

# Going, Going...Green!

## with Recyclable Plastic Milk Bottles

Suffice to say you've heard *something* recently about going green! School nutrition can take a leadership role in protecting the environment. It's as simple as serving milk in plastic bottles and recycling them, which can be the one item that can create the "critical mass" needed to have a recycling company work with your district at little or no cost.

### The New Look of School Milk — Packed to Recycle!

The plastic bottles used for the New Look are far more readily recycled than paperboard milk cartons because very few recycling facilities can handle cartons as they are polycoated. Most processors use natural (non-pigmented) high-density polyethylene resin (HDPE) to manufacture 8 oz. plastic milk bottles, which are made from the most recycled plastic resin and consistently have the

highest market value of any post-consumer plastic. It is used in a variety of items including high-value, long-lasting products such as children's playground equipment and composite decking. Domestic demand for post-consumer natural HDPE significantly exceeds the current supply.

Recycling a ton of plastic bottles saves the equivalent of 3.8 barrels of oil.<sup>1</sup> It reduces greenhouse gas emissions by substituting recycled resin for new resin and saves landfill space. Additionally, there could be financial savings to the district. There will be less garbage to pick up and renegotiating the trash-hauling contract could reflect lower costs.

### The New Look of School Milk — Packed with "Cool!"

While recycling the packaging benefits the environment, the milk *inside* benefits kids with nine essential nutrients! Offering students ice-cold milk, in lots of flavors, attractively merchandised, and in kid-friendly, plastic bottles makes milk "cool" and they drink more of it. Today more than 10,000 schools, serving over 6 million students are experiencing increases in milk sales of 10% to 50% and lunch participation of 10% to 15%.

### The New Look of School Milk — Get It and Go Green!

Your local Dairy Council® can help you evaluate the New Look of School Milk and set up a recycling program. Visit [www.NutritionExplorations.org](http://www.NutritionExplorations.org) for more details and to find the Dairy Council nearest you.



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<sup>1</sup> Killinger, Jennifer. "Information Sheet." American Chemistry Council. March 2007. <[http://www.americanchemistry.com/s\\_plastics/sec\\_content.asp?CID=1102&DID=5007](http://www.americanchemistry.com/s_plastics/sec_content.asp?CID=1102&DID=5007)>.