

SCHOOL MILK SURVEY

International Dairy Foods Association (IDFA)

JUNE 2023

KEY FINDINGS

- 1. School Meals:** Over half of parents with children in public schools report their child(ren) *receives free or discounted meals at school*.
- 2. Providing Milk in Schools:** Nearly all parents with children in public schools believe providing milk to children for public school meals is *important for their daily nutritional intake*. Among parents who say providing milk to children for public school meals is important, seven-in-ten parents say it is *very important*.
- 3. Non-Fat/Low-Fat Flavored Milk Options:** Parents with children in public schools *continue to nearly unanimously agree* that non-fat or low-fat flavored milk should remain an option for children in public school meals. After messaging, similar shares of parents with children in public schools continue to express agreement for retaining these options in public school meals.
- 4. Message Testing:** Parents with children in public schools *remained convinced by each of the messages* on providing milk in public school meals convincing. The majority of parents with children in public schools continue to find the message on milk contributing to strong and healthier bones, as well as being a leading source of calcium and vitamins, very convincing.

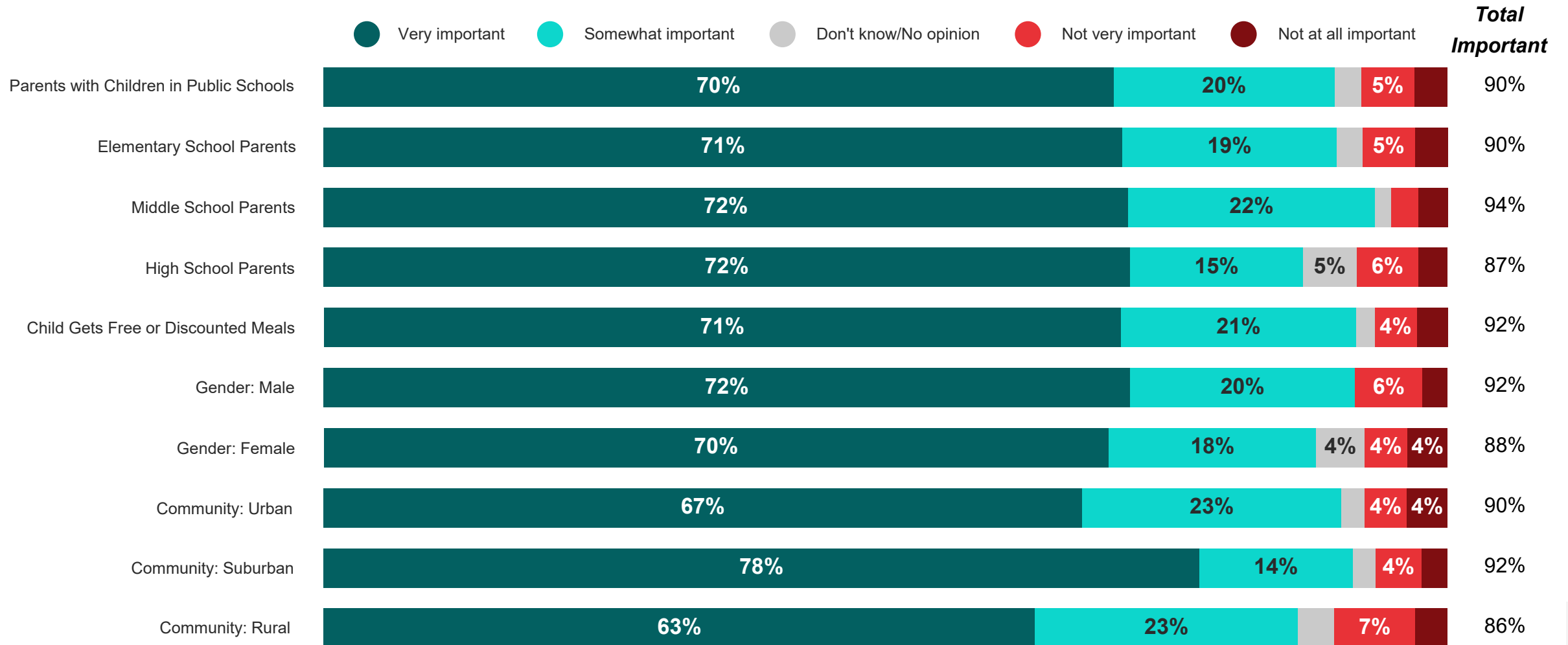


METHODOLOGY

This poll was conducted between June 9-11, 2023 among a sample of 441 Parents with Children in Public Schools. The interviews were conducted online and the data were weighted to approximate a target sample of Parents with Children in Public Schools based on age, race/ethnicity, and educational attainment. Results from the full survey have a margin of error of plus or minus 5 percentage points.

Nine-in-ten parents with children in public schools (90%) believe providing milk to children for public school meals is *important for their daily nutritional intake*.

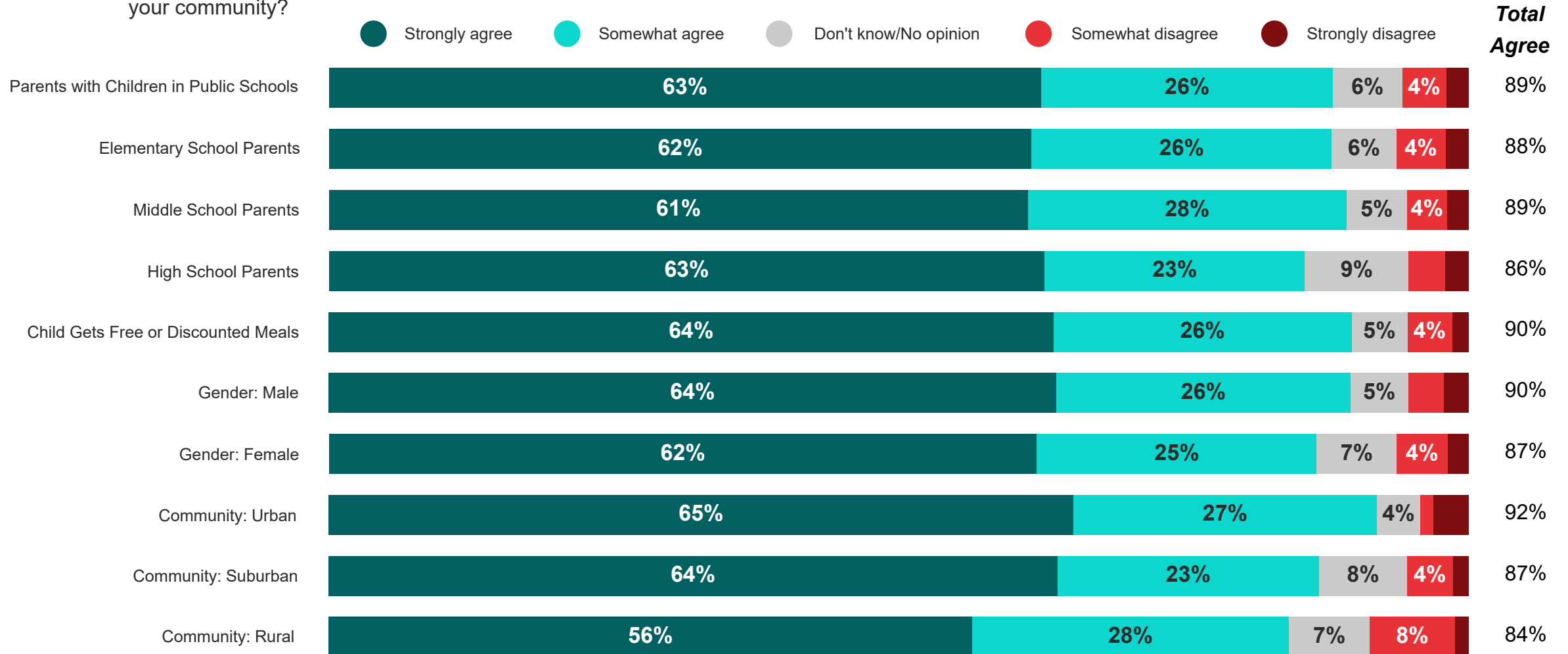
How important, if at all, do you believe providing milk to children for public school meals is for their daily nutritional intake?



