

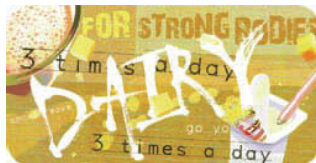
New Choices with the *New Look* of School Milk



New milk cooling equipment? Brightly colored signs for your cafeteria? You decide in 2011! Schools that start the *New Look of School Milk* program in 2011 are eligible. We're letting you pick what you want for your cafeteria. You can choose from cool cow-spotted milk merchandisers, bold signage and menu boards or a combination of both. Schools that have previously received equipment funds from New England Dairy & Food Council (NEDFC) or are currently involved in any special projects with NEDFC are not eligible.



Funding : Up to \$1,000 per 500 students enrolled in participating schools



***New Look of School Milk* includes the following:**

- Milk in plastic with all school lunches; may also include à la carte and vending
- Milk in multiple flavors
- Improved monitoring of milk temperatures
- Improved merchandising of milk through coolers, marketing, etc.

To Qualify:

- Participate in the USDA School Meals Program
- Permanently implement *New Look of School Milk*, at minimum, by offering milk in plastic with all school lunches
- Have not received equipment grants from NEDFC in the past
- Be actively participating in Fuel Up to Play 60—Visit www.FuelUpToPlay60.com for information & to request a FREE kit for your school

Funding is only available to schools initiating *New Look of School Milk* in 2011. Applications must be submitted by November 30, 2011. Funding is limited and available on a first come, first served basis.

For more information, contact your local New England Dairy & Food Council representative.

www.NewEnglandDairyCouncil.org