



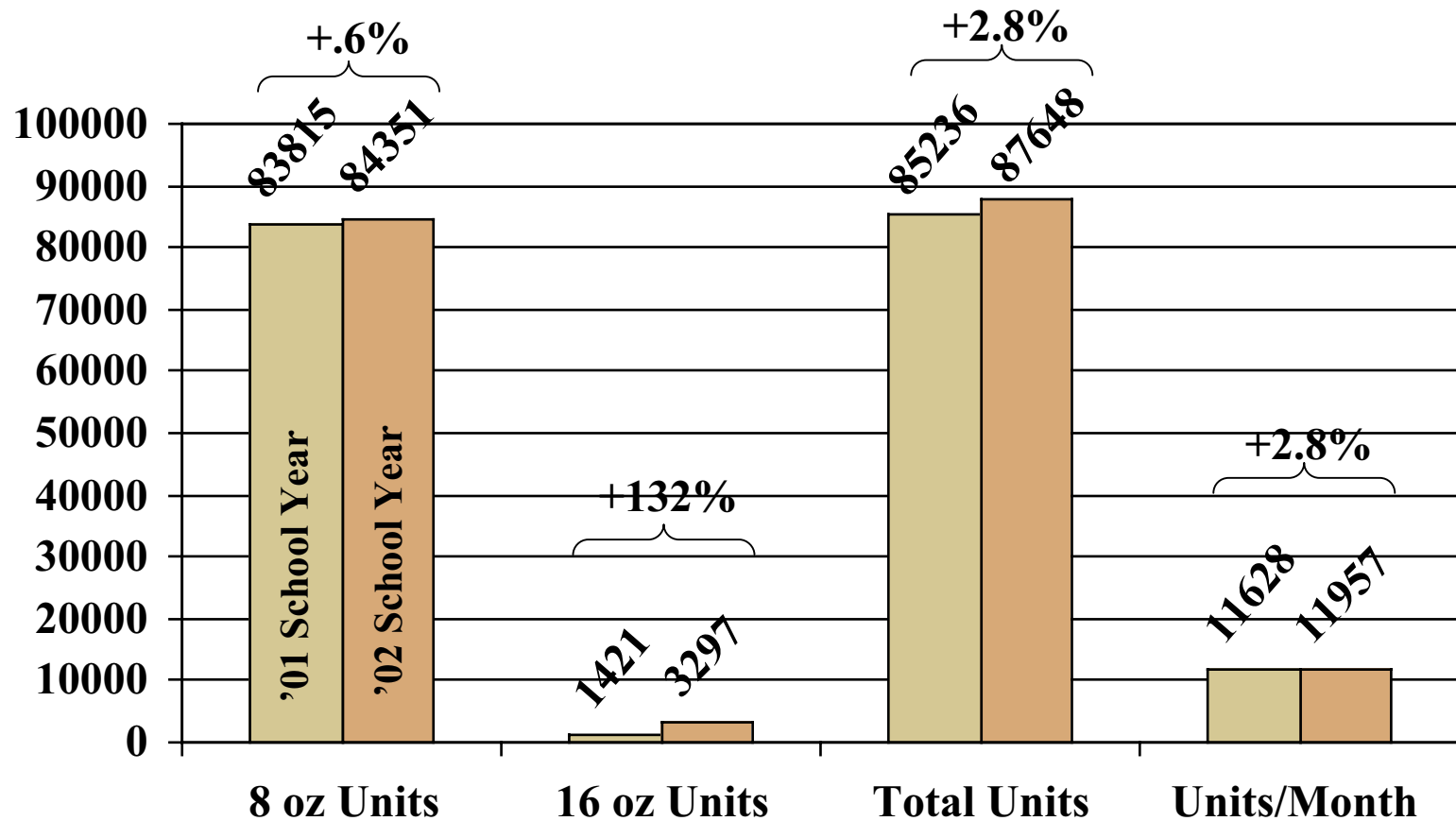
Findings

Total Milk Sales Comparisons (On-the-line, Ala-Carte & Vending) 2001 vs. 2002 School Year