Total Important = Very important + Somewhat important

Parents with children in public schools across all demographic groups have high levels of agreement that non-fat or low-fat flavored milk *should remain an option* in school meals.

Do you agree or disagree that non-fat or low-fat flavored milk (i.e., chocolate and strawberry) should remain an option for children in public school meals in your community?

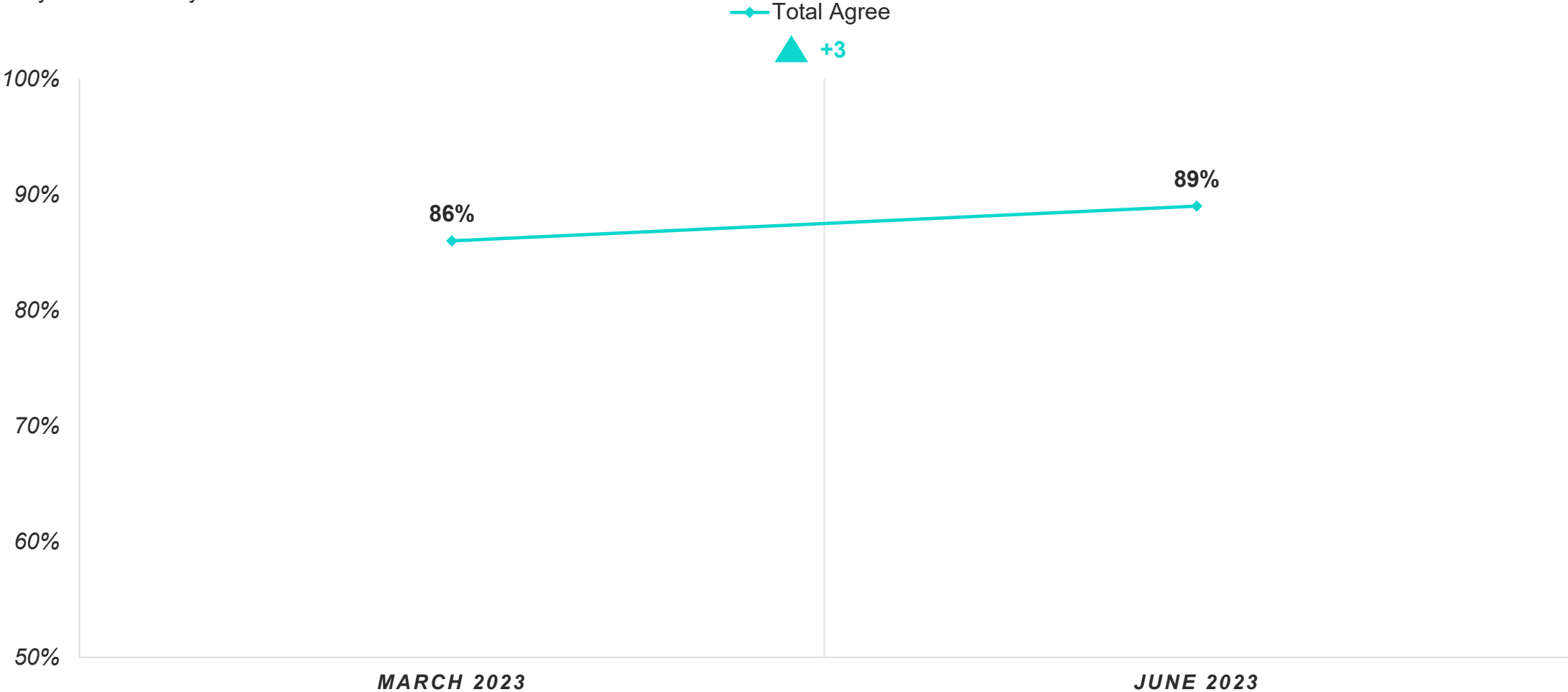


Total Agree = Strongly agree + Somewhat agree

SCHOOL MILK SURVEY

Parents with children in public schools *have maintained high levels of agreement* that non-fat or low-fat flavored milk should remain an option for children in public school meals.

