



Key Messages

- Vending dairy products in schools can be successful
 - Sales per cap were comparable to '01 School Milk Vending Test
 - This dairy vending test was conducted under “real life” conditions with school foodservice managing the business vs. the prior school vending test that was managed by experienced vend operators



Key Messages

- School Foodservice, if committed, can implement dairy vending
 - In most cases there will be a “learning curve” to become proficient in operating a vending business.
 - Issues include: product mix, ordering according to sales patterns established, stocking amount of product to optimize sales without excess “out of date” products, proper execution of promotions and sampling, etc.
 - Since cheese and yogurt products have longer shelf life than milk, these products will allow for more flexibility in ordering.
- Products in vending machines, like in retail stores, require promotion and marketing for optimal sales results



Key Messages

- Dairy products offer a healthy alternative to other vending choices
 - If schools cannot sustain an all-milk vending program, other dairy products can be added.
 - The combination of milk, cheese and yogurt has shown to be a successful product mix for vending.

Key Messages



- Vending sales were incremental
 - Total milk sales increased 5.1%
 - Schools with the highest vending sales also had the greatest increases in total milk sales
 - Sales comparisons were made against prior year
 - Cheese and yogurt sales were mostly incremental
 - Most schools did not sell the type of cheese or yogurt products that were offered in the vending machines anywhere else in the school building.