

MEALTIME



SAMPLER

November/December 2006 - January 2007

Energizing Wellness with the New Look of School Milk

Now in **5,700** schools and **GROWING!** • Serving **3 million** children!
Supplied by over **40** processors across the country!

Today, over 5,700 schools offer students the New Look of School Milk, featuring cold milk served in lots of flavors, in kid-friendly, plastic packaging, on the meal line. Nutrition directors at these schools report sustained success with increased milk consumption, better student nutrition and stronger meal participation.

Investigate Getting Milk's New Look

Explore options with local processors for getting the New Look of School Milk. Find out if they have milk in plastic bottles available or remind them that you're interested.

Begin dialogues with administrators, school board members, and even other school nutrition directors. Get them on board to consider purchasing the package that has shown to increase milk sales 18%*. Your students will benefit from nutritious milk, in the flavors and packaging they want. And, you will provide a nutrient-rich beverage that contributes to your district's wellness goals.

Your local Dairy Council® is an excellent resource to help you get the New Look of School Milk. Visit www.NutritionExplorations.org to find the Dairy Council nearest you.

* Based on the 2001 School Milk Pilot Test