

A nutritious choice for students in Grades 5-12

If your school is a k-12, middle, junior, or senior high school and has 50 students or more in any of these grades you may be eligible to participate.

To participate in the School Milk Program, schools must be either serving milk presently or have made plans to begin serving milk (milk must be available in the school at least 3 days a week). For more information contact the School Milk Program.



Milk - nutritionally outstanding for today's active youth and teens

Your students deserve the best nutrition possible and milk is one of the quickest ways to provide that goodness. With 15 essential nutrients, milk gives students the nutritional edge they need to stay attentive, energetic and perform their best – physically and mentally.

No other drink compares to milk!

	MILK	MILK	July _	drink			
NUTRIENT	WHITE 2% MILK	CHOCOLATE 1% MILK	100% JUICE	FRUIT DRINK	SPORTS DRINK	РОР	WATER
Calcium [% DV]	24	24		1	-	1	-
Vitamin D [% DV]	17	18	-	-	-	-	
Vitamin A [% DV]	27	28	4	1	-	-	
Vitamin C [% DV]	1	-	291	253	2		
Protein [g]	9	9	2	-		-	
Fat [g]	5	3		-	-	-	-
Added sugar [g]	-	13	-	30	14	28	
Total sugar [g] (naturally occurring +	13	26	22	30	14	28	-

Don't let your students miss out on milk

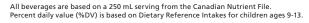
Having cold milk available at your school helps students make a nutritious choice and supports school nutrition policy. A recent survey of Manitoba high school students showed juice and pop are still popular beverage choices during school hours. Lunch is an ideal opportunity to make a more nutritious beverage choice like milk. Growing students who consume milk at lunch are more likely to meet their daily dietary requirements for calcium.

Reward your students for drinking milk

The High School Milk Program is an incentive based program offered by Dairy Farmers of Manitoba. The program encourages students to drink milk every day by making it fun and rewarding.

Here's how the program works

All students can participate. Each time students drink milk at school during designated "Milk Blitz Weeks" they'll be given Reveal and Win cards. Students scratch the cards for a chance to win instant milk rewards. Dairy Farmers of Manitoba provides the milk rewards to your school at no cost.





* PLEASE NOTE FREE MILK REIMBURSEMENT:

We ask all schools to accept \$0.75 per free milk as reimbursement for honouring the winning cards. One cheque will be issued to cover all free milk cards in your school milk kit. The maximum number of free milk cards in your school Milk Kit will be 100. Should you have any questions please contact the Manitoba School Milk Program.

> Have Questions? Need help registering? Contact us at

schoolmilk@milk.mb.ca

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/

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.

The **School Milk Program** is courtesy of



and has been endorsed by the following Manitoba associations





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

Manitoba's dairies supporting the School Milk Program





