

THE SCHOOL MILK PILOT TEST SUCCESSFUL BEYOND ANTICIPATION!



When conducting a pilot test you have certain expectations. When the test is as immense in scope as the year-long School Milk Pilot Test, encompassing 100,000 children, from 146 schools in 18 districts, in 12 U.S. markets, you even have projections. We're ecstatic to announce the results of the pilot, initiated through a partnership between National Dairy Council® and American School Food Service Association, surpassed expectations, projections and more. Here's the background, the pilot results and what you can do to get on board.

Why Focus on School Milk?

- Kids are overweight, yet undernourished
- Only 2% of youth meet all the recommendations of the Food Guide Pyramid; 16% don't meet any of the recommendations
- Only 30% of school children consume the recommended milk group servings
- Nearly nine out of 10 teenage girls and seven out of 10 teenage boys do not meet the recommended daily intake of calcium
- 2/3rds of schools allow students to buy food and drinks from vending machines and school stores during lunch

The Role of Milk in Children's Health

School milk is a complete nutrient package, from protein to potassium, and of course, calcium. When children drink milk at lunch, they have higher intakes of several critical nutrients, Vitamin A, E, calcium and zinc. And, milk provides more calcium and protein per penny than other foods served on school lunch menus.

Kids Told Us How They Really Felt

- School milk flavors or fat levels were limited
- The packaging was bad and it leaked
- It was warm most of the time

- Kids hated waiting in line for it
- It was NOT COOL

If it's Broken, Then Fix it!

Here's what milk looked like in the pilot:

- Packaged in plastic containers
- Offered in at least three flavors—white, chocolate and usually strawberry
- Served ice-cold; visibly displayed
- Offered in all three locations: the main line, a la carte and vending
- It was REALLY COOL!

How the New Face of Milk Performed

- Milk sales across all test schools increased 18%; 15% in elementary and 22% in secondary schools, far exceeding expectations
- 86% of the increase came from the main line; 14% from a la carte/vending
- Students drank more of the milk they took; combining increased sales and decreased waste yielded a 39% increase at secondary schools and a 35% increase at elementary schools

And the Drum Roll Please...

In the face of stagnant National School Lunch Program (NSLP) participation, offering flavored milk in plastic single-serves pulled more kids through the main line – almost 5% more in secondary schools and 1.5% more in elementary schools!

Get These Huge Results at Your School

It's the combination that unlocks the amazing potential of the enhanced milk program. You need to offer the packaging, the flavor variety and the high visibility display, on the main line, in the a la carte line and in vending. Contact your local Dairy Council® for assistance in exceeding expectations in your schools.

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