



Makes Cents!

We know that dairy products are delicious and provide students with nine essential nutrients for their health and well being. These are ideas, coming from successful dairy vending programs around the state of Idaho, to help you promote and profit from the dairy vending machine you received. Reminder: Your dairy vending machine was purchased by Idaho Dairy Farm Families, so please stock it with products containing real dairy. My thanks to those who offered these helpful and creative tips for dairy vending success! I hope you find this helpful in increasing dairy sales.

Location, Location, Location!

Your dairy vending machine should be located in a high traffic area of the school, where students have access morning, noon, and at evening and weekend school events. Some of you place the machine at a student entrance to the building where it will definitely be noticed!

Keep It Stocked!

This was clearly heard as I spoke with many of you about your dairy vending success. A well stocked machine invites students. Students are suspicious of an “almost empty” machine and wonder when it will be stocked.....and when it was last stocked. Assure your students that product is fresh and plentiful from your well stocked dairy vending machine.

Offer Flavors

Compared to their peers, children who drink flavored milk drink more milk overall and are more likely to meet their calcium needs without consuming more total fat and calories, according to a study in the Journal of the American Dietetic Association. Flavored milk contains the same nine essential nutrients as white milk with half the sugar as soda.

Milk is Just the Beginning.....

Several of you commented on your success in offering students variety from the dairy vending machine. Some of the dairy vending offerings, outside of flavored and white milk, include: cheddar, Colby, pepper jack, and Mozzarella cheese sticks, cheese and cracker packages, varieties of branded yogurt, Gogurt, low fat pudding, drinkable yogurt, yogurt covered raisins, yogurt covered fruit snacks, and beef jerky packaged with a cheese stick.

Seek out Sources for Variety in your Dairy Vending

Most of you are working with your local milk processor for delivery of product. Consider looking for variety by working with your school food service department. This department is already receiving regular food deliveries from large full service food distributors and may have access to a larger variety of real dairy products than you can otherwise find. Some of you are getting creative by shopping at local warehouse type grocery stores open to the public.

Advertise the Recipient of Proceeds

Many of Idaho's dairy vending machines are managed and operated by student groups with supervision of an adult advisor. Students poll their peers and make recommendations for product selection, sample new product with the student body, order, stock, and rotate product, and even manage the funds. The money then goes back into that student organization. It was suggested to advertise, right on the machine, the recipient of the dairy vending funds. When students know where the proceeds go, they are more likely to support the dairy vending efforts.

Cold Milk is Cool Fuel

Milk tastes best when it is served between 35 and 40 degrees Fahrenheit. Dairy products need to be properly delivered and stored to maintain flavor and quality. The machine must be connected to a reliable power source that is not turned off at night or on the weekends and holidays. Add measure to prevent the machine from being unplugged.

Maintain and Clean the Machine

Keep the machine clean and in good operating condition. Dairy vending machines can last a long time when the refrigeration units are maintained properly. Contact the Idaho Dairy Council at 327-7050 or idahodairycouncil.org for contact information on repairs and maintenance of your machine.

Keep Sales Up when Times are Low

Some of you are placing stickers on dairy products in a random manner. When a student sees a sticker on selected product, he/she wins a small prize or incentive offered by the school or organization operating the dairy vending machine.

Sincerely,
Caroline Morse, RD LD
School Marketing Director
Idaho Dairy Council
10221 W. Emerald, Suite 180
Boise, ID 83704
208-327-7050 (office)
208-327-7054 (fax)

