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**International
Dairy Foods Association**

School Milk Splash

Presented to Dairy Practices Council

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- School meals are the healthiest meals available to kids in the US.
- Serve nearly 30 million children every school day.
- USDA's Food and Nutrition Service data comparing May 2023 to May 2022:
 - National School Lunch Program served 523,978,387 lunches, a decline of over 20 million monthly lunches.
 - School Breakfast Program served 269,244,718 breakfasts, a decline of over 23 million monthly breakfasts.

School Milk



School Breakfast Program



National School Lunch Program



Summer Food Service Program



Special Milk Program

- Milk for school programs must meet federal Standard of Identity for milk
 - Lactose free milk is permitted
- Low-fat or fat free milk, flavored or unflavored for breakfast and lunch
- Summer Food Service Program may include any milk, including whole or reduced fat
- At least two options for fluid milk, including at least one unflavored option, must be offered in all lunches and breakfasts.
 - Students may decline it as part of “offer versus serve”

School milk is 7.6% of total milk sales in the United States.

School milk sales have decreased from 461 million gallons in school year 2007-2008 to an estimated 363 million gallons in school year 2022-2023— more than a 20% decrease.

Flavored milk represents two-thirds of school milk consumed.

Added sugar in school milk decreased by 54% (16.7 gram to 7.6 grams) over 17 years, 61 fewer calories over 10 years.

- Each school food authority will solicit bids on milk, as long as it is in line with the requirements of the program
- Bid request will outline many criteria, including product parameters (flavor, fat level, containers) and delivery schedule.
 - Schools can set more strict criteria (unflavored or fat free milk only), as long as the USDA's requirements are met.
- Factors considered: price, responsiveness to request



- Keep fluid milk as required element of school lunch & breakfast (low fat or fat free only).
- Saturated fat limits will stay at 10% of calories, based on weekly average per meal
- Added sugar limits:
 - Flavored milk no more than 10 g/8 fl oz milk
 - 10% of calories in overall meals, based on weekly average per meal
 - Proposed elimination of flavored milk from K-5 or K-8 schools
- Sodium: about 10% reduction every two years, based on weekly average per meal

USDA Food and Nutrition Service
U.S. DEPARTMENT OF AGRICULTURE

PROPOSED RULE FOR SCHOOL MEAL STANDARDS

We all share a common goal: raising healthy kids and helping them reach their full potential! School meals are the main source of nutrition for millions of children every school day. Here are some ways USDA is proposing to make these meals even more nourishing, while still keeping them appealing to kids. We welcome your feedback on these proposed changes through [public comments](#).



Added Sugars
Limit using a phased approach:

- Phase 1: Limits on specific high-sugar products like yogurt and cereal
- Phase 2: Overall weekly limits across all meals





Milk
Allow some* flavored milk with reasonable limits on added sugars.
* The proposed rule requests feedback on different options.





Sodium
Reduce weekly limits gradually and in line with FDA's recommendations for industry.



USDA is an equal opportunity provider, employer, and lender. February 2013

- Flavored milk is a nutritious option for school-aged children and has earned a place as a key component of school meals.
- Nine in 10 parents with children in public schools agree that non-fat and low-fat flavored milk should remain an option for children in school meals.





- 37 processors committed to no more than 10g added sugar per 8oz serving of flavored milk in schools
- Endorsed by USDA, CSPI, SNA, Urban School Food Alliance, others
- Average added sugars fell from 8.2g to 7.5 grams from March to July 2023

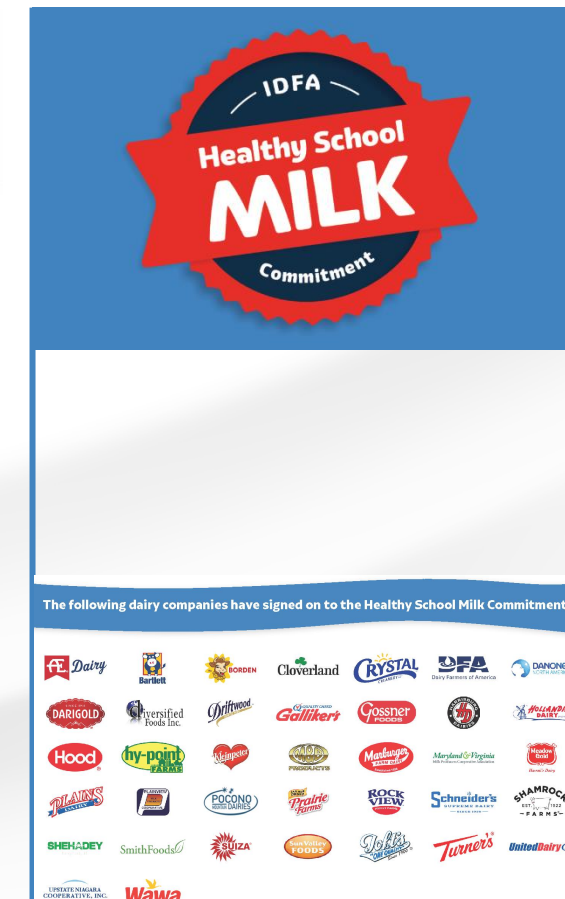
The following dairy companies have signed on to the Healthy School Milk Commitment.



