

ELEMENTARY SCHOOL MILK PROGRAM INSTRUCTION MANUAL

FOR MILK COORDINATORS

2022/2023 School Year

Important Contacts

This following is a comprehensive manual outlining everything you will need to know to run a successful ESMP.

Keep these contacts on hand if you require further information:

MILK HELP DESK (8:00am – 6:00pm Monday to Friday)
Toll-free phone: 1-888-730-MILK (6455)
Toll-free fax: 1-877-260-MILK (6455)
Email:schoolmilk@milk.org

DAIRY FARMERS OF ONTARIO
6780 Campobello Road, Mississauga, ON L5N 2L8
Web site: www.ontarioschools.milk.org

DAIRY DISTRIBUTOR:	_____
NAME:	_____
PHONE NUMBER:	_____
EMAIL ADDRESS:	_____
OTHER NUMBERS:	_____

Reviewing the Basics

The Program

The objective of the Elementary School Milk Program (ESMP) is to make fresh, cold milk available on a daily basis at school for lunch. The program is fun, rewarding and supported by Dairy Farmers of Ontario (DFO).

The Benefits:

Schools get involved because:

- Milk gives children the kind of nutrition that helps them concentrate and have more energy, so they perform their best.
- Parents welcome the opportunity to take part in a healthy lunch at school.
- ESMP can help develop school spirit and offers senior students hands-on business experience.

Your school will receive:

- Program information for parents;
- Initial program orientation;
- Access to the Milk Help Desk 1-888-730-MILK (6455) from 8am to 6pm, Monday to Friday and website at www.ontarioschools.milk.org to answer any questions.
- Access to curriculum linked dairy education presentations. For more information, go to www.education.milk.org
- School rewards earned through student participation in Milk Club. Milk Club rewards kids for completing the learn, make or upload modules in the app

Setting Up and Getting Organized

It's worth spending some time to find a way to launch the ESMP that best meets your school's needs. Here are some guidelines for you to follow. And remember, we're always here to answer your questions at 1-888-730-MILK (6455)

Your First Responsibilities

Inform staff and divide responsibilities and duties.

Contact dairies and determine price, delivery, packaging, invoicing and kind of service required. This is discussed in detail on page 9.

Determine how you will sell the milk. We recommend utilizing the Lunchbox by SchoolCash Online so that parents can easily purchase milk for their kids on the platform.

Set the selling price with only a 5 cent markup at most.

Select a location for the refrigerator keeping in mind frequent access for delivery, the milk moovers, and location of an electrical outlet.

Set a target starting date to begin the program as soon as possible.

Helpful Tip:

Most successful schools share the work among parent volunteers – ask for support in a letter sent home or in your school newsletter. Samples can be found at <https://ontarioschools.milk.org/school/tools-and-tips/>

Your Milk Team:

Every successful ESMP relies on a team of champions who can help get milk moooving in their school. To ensure your school's program is successful, be sure to divide duties among your team, based on members' interests and abilities.

Your school milk coordinator can take care of taking orders and getting the money from students and then passing along that information to other volunteers so they can distribute the milk at lunch time. When children pre-order milk, it makes it easier for everyone involved. You may also need milk moovers to take care of getting the milk from the fridge and bringing it to students in each classroom.

Key players in your milk team:

The School Milk Coordinator

Each school needs a school milk champion – a parent, grandparent, teacher or staff member – who understands that milk is important for children. The school milk coordinator can oversee all aspects of your school milk program by:

- **Getting the word out** – sending out notices and parent brochures that encourage students and parents to get involved.
- **Organizing a payment system** that takes care of payment details, like collecting money, making bank deposits and preparing order forms or milk tickets.
- **Recruiting parent volunteers** who can help out as need be.
- **Communicating with the distributors** to place, receive and check dairy orders.
- **Recruiting and overseeing milk moovers.**
- **Organizing milk distribution** in order to ensure milk gets distributed to students every day at lunch.

