



MARKETING RESOURCES GUIDE

Feature Summer Harvest Themes

Emphasize freshness and nutrition of Summer Meals. Tie into your district's Farm to School events and make it fun with the themed celebrations listed below.

JUNE 2023 National Dairy Month

Not only is June the perfect month to kick off your Summer Meals program, it's also the national showcase month for all the nutritional goodness of milk, cheese and yogurt. Celebrate with these fun events!

JUNE 1



June 1st: World Milk Day

Begin Dairy Month with this popular [Chocolate Milk Blender recipe](#)

JUNE 4



June 4th: National Cheese Day

Offer Cheese Stuffed Breadsticks and a marinara cup as part of your meal offerings.

Celebrate on Monday, the 5th

June 7th: National Chocolate Ice Cream Day

Cool off a hot summer day with everyone's favorite chocolate ice cream.

JUNE 7



June 21st: National Smoothie Day

Our recipe for [Peach Smoothies](#) was made for this special day.

JUNE 21



June 25th: National Strawberry Parfait Day

The Berry Yogurt Pancake Parfait is a perfect way to feature strawberry goodness!

Celebrate on Monday, the 26th

JUNE 25



JULY 2023 When Summer Really Gets Cooking!

JULY 4



July 4th: Independence Day

Chef Jernard Wells has the perfect recipe for this day: The Red, White, and Blue Yogurt Parfait!

[Get the recipe here](#)

JULY 10



July 11th: National Blueberry Muffin Day

This one is easy and full of anti-oxidants! Our [Blueberry Muffin Parfait recipe](#) is perfect for summer meals.

JULY 14



July 14th: National Mac and Cheese Day

Here's a new twist on an all-time favorite: Mac & Cheese Pizza is sure to be a hit!



AUGUST 2023 Time for Some Refreshing Cool-offs

August 3rd: National Watermelon Day

Cool refreshment, sliced and topped with a scoop of vanilla yogurt for added nutrients.

AUGUST 3



August 7th: National Raspberries N' Cream Day

Yogurt, granola and raspberries? That's a winning combination.

AUGUST 7



August 13th: National Melon Day

Serve cantaloupe or honeydew melon dippers with yogurt.

AUGUST 13



August 25th: National Banana Split Day

Try this classic with vanilla yogurt, fresh bananas, strawberries and blueberries, topped with granola.

AUGUST 25



AMERICAN DAIRY ASSOCIATION NORTH EAST