



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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