

# CHANGING YOUR PERSPECTIVE WITH THE

## New Look of School Milk



### Make a Dream a Reality

You see students walking into your cafeteria, taking more milk, drinking more milk - and even participating more in your school meals program



because of the milk served as part of those meals. Sound farfetched? No, you're not dreaming! It can be a reality with the *New Look of School Milk*. We have solid evidence from the recent School Milk Pilot Test\* (SMPT) that transforming school milk into a marketing opportunity can create this scenario.

Camellia Patey, SFNS, director of school milk marketing for NATIONAL DAIRY COUNCIL®, emphasizes, "The study proves it's time to stop treating milk like a commodity and take a marketing approach! It's an exciting way to realize greater value with milk through increased meal participation and ultimately improve student nutrition."

### Enhanced Milk Program is the Solution!

The SMPT showed the successful formula: milk in a variety of flavors in single-serve plastic packaging, served icy-cold, and visibly displayed on the meal line, the a la carte line and in vending machines.

Astounding School Milk Pilot Test results:

- Kids selecting milk increased an average of 18%, with most of the increase on the meal line

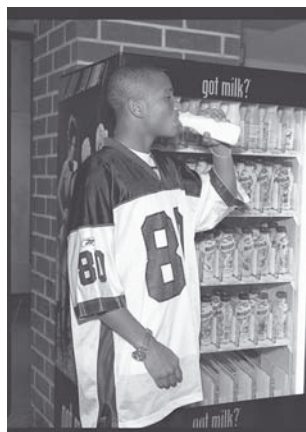
- Students *drank* more milk – (35% more in elementary and 39% in secondary schools)
- There was more action in the cafeteria with a 4.8% Average Daily Participation (ADP) lunch increase in secondary schools!

### Evaluate Your School Milk Program

We encourage you to consider how you serve milk and how it competes with other beverages in the cafeteria.

Ask yourself the following questions:

- Are you offering a broad range of milk options to your students (flavors, fat levels, products)?
- Is the milk packaging attractive, appealing, cool?
- Is milk served ice cold?
- Is milk at eye level for the students and widely available?



After evaluating your milk service options, contact your milk processors to discuss how you can collaborate on new opportunities to grow milk consumption in your schools. Another consideration is joining a co-op that creates a larger volume opportunity for the processor and offers co-op members additional purchasing power. A co-op is more likely to generate the volume a processor needs to justify any additional investment required to deliver a significantly improved school milk experience.

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(continued from *Changing Your Perspective with the New Look of School Milk*)

The SMPT highlights ways to improve the school milk experience and can serve as a starting point for processor discussions. Be realistic about achieving your version of a *New Look of School Milk*. It may take time, but keep in mind the excellent nutritional and business results that can be attained.

Contact your local Dairy Council representative for more information.