

# WHOLE LOTTA WHOLESOME!

## Enjoy New Flexibility in Your Next Milk Bid

Good news! Just in time for Bid Season, the *Whole Milk for Healthy Kids Act* has greatly expanded milk options within the National School Lunch Program (NSLP).

### How to Make it Work Right Now



**Include the “Whole” lineup in your Milk Bid** – Students will be delighted to find Whole and 2% Milk back on the menu, and you can keep everyone happy by still offering familiar 1%, Fat-Free and Flavored options.



**Ride the Protein Trend** – Today’s students are always looking for new protein sources, and milk fits the protein profile...perfectly.



**Put this “Nutritional Powerhouse” to work** – Every serving of milk, regardless of fat content, delivers 13 essential nutrients.



**Increase Consumption** – All those nutrients, protein, calcium and vitamins are wasted if students don’t drink the milk. That’s why these great-tasting milk options are such an important new tool for you.



**Strengthen your Menu Appeal and ADPs** – When school lunches are accompanied by these popular new milk choices, participation goes up across the entire menu.



It all starts with your Milk Bid. Be sure your district adds **ALL** milk varieties. Learn more at: [americandairy.com](http://americandairy.com)



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