



United Dairymen of Idaho (UDI) is pleased to sponsor the Idaho School Scoreboard Grant Program. The program is made possible through funding from Idaho's dairy farm families. The United Dairymen of Idaho Board of Directors have approved a limited amount of funding for gymnasium scoreboards.

The UDI Board of Directors understands that many schools are financially unable to purchase a scoreboard for their school. Please review the enclosed grant criteria and grant application. Participation in the New Look of School Program (NLSM) (round re-sealable plastic containers offered on the school meal line) administered through United Dairymen of Idaho is mandatory for 100% funding of a scoreboard. UDI will fund scoreboards at 50% for schools that do not participate in the NLSM program. Background information on NLSM is provided with this grant application.

If you have any questions about the program or the application, please feel free to contact Deana Sessions at 208-327-7050 or at dsessions@udidaho.org.

Background on New Look of School Milk

Kids have been drinking milk from a cardboard carton at school for more than 50 years. Unfortunately, school milk consumption is declining and so is the number of children participating in the school lunch program. Lower rates of milk consumption may put students at greater risk of fractures, hypertension, dental problems and osteoporosis and other health conditions later in life. Lower school lunch participation rates have a variety of negative implication for student nutrition.

In 2007, United Dairymen of Idaho invested \$2 million and partnered with a local processor to install equipment that would package milk in 8-ounce round resealable plastic containers. Instead of the traditional cardboard cartons, many schools in Idaho are now serving milk in this better packaging.

A 2005 study¹ shows that kids overwhelmingly prefer milk in plastic to paperboard containers. In the study conducted among 300 school-aged children, 94 percent of them said they preferred school milk in the plastic bottle. Plus, 86 percent said that the plastic bottle was “easier to drink from” and two-thirds (67 percent) said that the milk in the plastic bottle “had a better flavor” than the milk in the paper carton.

Milk should be an important part of a school’s wellness policy as school is where many students get much of their nutrition for the day. Studies show that when children drink milk at lunch, they have higher intake of several important nutrients, including calcium, zinc, potassium and Vitamins A and D. In one study, only those children drinking milk at lunch were able to meet their daily calcium requirements.²

1 June 2005 survey of more than 300 school-aged children conducted by Peryam & Kroll Research Corp. on behalf of the National Dairy Council.

2 Johnson, R.K, et al. The Association Between noon-time Beverage Consumption and the Diet Quality of School-aged Children. *The Journal of Child Nutrition and Management*. 22: 95-100, 1998.

School Scoreboard Grant Program Criteria

What	<p>United Dairymen of Idaho (UDI) administrates the Idaho School Scoreboard Grant Program.</p>
Who	<p>The Idaho School Scoreboard Grant Program is open to any Idaho school that meets the criteria set forth in this application.</p>
Funding for Schools that Provide Milk in Round Resealable Plastic Containers on the School Meal Line	<p>UDI will provide 100% funding for a scoreboard for schools that offer milk in round, resealable containers on the school meal line through the NLSM program.</p> <p>UDI reserves all advertising rights to the scoreboard for the life of the scoreboard.</p> <p>Schools are responsible for maintenance and upkeep of scoreboard.</p>
Funding for Schools that Do Not Provide Milk in Round Resealable Plastic Containers on the School Meal Line	<p>UDI will provide 50% funding for a scoreboard for schools that do not offer milk in round, resealable containers on the school meal line through the NLSM program.</p> <p>UDI reserves all advertising rights to the scoreboard for the life of the scoreboard.</p> <p>Schools are responsible for maintenance and upkeep of scoreboard.</p>
Guidelines	<ol style="list-style-type: none"> 1. Schools must submit a letter on school letterhead stating that the school serves milk through the NLSM program (round resealable plastic containers). 2. If a school intends to convert to the NLSM program in order to qualify for 100% scoreboard funding, a letter must be submitted on school letterhead stating the school will convert to the NLSM program and serve round resealable plastic containers on the school meal line. The letter is to be signed by the District Superintendent, the school Principal and the District School Foodservice Director. 3. Schools must agree to remain on the NLSM program for no less than two years.

School Scoreboard Grant Application

School District _____

School _____

Contact Person _____ Title _____

Phone _____ Email _____

Address _____

City _____ ID Zip _____

Our school currently serves milk on the meal line in round, resealable, plastic containers.

_____ Yes _____ No

Please note:

1. Schools must submit a letter on school letterhead stating that the school serves milk through the NLSM program (round resealable plastic containers) with a commitment to stay on the program for two years.
2. If a school intends to convert to the NLSM program in order to qualify for 100% scoreboard funding, a letter must be submitted on school letterhead stating the school will convert to round resealable plastic containers with a commitment to stay on the program for two years. The letter is to be signed by the District Superintendent, the school Principal and the District School Foodservice Director.

Please mail application and corresponding letter to:

School Scoreboard Grant
10221 W Emerald Suite #180
Boise, ID 83704

Or fax to: 208-327-7054