



MILK! Serve it Fresh, Delicious and COLD!

How to Strive for 35°F... and Achieve it!

- **Keep** cooler doors closed
- **PLACE** milk away from walk-in cooler doors
- **PUT** milk on ice during meal service
- **ALLOW** good air circulation around milk in the cooler
- **KEEP** cooler vents clear, and clean them often
- **MONITOR** cooler thermostats and milk temperatures



Students love milk **WHEN IT'S SERVED COLD!**

Kids' love for cold milk is at the heart of the Strive for 35°F philosophy. But there's a lot more behind it.



WHAT IS STRIVE FOR 35°F? It's a program aimed at supporting student health by promoting the consumption of 13 essential nutrients in every serving of ice-cold milk.

The goal is simple: Keep milk cold (ideally at 35°F) to encourage students to drink it. Kids will tell you milk tastes best when served cold, and they're right! Beyond the taste, there's science in the 35°F goal. Milk stays fresh the longest at that temperature, ensuring quality and reducing waste.

So in addition to avoiding the unnecessary expense of wasted milk, you'll boost consumption and improve nutrition, all by maintaining this cold temperature.

TEMPERATURE MATTERS!

- If milk is kept above 40°F it reduces shelf life
- Every 5-degree increase over 40°F cuts shelf life in half
- Strive for 35°F is the way to go for optimal freshness

DO IT YOURSELF, OR LET US HELP!

To Strive for 35°F, all you need is a commitment to maintain cold temperatures in your milk coolers. But we do provide assistance in the form of an annual survey of milk temperatures, complete with a helpful kit including best practice tips for cafeteria staff and a handy cooler thermometer for all participants.

However you choose to do it, your efforts to keep milk cold are essential to ensure students get the delicious and nutritious benefits of cold milk.

Visit NutritionConnection.org or contact us at schools@Milk4u.org to learn more about this cold milk initiative.



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Eat Right. Get Active.



Visit NutritionConnection.org to Get in on the Fuel Up Fun!

- **SUPPORT** Academic excellence and community wellness
- **BOOST** School meal participation
- **ENHANCE** Breakfast and lunch programs
- **REWARD** Schools with exciting incentives



Fuel Up to Play 60 is now FUEL UP!

Building on past successes, the **FUEL UP** initiative focuses on the “Whole Child” by emphasizing school nutrition, fitness, and social and emotional health.



FUEL UP features fun new opportunities for schools and students to enjoy a proven program with more emphasis on inclusion and diversity.

Along with the NFL, new partnerships with the WNBA, girls’ flag football, softball and Special Olympics provide more chances for schools to win prizes while encouraging good nutrition and fitness. New resources for schools and students - including downloadable learning materials, farm tours, “**Adopt-a-Cow**” programs, STEM, Harvest-of-the-Month and more - are readily available for all.

Anyone can spearhead the **FUEL UP** participation for your district. Encourage a school nutrition staff member, administrator, coach, teacher or even a parent volunteer to get involved. They’ll find it’s easy and rewarding for themselves as well as for students and schools. Their first step should be a visit to NutritionConnection.org for details, and easy signup at FuelUp.org. Then keep the momentum going by asking students to register at FuelUpChallenge.com (that’s “the **FUEL UP Challenge Center**”). This exciting website offers an ongoing series of Challenges, enticing students of all abilities to stay involved, eat right and get active. They can earn badges and prizes while learning, growing and having fun.

The **FUEL UP** program encourages and nurtures student leadership and mentorship by inspiring students to advocate for wellness and school meal choices.

Contact American Dairy Association North East at schools@milk4u.org or visit NutritionConnection.org for valuable resources to assist with these and other programs.



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*Just say
CHEESE!*

Cheese is Sure to Please!

Successful Use of Cheese Starts with Tips Like These at NutritionConnection.org!

- **USE** social media to spread the word
- **INCLUDE** weekly incentives to keep students coming back
- **USE** a wide variety of cheeses to vary the flavors
- **FIND** recipes and meal inspirations on our website
- **TRY CONTESTS** and giveaways to increase participation
- **GET STUDENTS** involved with fun activities
- **UTILIZE** in-school display materials

Cheese is not only nutritious – IT'S DELICIOUS!

Flavorful foods made with **CHEESE** provide an excellent source of vitamins and calcium for any meal of the day. And time after time, these cheese-centric foods are the most popular items on the menu. **So why not take maximum advantage of that fact, by extending your CHEESE offerings to a range of innovative new menu items?**



We have ideas and resources to help, such as the **JUST SAY CHEESE** program - with details at NutritionConnection.org.