Milk Moovers

Milk moovers can be senior students, members of the student council, sport teams, school clubs or classrooms chosen by the school milk coordinator. The number of milk moovers required depends on how much milk needs to be distributed and how many tasks can be delegated.

By assisting in the program, senior students can learn organizational, book keeping and leadership skills. Many schools have students run the program like a small business. The students sell and distribute the milk to classrooms, roll coins, count money, prepare bank deposits and organize events.

How Else Can Students Help?

By assisting in the ESMP, senior students can learn organizational, bookkeeping and leadership skills. Many schools have students in grades five to eight run the program like a small business. The students sell and distribute the milk to classrooms, roll coins, count money, prepare bank deposits, ensure the rewards are distributed, and organize events.
Parent Volunteers

When parent volunteers become involved, the ESMP becomes nearly effortless for the school. Reach out to the community and involve as many parents as you can! Visit our templates page to see sample letters you can customize to send home with the ESMP parent brochures.

Manage Your School ESMP Payments

Tips for Setting the Price of Milk at Your School

1. Keeping any potential mark-up as low as possible (5 cents max) will ensure it is more affordable and allow all families within the school access to a nutritious beverage at school.
2. Milk must be competitively priced with local grocery stores and also with other beverages that may be for sale at your school.

Pricing and Payment Options

Make it easy for yourself. For example, if your selling price is in multiples of five cents, handling of cash is easier. Schools have repeatedly demonstrated that 65 cents or less per carton if possible, achieves the best combination of participation and fundraising revenue. Remember that milk must be competitively priced with local grocery stores and also with other beverages that may be for sale at your school.

Pre-Payment Plan:

Highest participation, lowest administration.

Most schools report that they prefer a pre-payment plan. It results in the highest student participation, while significantly cutting down on administration time. A pre-payment plan will collect the money in advance and help you control spoilage because you can forecast your milk requirements.

Determine with your dairy if a standing order is possible, or if a weekly call to the dairy is necessary, then add 5 to 10% more for students who may wish to purchase with cash.

Use our free milk tracking software to organize your classroom lists and dairy orders available for download on our website at <https://ontarioschools.milk.org/school/tools-and-tips/>

Follow these steps:

By the Month/Term

1. Students can pre-order milk through order forms sent home, which indicate the period covered and the cost of the milk. OR via our easy electronic order form found at <https://ontarioschools.milk.org/parent/school-milk-order/>
2. Students return the order form with cash/cheque to their teacher.
3. From the order forms, the teacher makes up a class list in duplicate using the software, if desired. One copy goes with the money to the milk co-ordinator. The other copy is kept by the teacher to keep in his/her files for distributing the milk.
4. The milk co-ordinator uses the lists for daily ordering.
5. Milk moovers pick up the milk just before lunchtime and distribute it to each classroom according to the list. In case of absence, we suggest the student gets two cartons of milk for another day or to avoid tracking attendance, encourage parents to accept an occasional missed milk as a donation to the school's fundraising efforts or to needy children in the school.

Milk Tickets or Cards

Instead of sending home an order form, some schools sell milk tickets or cards ahead of time at the school. The following steps will help you do this successfully:

1. Make up milk tickets or cards, or print the samples available at <https://ontarioschools.milk.org/school/tools-and-tips/>
2. Decide when and where they will be sold. (e.g. one day a week at noon, once a month, parent nights, pizza day.)
3. Send home notices to parents, and display announcement posters advising what day the tickets or cards will be sold. Poster samples at <https://ontarioschools.milk.org/school/tools-and-tips/>
4. Make a P.A. announcement the day before the sale to students.

5. Your milk moovers can be responsible for the sale of the tickets or cards.
6. Place your milk order based on the number of tickets or cards sold.

Tickets

Sheets of tickets are sent home with the students. One ticket should be put into their lunch bag every day. Tickets are collected each morning by the teacher and a tally is sent to the person(s) responsible for milk distribution.

Cards

Cards should stay with the class teacher to avoid being lost. The teacher or milk moover will punch the card and send a tally of how much milk should be delivered to the classroom before lunch.

