik Banana*: 2%
100%

High School

* Products not available in all schools and during all weeks.



Units Per Week

- Sales volume differed significantly from low to high

Low Volume Schools 5 Schools (3 High School, 2 Junior High)	100 Units Per Week (73 Units – 123 Units)
Medium Volume Schools 7 Schools (4 High School, 3 Junior High)	171 Units Per Week (151 Units – 185 Units)
High Volume Schools 5 Schools (3 High School, 2 Junior High)	270 Units Per Week (221 Units – 320 Units)

Units/Student/Week



Low Volume Schools 6 Schools (5 High School, 1 Junior High)	.09 Units/Student/Week (.08 Units – .12 Units)
Medium Volume Schools 7 Schools (4 High School, 3 Junior High)	.18 Units/Student/Week (.14 Units – .20 Units)
High Volume Schools 4 Schools (4 Junior High)	.36 Units/Student/Week (.25 Units – .62 Units)



Take Away

- A total of 77,951 units moved through vending across all 17 schools during the 2002-2003 school year, an average of 182 units/week/school
 - The lions share of the dairy product sold was Milk at 60% of sales, followed by Cheese at 24% of sales and Yogurt at 16%
- More units were sold through High School Vending than through Junior High School vending
 - While true in the aggregate, more product moved through Junior High than High School on a per student basis
 - Students consumed an average of 4.2 containers of dairy product during the school year, with Junior High students averaging 6.6 units for the year versus High School Student average of 3.2 units for the year
 - Different product patterns are apparent between Junior High School vending sales and High School vending sales
 - Junior High students prove more interested in yogurt (24%) and Cheese (31%) when compared with the vending purchase habits of High School students (73% milk; 10% yogurt; 18% cheese)



Analysis

- Translated unit sales into volumetric ounces of fluid milk or milk equivalent
 - Total ounces=1,130,758 oz.
 - Average ounces/school=66,516 oz.
- Translated volumetric ounces per enrollment
 - Average ounces/student=61.3 oz.
- Adjusted by number of days vending available
 - (Average ounces/student)/per days available= .56 oz.



Analysis

- Findings should be viewed as directional
- Two factors made a statistically significant impact
 - Type of school
 - Degree of Free/Reduced Lunch Participation
- Other factors, while showing differences, did not prove to have a statistically significant impact.



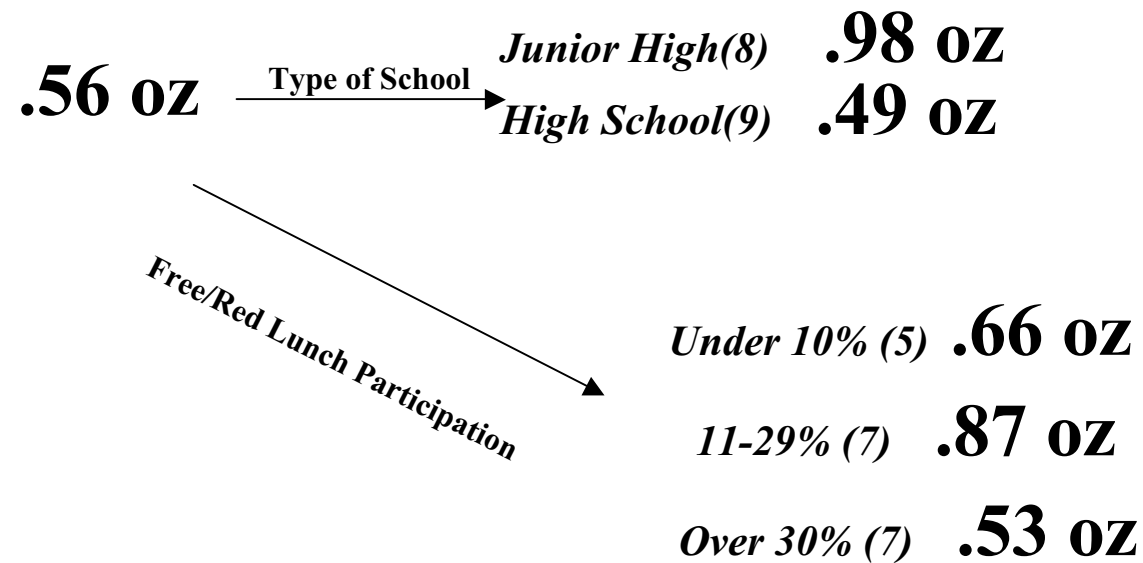
Volume/Student/Day by Vending & Community Characteristics

Sampling	No (4): .36 oz	Yes (13): .63 oz	
Promotions	Two(2): .45 oz	Three(15): .58 oz	
Community	Central City(11): .43 oz	Urban Fringe(5): .74 oz	Rural(1):* 1.14 oz

Non-significant differences

*Note: only one school classified as rural. Should not make conclusions based on this.

Factors With More Effect on Vending Volume/Student/Day





Take Away

- Vending program has more success (as measured by higher per capita consumption)
 - in Junior High Schools
 - in schools with moderate levels of free/reduced lunch participation