



Getting Started

1. Determine if the school is currently serving milk

- Either at the school canteen or cafeteria.
- If milk is not available at the school, determine if it is possible to make milk available:
 - Discuss selling milk as a nutritious beverage option with the school canteen or cafeteria manager.
 - Ensure the school has a fridge available for milk storage.
 - Inquire with a local delivery service regarding setting up a milk delivery schedule. A list of milk delivery services available in Winnipeg and rural Manitoba is available on the School Milk Program website in the Coordinator's Corner.

2. Register for the School Milk Program

- Determine who will be the school's Milk Coordinator. The Milk Coordinator responsibilities include organizing delivery and payment for milk and facilitating the program by determining when milk blitz weeks take place and how to distribute milk rewards. The Milk Coordinator can be the canteen/cafeteria manager, any school staff member, student assisted by a staff member, or parent volunteer.
- Register on-line at <https://dairyfarmersmb.ca/school-milk/program-registration/> The best time to register your school is in the spring; however, we accept registrations until the end of December.
- Once you have registered for the program you will receive a program kit with milk rewards, a program manual, and promotional posters.

3. Decide when to have Milk Blitz Weeks

- Milk Blitz Weeks are scheduled to occur nine weeks over the course of the school year. Each time students purchase milk at school during designated Milk Blitz Weeks they'll be given a Reveal and Win card. Students scratch the cards for a chance to win instant milk rewards. Reveal and Win cards and milk rewards are provided to the school at no cost courtesy of Dairy Farmers of Manitoba.
- A suggested Milk Blitz Week schedule will be provided by the School Milk Program; however, it is up to the Milk Coordinator to determine a 45 day schedule that best fits the school's calendar.



4. Select and Identify a prize claim area

- Most schools choose to distribute prizes from their canteen, cafeteria or school office.
- To claim their prize, students must first complete the information on the back of the card.

5. Run the program

- The Jr./Sr. High School Milk Program starts in mid-October and ends in April.
- If the canteen/cafeteria manager is not the school's Milk Coordinator, be sure to communicate Milk Blitz Week dates to the manager, so they can plan for increased milk sales.

6. Consider applying for Milk Spirit Week

Milk Spirit Week is an opportunity to include all of the school's students in fun activities. Application starts in December. Milk Spirit Week rewards kits are limited, so apply early! For Spirit Week activities and ideas visit <https://dairyfarmersmb.ca/school-milk/fun-with-your-program/>

7. Registration renewal

Schools are invited to renew their participation each year. Registration renewal is required to confirm the school's Milk Coordinator contact information and school details. Renewal information is sent to schools in the spring.

We're here to help! Contact us at schoolmilk@milk.mb.ca