Daily Cash Participation

The cash system works for parents that are not financially able to pay for milk monthly. It can be used on its own or in conjunction with a pre-payment system. To run a successful cash system, you should follow these steps:

1. Conduct a survey to estimate the amount of milk to order.
2. Place dairy order - usually once per week.
3. Ensure to have a cash float to make change.
4. Sell milk to students. At lunch, milk moovers either go from room to room taking cash, or sell milk at conveniently located "milk stations".
5. Balance cash at the end of the lunch period.
6. Prepare bank deposit.

If possible, we suggest the ticket/card system over cash, it's easier and unfortunately cash can be spent on other items.

Helpful Tips:

Price milk reasonably – base price from your dairy distributor plus 5¢ or less markup per 237 mL serving seems to get the best results in most schools.

Sell milk tickets on Thursdays, at recess and lunch.

Have different colour tickets for white and chocolate milk. Avoid white paper, which is easy to photocopy.

Selecting a Dairy Distributor

Milk is distributed by a dairy or dairy distributor. Call your Milk Help Desk at 1-888-730-MILK for advice or a list of local dairy suppliers near you.

Distinguished Dairy Distributors

The distinguished dairy distributor program is an initiative between dairy distributors and Dairy Farmers of Ontario, designed to make your program easier to run by providing you with an exceptional level of service. Every member company is committed to:

- Managing your inventory by offering automatic ordering, stocking the fridge and product rotation.
- Free replacement of spoiled milk provided the problem is not due to the refrigerator.
- Delivery to your school at least once per week.
- Guaranteed prices to help you make milk affordable to your students.

Five Star Milk Service means less work for the school and better quality control.

Call 1-888-730-MILK for the name(s) of the Five Star Milk Service member servicing your area.

The Questions to Ask The Dairy.

You'll probably want to contact more than one distributor so you can choose the best option for your school.

Ask and compare the following:

Distributor #1

Distributor #2

Distributor #3

Topics To Cover

Will they stack milk in the refrigerator? Will they rotate milk each delivery? Can you place a standing order? Will they replace spoiled milk?

Price/Rebates

Delivery (once or twice weekly) Packaging alternatives

Help with a fridge

Invoicing

Helpful Tip:

Your dairy can be a source of help. Work with them, and they may be able to help you place your order, determine how often you should order milk, rotate stock and take back spoiled milk. They may even provide a refrigerator.

Delivering Milk

Here are five common ways schools distribute Milk to students:

1. Milk moovers can use the order summary list by classroom that is available on our website.
2. Milk moovers receive a copy of the teachers' milk summary order form, which is completed after taking the attendance in the morning and collect the milk for each class just before lunch.
3. Milk moovers can deliver milk to each classroom with a cooler bag.
4. Milk moovers can distribute or sell milk at "milk stations" set up at convenient locations (i.e. the hall, gym or lunchroom).
5. Sell milk from the tuck shop at noon.

Tips for Distributing Milk

With a little creativity, you can get milk to your students quickly and efficiently.

Here are a few ideas for distributing milk at your school:

- Use square dishpans to carry the milk from the fridge. The milk is not out of the fridge long enough to affect the temperature, and the dishpans are easy to carry and clean up.
- Use recycling bins to carry the milk. You can buy the bins at many local retailers, including Wal-Mart, Dollar Store and Canadian Tire.
- Buy your own cooler bags from a local retailer near you. Some even come with a hard plastic insert that is easy to remove and wash.
- Use trolleys to deliver the milk from classroom to classroom.
- Buy reusable cloth grocery bags from any chain grocery store, such as Loblaws, Metro or Sobey's. They're light and durable and usually sell for only \$1!

Share the ways your school distributes milk. Email us at schoolmilk@milk.org, or call us at 1-888-730-MILK (6455).

