

Kids Conclusively Prefer Milk in Plastic Bottles Over Paper Cartons!

A new national survey reveals that students have an overwhelming preference for milk served in plastic bottles as compared to paper cartons. Nearly all the school-aged children surveyed, 94%, stated school milk in plastic bottles had “the better container,” and two-thirds reported milk in plastic bottles “had a better flavor” than the identical milk in paper cartons. The students were more than twice as likely to say they would choose milk when it’s served in a plastic bottle rather than a paper carton.



The Background

With 77% of children, ages 9-19 not meeting their recommended dairy intake, there was a need to investigate how to influence kids to choose milk over beverages of minimal nutritive value.

In 2001-02, a school milk pilot test that included plastic packaging was conducted, exploring an overall enhanced milk marketing program. Many variables were included - offering ice-cold milk in lots of flavors, attractively merchandised and throughout the school. Milk sales, consumption and even ADP in school meals increased significantly.

As a follow-up, it was important to test just the plastic packaging to help establish the significance it plays in getting children to choose milk.

The Definitive Test

In June, 2005 a School Milk Package Preference Testing* was conducted among 308 students, grades 4 through 12, in four markets. Each participant sampled milk from a paperboard carton and plastic bottle of the same product, flavor, fat level, brand, and packaging graphics.

Can Wellness Be Packaged?

The power of presentation, marketing and packaging is well-documented among American adults and children. Camellia Patey, MS, RD, SFNS, Vice President of School Marketing for National Dairy Council® says, “As our nation’s schools are charged with creating wellness policies that restore healthier school environments for our children,

they face the awesome task of making wellness appealing and the action of choice. This study proves milk, a healthy, nutritional beverage that a significantly contributes to children’s well-being, can be repackaged to compete and win children’s share-of-mind. Yes, wellness can be packaged!”

Get the New Look of School Milk!

Across the country, 40 dairy processors are providing milk in plastic packaging to 3,500 schools, reaching two million students. Contact your local Dairy Council® to help you get the New Look of School Milk in your district. To find the Dairy Council nearest you go to www.NutritionExplorations.org.

Students Surveyed Emphatically Picked Plastic Packaging Over Paper

- 83% said the milk was “better overall”
- 94% said the plastic bottle had “the better container”
- 67% said the plastic bottle was “easier to open”
- 86% said the plastic bottle was “easier to drink from”
- 67% said the milk in the plastic bottle “had a better flavor”
- 66% said that the paper carton was “old fashioned”
- 73% said that the plastic bottle was “new,”
- 62% said it was “fun to drink,” and 60% said it was “cool”
- 48% said they “definitely would buy” milk in the plastic bottle, while only 20% said they “definitely would buy” the same product in the paper carton
- 51% said they would “choose milk over other beverages” when milk was in the plastic bottle while only 24% said so when milk was in the paper carton

*Visit www.NutritionExplorations.org for more details on the School Milk Packaging Preference Testing conducted by Peryam & Kroll Research Corp. on behalf of National Dairy Council.

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