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WAYS TO INCREASE MILK CONSUMPTION WITH SCHOOL MEALS



1

SERVE ICE COLD MILK. Milk tastes best when it's under 40°F, so strive to serve milk at 35°F.

2

Increase milk's appeal by displaying it in attractive ways where it is being served. Use glass door merchandisers, open air coolers, and/or portable rolling coolers to **DISPLAY MILK IN ATTRACTIVE WAYS** in multiple locations.

3

PROVIDE A VARIETY OF MILKS, including multiple flavors and fat level choices, so that students can choose the milk they prefer to drink. Don't forget **1% FLAVORED MILK** is now allowed in all schools.

4

Try **HOT CHOCOLATE MILK** with older students! Or talk to your milk processor about offering milk in round resealable plastic containers.

5

SCHEDULE RECESS BEFORE LUNCH. Thirsty kids coming off the playground will drink more milk.

6

ENCOURAGE MILK WITH MEALS and water in between.

7

Promote milk consumption with **PRIZES** for those who take and drink milk with meals.

8

Engage with students through milk-themed activities. Challenge students to consume three servings of milk a day over a period of a week or several weeks. See our **BUILD A HEALTHY SKELETON** AND **HOW MANY COWS** promotions for ideas to get you started.

9

Teach your students about our **LOCAL DAIRY FARMS**, where milk comes from, and how many different foods can be made from milk. Milk is local, fresh, and always in season!