

## **MOMS' VIEWS ON SCHOOL MILK** *Flavors, Packaging and Wellness*

**The National Dairy Council® (NDC) is interested in learning more about moms' perspectives on their children's school milk drinking habits. Recently, NDC conducted a survey<sup>1</sup> among the 3aday.org Mom's Network and more than 4,000 moms responded to the survey. Here is what we learned:**

- ❖ Seventy-seven percent of moms agree their children may be more likely to drink milk at school if it is packaged in a kid-appealing plastic bottle as opposed to a traditional carton.
- ❖ Nearly seven out of 10 moms (66 percent) would be willing to spend up to 25 cents more for their child to have school milk served in plastic bottles and in flavors they enjoy.
- ❖ More than nine out of 10 moms (92 percent) said they are comfortable with their child drinking chocolate or flavored milk with their school lunch.
- ❖ More than four out of five moms agreed:
  - They would prefer for their children to drink flavored milk as opposed to soft drinks at school (83 percent)
  - Improving the packaging of milk may help to get more children to drink more milk at school (84 percent)
  - Flavored milk and regular milk have approximately the same nutritional value (84 percent)
- ❖ Nearly three out of four moms (73 percent) would be upset if they found their school wanted to eliminate flavored milk from its lunch menu, and over half (59 percent) would want to take action in some way.
- ❖ Eighty percent of moms said they would be interested in learning more about what their child's school district is doing to fulfill the requirement that they develop a wellness policy<sup>2</sup> by the 2006-2007 school year.

*Additional resources are available at [www.3aday.org](http://www.3aday.org).*  
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<sup>1</sup>November 2005 online survey that received more than 4,000 responses from moms who subscribe to the 3aday.org e-newsletter on behalf of the National Dairy Council/3-A-Day™ of Dairy.

<sup>2</sup>The Federal Child Nutrition and Women, Infants and Children (WIC) Reauthorization Act of 2004 mandates that any school district participating in a federal school meal program adopt a policy on student wellness. This law says districts must set goals for nutrition education, physical activity, all foods sold on campus and other school-based activities designed to promote student wellness. Districts are required to involve a broad group of individuals in policy development and have a plan for measuring policy implementation.