

WHOLE LOTTA WHOLESOME!

Enjoy New Flexibility in Your Next Milk Bid

Good news! The *Whole Milk for Healthy Kids Act* gives schools the flexibility to serve ALL milk options – including Whole and 2% Milk – and it now applies for breakfast, lunch and other child nutrition programs.

How to Make it Work Right Now



1 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.



2 Serve ALL milks, ALL day long – Use the new options as part of breakfast, lunch, preschool, afternoon snacks and other programs. [Full details here.](#)



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



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



5 Increase Consumption – All those nutrients, protein, calcium & 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.



6 Strengthen your Menu Appeal and ADPs – When school meals 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



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