Make Your ESMP a Success

Here's how the most successful ESMP's nourish students' potential and make the program easier to run:

- Encourage parents to pre-pay for a month or more. Schools on this system average an 85% higher consumption of milk.
- Ensure that milk is available for the cheapest price possible to allow access to families of all income status.
- Carry both chocolate and white milk. Kids love chocolate milk and it has all the benefits of white milk with about the same amount of sugar as an equal serving of unsweetened orange juice.
- Recruit a champion to run the ESMP – get parents or grandparents, staff and students involved.

Apply these lessons to run a successful program and increase milk consumption at your school.

For more information, call our Milk Help Desk toll free: 1-888-730-MILK (6455).

Appendices

Nutritional Value of Milk A

Helpful Materials

- Frequently Asked Questions B
- Common Myths about milk C
- Lactose intolerance vs milk allergy D

Appendix A

NUTRITIONAL VALUE OF MILK

16 essential nutrients:

- **Protein** helps build and repair body tissues such as bones and builds antibodies which fight infection.
- **Vitamin A** plays a role in bone and tooth development, the maintenance of night vision and healthy skin.
- **Vitamin B12** aids in building red blood cells.
- **Vitamin B6** helps convert food into energy and builds tissues such as bones.
- **Riboflavin** helps build tissues and convert food into energy.
- **Niacin** aids in normal growth, helps convert food into energy and helps build tissues such as bones.
- **Thiamin** releases energy from carbohydrates and aids normal growth.
- **Pantothenic acid** helps convert food into energy and build tissues such as bones.
- **Folate** aids in building red blood cells.
- **Vitamin D** enhances calcium and phosphorus absorption for strong bones and teeth.
- **Calcium** aids in building and maintaining healthy bones and teeth.
- **Magnesium** helps convert food into energy, build tissues and keep bones and teeth healthy.
- **Phosphorus** helps build and maintain healthy bones and healthy teeth.
- **Potassium** helps nerves and muscles function properly.
- **Zinc** helps convert food into energy and build tissues such as bones.
- **Selenium** aids in the correct functioning of the immune system.

NUTRIENT*	WHITE 2% MILK	CHOCOLATE 1% MILK	APPLE JUICE WITH ADDED VITAMIN C	FRUIT DRINK WITH ADDED VITAMIN C	SPORTS DRINK	ORANGE SODA
Calcium - %	28	28	2	0	0	2
Vitamin D - %	50	55	0	0	0	0
Vitamin A - %	10	10	0	0	N/A	0
Vitamin C - %	0	4	180	190	2	0
Protein - g	9	9	0.3	0	0	0
Fat - g	5	3	0.3	0	0	0
Carbohydrate - g	12	26	30	30	17	32
Calories	129	166	121	120	67	126

*All values are based on 250mL of fluid. % = % Daily Value. The values indicated are approximate and can vary from one product to another. Reference: Canadian Nutrient File, 2010

KIDS PREFER CHOCOLATE MILK AND...

Chocolate milk provides the same nutritional value as white milk. Chocolate milk has the same amount of sugar as an equal serving of orange juice. The energy in 1% chocolate milk is 158 calories (664 kJ). Use of sun-screen is a safe and healthy way to protect your child from the sun, but it also prevents your child from receiving Vitamin D from sunshine. Milk is one of the few foods that is a good source of Vitamin D.

Appendix B

Frequently Asked Questions

Price, Products and Affordability

Q: How much do students pay for the milk?

A: The cost varies depending on the price paid to your dairy distributor and how much you choose to mark it up. The majority of schools charge an average price of \$.60 - \$.75 for a 237 mL carton of milk.

Q: What do you do for underprivileged kids who can't afford to buy milk at lunchtime?

A: In a very discreet manner, schools often use proceeds from milk sales to subsidize needy families, so those children can also enjoy cold, nutritious milk at lunch. Many schools also have subsidized snack or meal programs available.

Q: How much money does Dairy Farmers of Ontario make from this program?

A: Dairy Farmers of Ontario does not make any money from the ESMP. This is strictly an arrangement between a school and a local dairy. Dairy Farmers of Ontario helps to facilitate the process and provides ways of making milk fun.

