9 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!