

Mealtime Sampler

September/October 2005



“Heartland” Schools Have Milk With a New Look

The New Look of School Milk has arrived in the Heartland! Some schools in Iowa, Arkansas and Oklahoma have taken the plunge and now offer milk in new 8-ounce plastic containers.

The New Look of School Milk model, which emphasizes the importance of milk served cold in 8-ounce plastic containers, in at least three flavors and merchandised well, makes milk at school more appealing to children.

The 8-ounce plastic containers were a hit among students in Bettendorf, Iowa during a pilot test in the district this spring. The district realized about a 15 percent increase in milk sales.

“We are always trying to get kids to consume more milk because they simply aren’t getting enough calcium,” said Cindy Jacobsen, Director of Foodservice for Bettendorf Community Schools. “The New Look of School Milk works. More kids were taking and drinking milk, even students who brought their own lunches from home.”

In a pre/post survey of Bettendorf students, satisfaction with the milk container increased by 37 percentage points with the introduction of plastic bottles. Students also shared that the new package was easier to drink from and leaked less.

The El Dorado School District in Arkansas was one of nine school districts in Arkansas and Oklahoma to adopt the new containers during the 2004-05 school year. In these districts, the milk containers with colorful labels and plastic packaging were displayed in glass-front merchandisers, which also helped to encourage students to choose milk.

“Not only were the kids buying more milk, they also drank more of what they bought,” said

El Dorado Schools Superintendent Robert Watson. “And, consumption increased across the district, even in our two high schools.”

Milk consumption at school influences a child’s milk drinking behavior for life. We encourage you to contact your local processor to see about getting milk in 8-ounce plastic for your schools.