Nutrition

Q: Doesn't chocolate milk contain caffeine and isn't it full of sugar?

A: Chocolate milk contains very little caffeine. It has about the same amount as an equal serving of decaffeinated coffee. Chocolate milk contains the same amount of sugar as an equal serving of unsweetened orange juice. It is an excellent source of calcium, and 15 other essential nutrients.

Work Involved

Q: Who can I contact if I have any questions about running the ESMP?

A: You can contact the Milk Help Desk, Monday to Friday from 8:00 am to 6 pm. They will be able to answer any questions you may have. The number is 1-888-730-MILK.

Q: How many people are required to run the program?

A: Depending on the size of the school, the ESMP needs one milk co-ordinator, and milk moovers. These can be roles for the parent council, staff and senior students.

Q: What are milk moovers?

A: These are individuals chosen by the milk co-ordinator to carry out various tasks. The number of milk moovers will vary depending on how much milk is to be distributed and how many milk tasks can be delegated.

Q: Isn't it too much to ask of teachers who are already over-burdened to run this program?

A: Teachers can be involved on a volunteer basis if they wish. Otherwise, it is a great opportunity for parent volunteers to manage the program.

Q: How else could senior students be involved?

A: Many schools have grades 5-8 run the ESMP like a small business. In fact, experiences shared by schools on the program suggest senior students learn organizational, bookkeeping and social skills.

Other Commonly Asked Questions

Q: What about students who bring milk from home?

A: The goal of the program is to get kids drinking milk at lunch, so they can do their best in school.

Q: Can I change dairies if I want to?

A: If you are having a problem with your dairy, please call our Milk Help Desk so they can help you solve any problems you may be experiencing. You can always change your dairy; however, it is not guaranteed that you will receive the same price for your milk.

Q: What is a Distinguished Dairy Distributor?

A: This is a dairy that will provide extra services to your school including stocking your fridge, rotating your milk and replacing spoiled milk.

What is the difference between pre-payment and cards or tickets?

Pre-payment is the easiest way to administer the ESMP. Parents can pay for milk in one month terms or more. Our research shows that a school on prepayment will consume more milk than those that use different payment methods. Tickets or cards require more administration for the milk co-ordinator.

Q:

How do I book a dairy educator visit to the school?

A:

You can book a DFO Dairy Educator at <https://education.milk.org>

How do I recruit volunteers and who can they be?

Parent councils, student councils/ senior students, and school staff make great volunteers to run or help with the program. Advertise the program in the morning announcements or talk with teachers and

Q:

parents about the program and your need for volunteers.

A:

Do I need to register every year?

Appendix C

Common Myths and Questions About Milk

There are still some nutritional concerns that may arise about children having milk at school. We need to look closely at these concerns in order to address them correctly:

“Chocolate milk is not as nutritious as white milk.” – False

Chocolate milk provides the same nutrients as white milk, since it is made from 1% or 2% milk. Cocoa and sugar are added to the milk, but this does not change the nutritional value of the milk. Also, the amount of sugar in a 237ml glass of chocolate milk is about the same as in a 237 ml glass of unsweetened orange juice. (See chocolate milk info in appendix A).

The caffeine content in chocolate milk is 2 to 7 mg per serving. An average adult can consume 350-400 mg of caffeine per day without risk. It is reasonable to assume that moderate consumption of chocolate milk in a child's diet that is otherwise low in caffeine, would not pose health risks.

“Milk allergies are common.” – False

Allergies to milk are actually quite rare. Only 1 to 8% of children have a true milk allergy. Most infants with diagnosed milk allergy outgrow it by two or three years of age. Parents should not self-diagnose allergies, especially when it involves eliminating a food group.

Lactose intolerance is an entirely different condition. Often, people who have difficulty breaking down the milk sugar (lactose) are able to consume small amounts of certain types of milk and certain types of milk products, such as yogurt or hard cheese - see pamphlet enclosed. Chocolate milk is easier to digest, especially if served with a meal. Lactose-reduced products and pills designed to minimize lactose intolerance are available in most groceries and pharmacies. Lactose free products are often available through your distributor. It is difficult to replace the goodness of milk, so it is worth using lactose-free products or other dairy foods.