Average Per School Total Units Sold



2001 SY vs. 2002SY
Milk Only

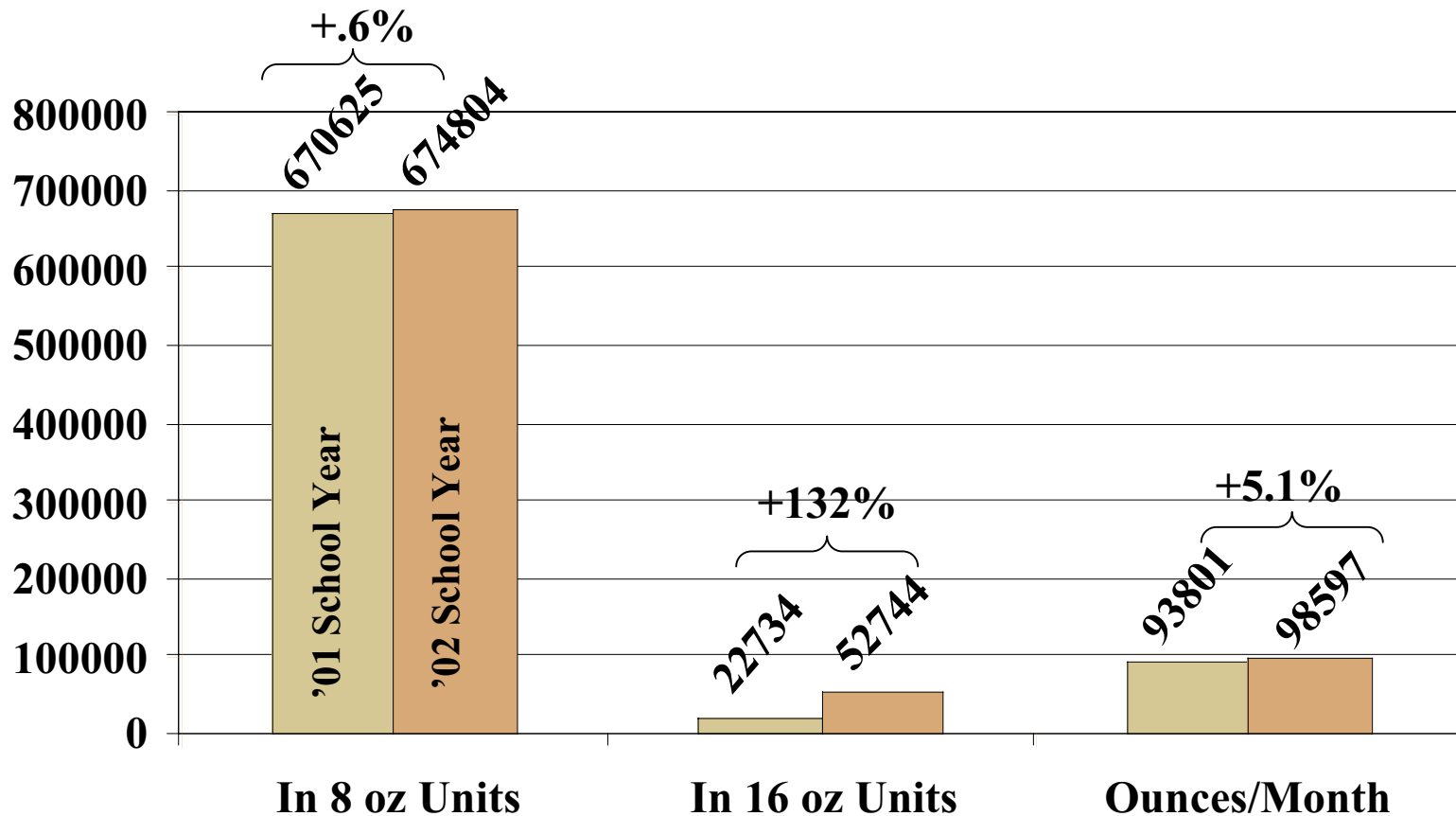


Both year data provided from 15 schools

Average Per School Total Ounces Sold



2001 SY vs. 2002SY
Milk Only



Both year data provided from only 15 schools



Take Away

- Unit sales of the 8 oz milk lunch line product remains flat from SY 2001 to SY 2002
 - Vending contributed overall to a meaningful increase of 2.8% unit sales
- Availability of 16 oz. units appears to improve the total milk units sold
 - Importantly it also increases milk sold volumetrically
 - A boost overall of 5.1%
- Yogurt and cheese sales were mostly incremental
- Based on feedback the nutritional benefits of healthy vending choices were appreciated by school administration, parents and the community.

Relationship between Vending Volume/Student ('02) & Percent Change in Total Milk Volume ('01 to '02)



Vending Ounces/Student/Day	Percent Milk Volume Change 2001 to 2002
Low (under .30) Four Schools	-1.4
Medium (.31-.65) Nine Schools	7.2
High (over .66) Four Schools	9.8



Take Away

- Total milk consumption increased 5.1% volumetrically per school from 2001 to 2002
- The overall volume increase provides support that the vending sales are incremental
 - There did not appear to be any cannibalization of 8 ounce unit sales from the lunch line as a result of vending
- Increases in milk consumption were strongly correlated with high vending sales



Take Away

- School Foodservice can be successful in vending dairy as a healthy alternative to other vended products
- Labor time and commitment to vending is required
 - Training, good location with all-day access and promotion will help to assure a profitable operation