

# Spring ISD and Borden® Rewarded with LISN Award!



The Grand Prize winners of the first-ever Leadership in School Nutrition (LISN) award were Houston area's Spring Independent School District (ISD) and Borden® Milk Products, LP. The award acknowledges and encourages dairy processor and school partnerships that promote milk programming innovations using kid-appealing, plastic packaging, nationally known as the New Look of School Milk. Sponsored by National Dairy Council® and Dairy Field Magazine, each received \$5,000, for use toward future school nutrition efforts.



(Pictured left to right): Camellia Patey, MS, RD, SFNS, vice president, school milk marketing, National Dairy Council; Ray Platter, executive-vice president National Dairy Holdings and general manager milk product LP, DBA Borden Dairy; Melanie Konarik, MS, SFNS, Director of Child Nutrition, Spring ISD, Houston, Texas; Ron Aprile, Dairy Farmer, Tampa, FL.

milk are important to students' health. And, their increased consumption tells us that they really like the new packaging and flavor options."

"We are excited to see our school districts report a rise in sales and consumption and have used this as an example for other schools we serve," says Ray Platter, executive-vice president of National Dairy Holdings and general manager milk product LP, DBA Borden Dairy. "We are proud to be part of this innovation for school milk and look forward to seeing similar positive results around the country as other schools and processors choose to adopt the New Look of School Milk."

## The Winning Results

The partnership between Spring ISD and Borden delivered innovative programming and these results:

- Lowfat and fat free milk in 8 oz., 12 oz. and 16 oz. plastic single-serve bottles
- Four flavors offered daily; plus special flavor features, e.g. Dulce de leche, mint chocolate, etc.
- Elsie the Cow "Guest Appearances"
- Posters introducing new milk flavors
- Range of 81% to 188% secondary school increase in total ounces consumed
- Increased secondary school lunch participation of 8.5% and breakfast participation of 17.1%

## Straight From the Winners' Circle

Melanie Konarik, MS, SFNS, Director of Child Nutrition, Spring ISD, comments, "The real winners here are our students because they're drinking more milk and enjoying it. We know the nutritional benefits of

## Other Partnerships Acknowledged

Also recognized for their partnerships, were 1<sup>st</sup> runners up, St. Vrain Valley School District and Robinson Dairy in Colorado, each receiving \$2,000 and 2<sup>nd</sup> runners up, Chicopee Public Schools and Garelick Farms in Massachusetts, each receiving \$1,000.

## Win with the New Look of School Milk Next Year

The LISN award will be given out annually to schools and dairy processors who have innovative programming with the New Look of School Milk. Start partnering with your dairy processor now, so both of you can be winners next year!

For more information on the LISN award and the New Look of School Milk, contact your local Dairy Council® and visit [www.LISN-Awards.com](http://www.LISN-Awards.com) and [www.NutritionExplorations.org](http://www.NutritionExplorations.org).