



AMERICAN DAIRY ASSOCIATION NORTH EAST | PENNSYLVANIA DAIRY PROMOTION PROGRAM



News From Your Local Dairy Promotion Program

WHOLE MILK

RESEARCH SPEAKS VOLUMES



Securing Milk and Dairy Foods in School Meals – Whole Milk and More

American Dairy Association North East helps schools deliver good nutrition to support health and wellness for all students. Since kids love milk, cheese and yogurt we help schools integrate them in new and exciting ways while still meeting School Nutrition Standards.



The new Whole Milk for Healthy Kids Act allows schools to offer more milk options for lunch including:

- Whole Milk
- Reduced-fat (2%)
- Low-fat (1%)
- Fat-free (skim)
- Flavored, Unflavored
- Lactose-free

It's anticipated that all school feeding programs – including breakfast and summer meals – will be eligible soon.

“Getting our foot in the door with those making school food decisions – in schools of every size – is an ongoing effort to secure and protect milk and dairy foods’ place on the menu. Our staff has the knowledge base to cultivate these relationships and because we offer a product that is backed by accurate, science-based nutrition research school decision makers see the value we bring to the table.”

– John Chrisman, ADA North East CEO

“We’re so proud of our farmers who advocated so strongly for this change based on emerging dairy checkoff-funded research on full-fat dairy. We are excited to tap into our relationships with school food decision-makers to encourage them to offer these new options.”

– John Chrisman, ADA North East CEO

In addition to encouraging whole milk options in schools, ADA North East has created menu enhancement options to add more dairy to school meals using these programs:



Strive for 35° – Students drink more milk of every fat level and get more of its 13 essential nutrients when it is served cold. We offer cold milk tips to ensure milk is served at 35°



Just Say Cheese – The most versatile food in school meals, cheese also helps kids eat more fruits, vegetables and whole grains. We provide recipes and serving tips to help fulfill dairy and protein requirements.



Yogurt All Ways – Yogurt can be added into school meals in easy-to-serve ways – cups, smoothies and parfaits. Students of all ages love yogurt, and we provide breakfast and lunch recipes.



Hot Chocolate Milk & MooLattes – With milk as the featured ingredient (lattes contain 8 fluid ounces of milk), we suggest ways to prepare and serve both options.

About American Dairy Association North East

American Dairy Association North East (ADA North East), which manages Pennsylvania Dairy Promotion Program, is the dairy farmer-directed organization funded by participating dairy farmer’s checkoff investment to build demand and sales for milk and dairy foods throughout the local region. Representing nearly 8,000 dairy farm families in Delaware, Maryland, New Jersey, New York, Pennsylvania and northern Virginia, ADA North East develops and implements local programs to drive milk and dairy sales at retail outlets and in schools. The organization also conducts consumer education about dairy through events, traditional and social media, and in collaboration with health professionals through National Dairy Council*. ADA North East works closely with Dairy Management Inc.™, the national dairy checkoff organization, to support nutrition research, national partnerships and developing export markets for dairy to bring a fully integrated promotion program to the region. For more information, visit www.AmericanDairy.com or call 315.472.9143.

