



## The School Milk Program supports your school's food environment by raising the profile of milk, a nutritious choice!

Nutrition is essential for learning! That's why we invite your school to join hundreds of schools across Manitoba in offering milk as part of healthy eating. Studies show students are more alert and ready to learn when they are well-nourished from eating a variety of foods, including milk.

### HOW IT WORKS

If your school has milk available for students at least 3 times a week, we want to help your school celebrate this nutritious choice.

### Register today and support your school community in the following ways:

#### EVERYONE'S INCLUDED:

We know Manitoba schools value an inclusive community and we want to support your school in providing one. All students have a chance to receive milk reminders.\* How you distribute them is up to you!

**\*Milk reminders:** Cow note pads, colour-in pencil cases, scented markers, bookmarks, key chains, freezer packs, toothbrush holders, milk mitts, re-usable straws, and more.

These reminders promote milk as a nutritious beverage and support nutrition, healthy living and education in your school.



The School Milk Program is courtesy of Dairy Farmers of Manitoba & coordinated by a registered dietitian.



**Nutrition education** – by highlighting milk as a nutritious choice and by supporting parents & caregivers with nutrition information.



**Promotion** – through posters, brochures, etc to help grow interest and participation in your milk program.



**Resources** – to support running your milk program (milk tickets, class lists, milk delivery service contacts and tips for success).



**School Spirit** – by supporting fun and memorable moments throughout the school year with milk reminders\* They can be used to encourage participation at events or enhance special times of the year at your school.

# YOUR SCHOOL MILK PROGRAM

**Our program is your program!** We encourage your school to think of the best way(s) to give out milk reminders to support school spirit and grow a culture of healthy eating. Some examples include:

- Milk Spirit Week
- Family events
- Health fairs
- Student recognition - for good deeds, excellence, etc.
- I love to read month (February)
- Nutrition month (March)
- Milk draws

**Keep the spirit alive all-year-long.** Only one School Milk Program kit, including milk reminders\*, will be provided to your school. Use these items throughout the school year to remind your school community that milk is available in your school.

\*The number of milk reminders provided are based on the number of students drinking milk in your milk program. As participation increases, so do the number of milk reminders provided to your school!

## REGISTRATION IS REQUIRED

**All schools currently on the program or new to the program must register!**

### How to register your school

1. Appoint a Milk Coordinator (staff or volunteer)
2. Organize or plan for milk delivery – we can help.
3. Register your school online at [www.dairyfarmersmb.ca/school-milk/program-registration/](http://www.dairyfarmersmb.ca/school-milk/program-registration/)
4. Look out for communication at the start of the 2021-22 school year. The School Milk Program will send an email regarding your Program kit, which contains information, resources and milk reminders for the year.

Have Questions? Need help registering?  
Contact us at [schoolmilk@milk.mb.ca](mailto:schoolmilk@milk.mb.ca)



The **School Milk Program** is endorsed by the following Manitoba associations



**PHE MB**  
Physical and Health Educators of Manitoba  
**EPS MB**  
Éducateurs d'éducation physique et de santé du Manitoba



Manitoba Association  
of Home Economists

Manitoba dairies supporting  
the **School Milk Program**



Dietitians of Canada members in Manitoba support access to food choices for optimum nutrition.