- ✓ Expanded Reach
- ✓ Immediate & Growing Impact
- ✓ Total Cooperation from All 37 Processors
- ✓ Significant Support from USDA, CDC, and WH

The White House National Strategy on Hunger, Nutrition & Health

- ✓ The White House is considering endorsing the Healthy School Milk Commitment as an official commitment under the National Strategy for Hunger, Nutrition & Health.
- ✓ The Commitment was expanded to include the USDA Summer Food Service Program. Will reach 40,000 SFSP sites & 1.8 – 3.2 million children in summer months.
- ✓ Since April, the Commitment has led to a reduction in added sugars from 8.2 to 7.5 grams. [IDFA is tracking data.]
- ✓ **What does this mean?** Thanks to our processors, we are well positioned to maintain flavored milk in schools.



Whole Milk for Healthy Kids (H.R. 1147/S. 1957)

- Allows schools to offer flavored and unflavored whole, reduced-fat, low-fat and fat-free fluid milk and lactose-free fluid milk
- House – Reps. G.T. Thompson (R-PA); Kim Schrier (D-WA) + 133 co-sponsors
 - Approved by House Education & Workforce Cmte (26-13 bipartisan vote)
 - House floor voted expected this year
- Senate – Sens. Roger Marshall (R-KS) and Peter Welch (D-VT) + 9 co-sponsors

Other IDFA-supported legislation

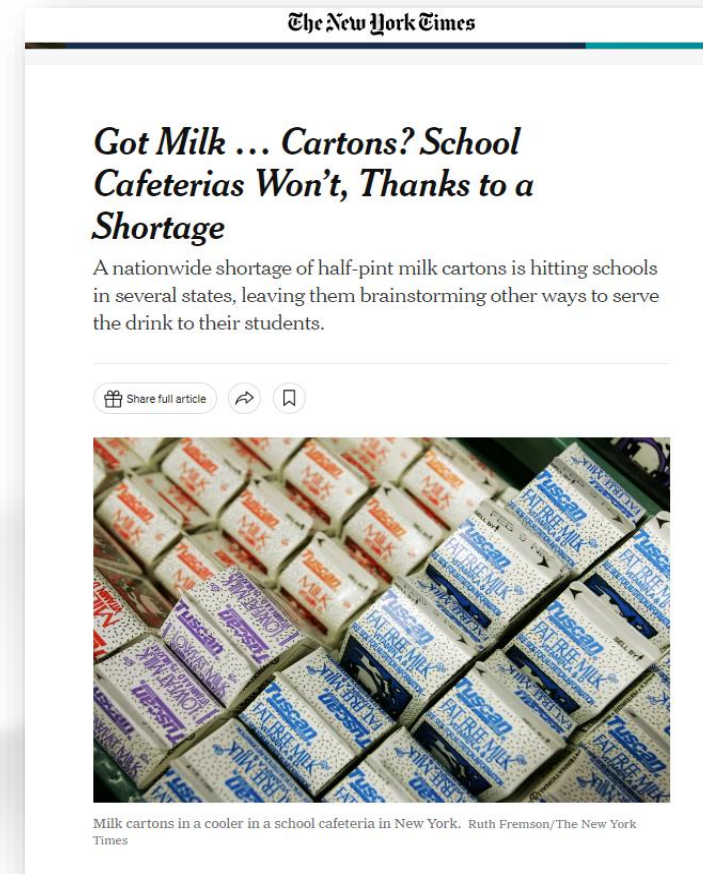
- **GIVE MILK (H.R. 5383)**
- **Protecting School Milk Choices Act (H.R. 819)**
- **MILK Act (H.R. 3930)**

Other Legislation

H.R. 1619/S. 2943

- Would remove nutritional equivalence requirements for milk substitutes in school meals

- IDFA coordinating response and supporting milk companies on half-pint cardboard milk carton shortage
- One cardboard stock supplier unable to fill orders to school milk processors
- USDA allows 'emergency authorities'; schools can serve different sizes, varieties
- Processors working together to source excess stock, partner with new suppliers, offer ½ gallons, gallons, bags
- Expected to ease by early 2024
- **Not a milk shortage. Processors taking action.**



Support school meals as important sources of healthy foods, including milk and dairy, in children's diets.



Thank You! Questions?

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