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Boise, ID 83704
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Dear School Personnel:

The Idaho Dairy Council is pleased to sponsor the School Dairy Vending Machine Grant Program. The program is made possible through funding from the United Dairymen of Idaho.

A dairy vending machine provides your students with healthy food options that taste great. Dairy provides students with many of the nutrients they need including calcium. A milk fact sheet has been included for your information.

In November 2005, the USDA published an interim final rule in the Federal Register clarifying certain provisions of the Child Nutrition Act. The new rule nullifies “exclusivity clauses,” which may be included in many schools’ contracts with soft drink companies to keep competing beverages out. The rule also empowers schools to renegotiate or amend existing contracts with these type of suppliers. For your convenience, the Federal Register publication of “Marketing and Sale of Fluid Milk in Schools” is attached.

Please feel free to give me a call if you have any questions regarding the Dairy Vending Grant Program.

Sincerely,

Caroline Morse, RD, LD
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327-7050

Milk Fact Sheet

Unique Nutrient Package

- Milk's natural nutrient package is unique and unparalleled. It is by far the best beverage to address the nutrition, taste, economic and health needs of the overall population schools serve.
- Milk contains nine essential vitamins and minerals, including calcium, vitamins A, D and B₁₂, protein, potassium, riboflavin, niacin (includes niacin equivalent) and phosphorus.

Calcium Crisis

- USDA statistics show that more than 70% of girls and 60% of boys age 6 to 11 do not meet their calcium needs on a daily basis. The stats are worse for teens – with 90% of teenage girls and 70% of teenage boys not getting enough calcium. Only 30% of children consume the recommended number of milk group servings each day.
 - Milk consumption has been falling and with it, adequate intake of calcium, which is essential for bone health. The decline is associated with several factors, including the increased consumption of soft drinks and juice.
 - Teenagers need 1,300 mg of calcium per day, or the equivalent of at least four 8-ounce glasses of milk.
 - On average, teens drink only 1 glass of milk a day.
 - Children's bones are like a bank account where calcium is deposited and saved to use later in life. During the teen years, half of all bone is formed and about 15% of adult height is added. Teens need to drink more milk because it helps bones grow strong and healthy.

Milk Vending

- Milk vending machines encourage kids to drink milk more often – giving them a nutrient-rich alternative to soft drinks.
- In fact, a study published in *Journal of the American Dietetic Association* (JADA) references milk vending machines in schools as a popular alternative to soft drinks and fruit drinks.
- Over the last ten years, students' access to competitive foods and beverages has been steadily increasing. There are vending machines or school stores in 43% of elementary schools, 74% of middle schools and 98% of high schools. More than two-thirds of schools allow students to buy food and beverage items from vending machines or school stores during the lunch period. And, 68% of schools allow students to purchase beverages such as soft drinks, sports drinks and fruit drinks during the lunch period, which directly competes with milk consumption.

Howell, W., Brener, N., Kuester, N., Miller, C. *Journal of School Health*. 7: 313, 2001.

Support from Leading Health Groups

- The role of milk and dairy foods in a nutritious diet has long been established and lauded by the nutrition and science community, including the American Dietetic Association (ADA), the American Academy of Orthopaedic Surgeons (AAOS), the American Academy of Pediatrics (AAP), the National Medical Association (NMA), the National Institute of Child Health and Human Development (NICHD) and many other reputable health organizations.

School Dairy Vending Machine Grant Program

What	The Idaho Dairy Council administrates the Dairy Vending Machine Grant Program with funds from the United Dairymen of Idaho.
Why	<p>The Child Nutrition Act passed in 2004 encourages schools to offer milk “anywhere, anytime” and to provide more flavor and fat choices.</p> <p>Most students do not meet their calcium needs, and many would choose milk and other dairy products over soda and other vending options if they were available. Drinking milk, or flavored milk also provides you with more than eight essential nutrients in addition to calcium.</p>
Who	Any Idaho school participating in the National School Lunch Program that demonstrates a demand for vended milk and/or dairy products is eligible to apply.
Requirements	<ol style="list-style-type: none"> 1. Schools or organizations must be willing to pay a portion of the cost (\$500) of the vending machine. 2. Schools must submit a letter of consent signed by the principal authorizing the placement of a dairy vending machine in the school. 3. Schools or organizations must be willing to provide the Idaho Dairy Council with dairy sales data. 4. Upon receiving a machine, schools must agree that only dairy products will be vended. <p>Schools are responsible for service calls made on the vending machine.</p>
Guidelines	<ol style="list-style-type: none"> 1. For smaller schools, it may be beneficial to check with your local vendor about the possibility of including dairy products in your current vending machines. 2. Schools obtain ownership of the vending machines.

School Dairy Vending Machine Grant Application

School District _____ School _____

Contact Person _____ Title _____

Phone _____ Fax _____ Email _____

Address _____

City _____ State _____ Zip _____

Grade(s) _____ Number of Students _____

Our school is able to contribute \$500.00 towards the purchase price of the vending machine _____ Yes _____ No

Do you have a 15 amp outlet dedicated only for the dairy vending machine? _____

Please sign and date that you have read the requirements and guidelines included in this grant application.

Please answer the following questions.

1. Please summarize your current vending situation, demonstrating the demand for a dairy vending machine.
2. Do you have a plan in place for the delivery and storage of dairy products, filling of the machine, and other responsibilities associated with a dairy vending machine? Please describe.
3. Will the vending machine be placed in a location that encourages dairy consumption? Are there any promotions in place to encourage dairy sales? Please describe.

Please mail application, along with the letter from the principal to:

School Dairy Vending Grant Program
10221 W Emerald, Suite #180
Boise, ID 83704