You'll find menu-enhancement strategies and support for rethinking your pizza program or adding on-trend foods like:

- Heated cheese dips
- Walking tacos
- Popular paninis
- And many more!

You already know about the versatility of cheese and its many flavor variations. But **CHEESE** is always changing, with new menu items, convenient packaging and yummy nutrient-packed **CHEESE** recipes that are suitable for every mealtime and service model.

Contact us at schools@milk4u.org or visit NutritionConnection.org for all the latest cheese ideas and resources.



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Innovative Breakfast Models Help You Start Every Day Right!

First Priority of the Day: Nutrition for the Whole Child.

- **INCREASED** attentiveness
- **FEWER** absences and tardiness
- **HIGHER** math test scores
- **INCREASE** in graduation rates



Breakfast After the Bell serves up daily benefits for all.

School breakfast is literally the first crucial step in supporting the Whole Child, as they begin their academic day. By offering breakfast after the day has begun, schools can improve access, eliminate stigma and keep every student prepared to learn.

Explore the variety of breakfast service options to determine what's best for you, and count on us for guidance and resources.

BREAKFAST IN THE CLASSROOM With this proven model, students either carry meals into classrooms from hallway stations, or meals are delivered in insulated coolers. Efficiency is high, with a 10-15 minute mealtime integrated with the morning routine (during attendance, announcements or other pre-class activities).

Simple steps to effective implementation include: **Preparation** of meals by nutrition staff; **Delivery/Distribution** by students or volunteers; **Cleanup** of trash by students; Removal by custodial staff

GRAB & GO This is the most flexible breakfast model, helping schools serve the most meals in the shortest time. Using mobile service carts in high-traffic areas – main hallways and student drop-off locations – you'll reduce service time while giving every student the same level of access. Watch breakfast participation rise immediately.

Timing is flexible, with morning arrival time offering the best exposure for high participation. Students will appreciate the flexibility, taking their meals to classrooms, cafeterias or common areas. Especially suited for middle and high schools.

SECOND CHANCE BREAKFAST Here's another meal service option that could work for your school. At a convenient morning break time – typically just after first period or halfway to lunchtime – meals may be offered in similar fashion as the Grab & Go model. The delayed service appeals to many older students who aren't hungry earlier, creating a nutritious breaktime they'll look forward to each day.

For all of these service models, you'll find implementation support at NutritionConnection.org. The site is filled with tips, case studies, menu suggestions, planning tools and equipment resources to help with these and other programs. Or contact

American Dairy Association North East
at schools@Milk4u.org



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Give Students More Choices with Yogurt All Ways.

Tips to Promote Yummy Yogurt-based Items:

- **HANG UP** banners and posters that show appealing yogurt products
- **USE MENUS**, announcements or your school website to spread the word
- **FEATURE** new yogurt menu items in the school newsletter or on social media
- **SHOWCASE** yogurt items in all high-traffic areas
- **OFFER** weekly incentives



Yogurt offers endless ways to INCREASE MEAL PARTICIPATION

Yogurt is a versatile ingredient that packs a punch of nutrition and is popular with students. There's no limit to the ways you can pair it with fruits, vegetables and grains to create on-trend meal items.

Parfaits and smoothies are always a hit. For example, try these two easy-to-prepare student favorites:



Chunky Monkey Smoothie

- 3 gal. plus 2 cups raw sliced Bananas
- 25 lbs Plain Greek Yogurt
- 24 lbs Lowfat Chocolate Milk

Combine all in blender. Makes 50, 16 oz servings.

Berry Breakfast Parfait

- 1 CUP + 1/2 tsp Graham Cracker Crumbs
- 12 lbs plus 8 oz Vanilla Non-fat Greek Yogurt
- 12 lbs plus 8 oz Frozen, Sliced Strawberries (or blueberries, raspberries, blackberries)

Layer 2 oz Yogurt then 1 oz Berries, then 2 oz Yogurt. Garnish with Graham Crumbs. Makes 50 servings.

Our **YOGURT ALL WAYS** resources provide many recipes like these and other ideas for nutritious meals with yogurt.

To take advantage of expanded yogurt offerings, you may need to consider adding equipment such as Immersion Blenders, Countertop Commercial Blenders or Smoothie Machines, or look into "blenderless smoothies" made with purees.

Many new yogurt-based menu items can be created – in compliance with nutritional guidelines – using items already in your bid. Whether you're adding smoothies, parfaits or other yogurt recipes, be sure to plan for necessary supplies (cups, straws, napkins, etc.) and include staff training for best results.

Contact American Dairy Association North East at schools@Milk4U.org or visit www.NutritionConnection.org for valuable resources to assist with these and other programs.



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