



Elementary
School
Milk Program

ELEMENTARY SCHOOL MILK PROGRAM

HANDBOOK

This following is a comprehensive manual outlining everything you need to run a successful school milk program.

Dairy Farmers of Ontario's School Program Team
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<https://ontarioschools.milk.org/>

Important Contacts

Email: schoolmilk@milkm.org

Web site: www.ontarioschools.milk.org

Reviewing the Basics

The Program

The objective of the Elementary School Milk Program (ESMP) is to help make fresh, cold milk available daily at school for all Ontario students. The program is fun, rewarding and brought to you by Dairy Farmers of Ontario (DFO).

The Benefits:

- 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 meal at school.
- ESMP can help develop school spirit and offers senior students hands-on business experience.

Your school will receive:

- Digital resources at <https://ontarioschools.milk.org/>
- Program information for parents
- Access to curriculum linked dairy education presentations. For more information, email education@milk.org

School Milk Program Best Practices

Schools have implemented the program in many creative ways, but there are some common elements that greatly increase its effectiveness and make it easier to run.

1. Recruit a Champion: Milk Coordinator

Each school needs someone – a parent, grandparent, teacher or staff member – who believes milk, for children, is important. A good champion will make it a successful program for the school, convenient for the parents and fun for the students.

2. Delegate the Duties

Don't leave everything up to one person. The Milk Coordinator should divide the duties amongst a team. Create "Milk Moovers" to assist with passing the milk out, it's a great way to get older students involved.

3. Encourage Pre-Payment

Getting parents to pay for milk for a month in advance is best for everyone. Program administration is easier and students in schools with a pre-payment program drink over twice as much milk as those schools with a cash program.

4. Price it Reasonably

The lower the price of milk, the more milk you will sell. We suggest setting a 5 cent overhead above the at-cost price or even better, re-selling at the at-cost price.

5. Chocolate Milk is a Winner

Children love chocolate milk and it has all the goodness and nutrition of white milk with the same amount of sugar as unsweetened orange juice. It helps make the program a success.

6. Continually Improve and Innovate – Have Fun!

The goal is to run a program that works well for your school. Experience shows that developing different ways to award incentives to milk drinkers makes it fun for them and encourages consumption.

7. Let Parents and Students Know

Broadcast information about the school milk program and the benefits of milk to the parents and students. For ideas on how to promote your program, visit <https://ontarioschools.milk.org/> for digital resources.

Setting Up a Successful Program

It's worth spending some time to find a way to launch 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 schoolmilk@milk.org

Your First Responsibilities

- Inform staff and divide responsibilities and duties.
- Find a Dairy Distributor in your area. A digital copy of Dairy Distributors in your area can be found at <https://ontarioschools.milk.org/> Contact dairies and determine price, delivery, packaging, invoicing, and kind of service required.
- Select a location for the refrigerator keeping in mind frequent access for delivery, the Milk Moovers, and location of an electrical outlet.
- No fridge? Send us an email and maybe we can help. Schoolmilk@milk.org
- Spread the word! Get parents on side – share the parent info cards, available to download on <https://ontarioschools.milk.org/> along with a note, explaining how their children can participate.

Build a Milk Team

Every successful milk program 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 facilitating orders and collecting payment. Your Milk Moovers can distribute the milk to students at mealtimes. When children pre-order milk, it makes it easier for everyone involved.

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 information to parents 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 as need be.
- **Communicating with the distributors** to place, receive and check dairy orders.
- **Recruiting** and overseeing milk moovers.
- **Organizing milk distribution** to ensure milk gets distributed to students every day.

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.

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 with other beverages that may be for sale at your school.

Pricing and Payment Options

Make it easy for yourself. Collect payment through existing payment systems used in 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.

Milk Tickets:

Instead of sending home an order form, some schools sell milk tickets ahead of time at school.

The following steps will help you do this successfully:

1. Make up milk tickets, or print the samples at <https://ontarioschools.milk.org/>
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. Advertise milk ticket sales (Send home notices, create posters, announcements etc.)
4. Your Milk Moovers can be responsible for the sale of the tickets.
5. Place your milk order based on the number of tickets sold.

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.

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. Refer to the dairy distributors file <https://ontarioschools.milk.org/>

Questions to ask the distributor:

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:

- 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
- Frequency of delivery
- Packaging (bottle vs. carton)
- Invoicing cadence

Helpful Tip:

Your dairy/dairy distributor 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.

Classroom Milk Delivery Tips

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

- Milk Moovers can deliver milk to each classroom with a cooler bag.
- Milk Moovers can distribute or sell milk at “milk stations” set up at convenient locations (i.e. the hall, gym or lunchroom).

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.
- 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.

BEST OF LUCK!

For more information or support with your program, contact schoolmilk@milk.org