If the schools have many questions for you on nutrition or health issues related to milk and other beverages or foods, please refer them to Dairy Farmers of Canada nutrition team at <https://www.dairygoodness.ca/>

“We do not need milk for our daily requirement of calcium. Non-dairy foods also provide us with calcium”.

It is true that other foods provide calcium, however, milk provides our richest source of calcium. Milk products provide calcium in a form that is easily utilized by our bodies.

Calcium from plant sources such as broccoli, mustard green and spinach is not well absorbed. Therefore, to obtain the same amount of calcium as from two cups of milk, one would have to consume about four cups of these vegetables. Few adults and even fewer children would be capable of consuming this amount. Similarly, to obtain 500 mg of calcium, one would need to eat 14 sardines, 7 1/2 ounces of salmon or 2 cups of almonds.

“Milk is low in Iron”.

True, milk is low in Iron. However, there is no food that provides all the necessary nutrients - that is why a balanced diet from all food groups is recommended. If children consume a variety of foods containing iron, such as meats, vegetables, legumes, cereals and some fruits, they will adequately reach their iron requirement.

Although milk is low in iron, it is a source of 16 essential vitamins including calcium, protein, riboflavin and vitamin D.



GET THE FACTS ON

LACTOSE INTOLERANCE AND MILK ALLERGIES

Milk is an important source of 16 nutrients including calcium and vitamin D, which are essential to maintaining strong bones and preventing osteoporosis. Regular consumption of milk and dairy products is one of the easiest, most convenient, and delicious ways to give your body what it needs.

For some of us though, getting enough milk and dairy products can be a challenge. To help cut through the confusion, we've created a simple comparison chart to help you understand the crucial differences between lactose intolerance and milk allergies.



DAIRY FARMERS OF ONTARIO
Milk
EST. 1965

LACTOSE INTOLERANCE vs. MILK ALLERGY

? LACTOSE INTOLERANCE		MILK ALLERGY	
What causes it?	Lactose intolerance is caused by insufficient levels of lactase, an enzyme the body needs to digest the milk sugar lactose. Occasionally certain medications (particularly antibiotics) or bouts of stomach flu or diarrhea can cause short-term incidences of the condition.	A milk allergy is caused by a persistent, abnormal sensitivity to natural proteins found in milk.	
How do I recognize it?	Following the consumption of milk, episodes of: <ul style="list-style-type: none"> • gas, bloating • abdominal discomfort or cramps • diarrhea or vomiting 	Immediate or delayed onset of: <ul style="list-style-type: none"> • nausea, diarrhea, stomach cramps, vomiting • skin rash - hives, eczema or swelling • respiratory - runny or stuffy nose, coughing or wheezing • anaphylaxis - difficulty breathing 	
Who is at risk?	Lactose intolerance is most common in adults from First Nation, African, South American or Asian backgrounds, but can occasionally affect children.	Milk allergies are quite rare, and typically develop in infants less than one year old.	
What should I do?	Contrary to popular belief, there are many options to continue to enjoy dairy for lactose intolerant people: <ul style="list-style-type: none"> • Consult your physician • Choose lactose-free dairy products • Try hard cheeses like cheddar, Swiss, edam, gouda or parmesan as they have low levels of lactose • Consume smaller amounts of dairy at more frequent intervals • Remember butter contains low levels of lactose • Try yogurt or kefir because the bacteria in these dairy products have been shown to be beneficial to lactose digestion. 	Milk allergies can be serious, but the good news is they are often temporary: <ul style="list-style-type: none"> • Consult your physician • Eliminate milk and dairy from your or your child's diet • Be aware that a cow's milk-allergic child may also develop allergies to other dairy or soy substitutes • Wait. Most childhood milk allergies disappear by the age of three years. 	



For more information, consult your family doctor or a registered dietitian.