Do you agree or disagree that non-fat or low-fat flavored milk (i.e., chocolate and strawberry) should remain an option for children in public school meals in your community?

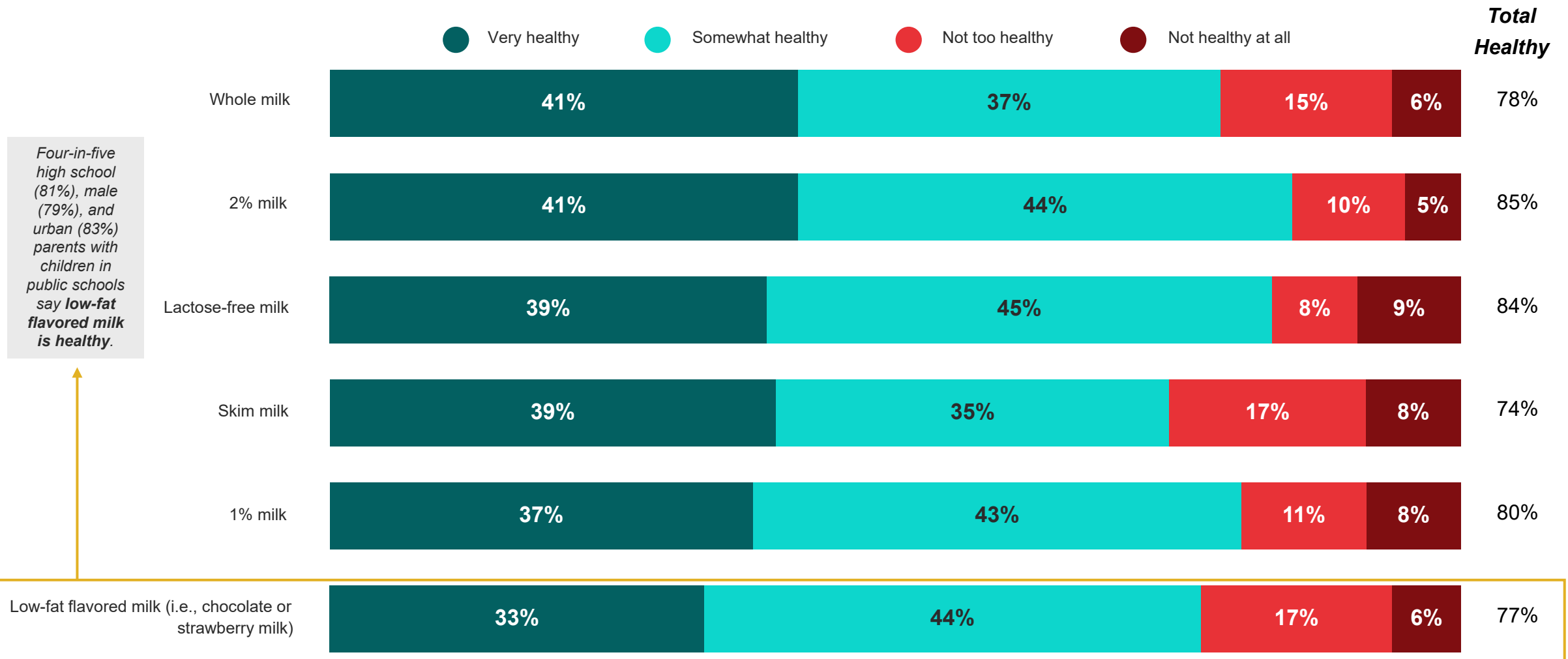


Total Agree = Strongly agree + Somewhat agree

SCHOOL MILK SURVEY

Three-fourths of parents with children in public schools (77%) express that low-fat flavored milk is *healthy*.

How healthy, if at all, do you think the following types of milk are for children in your community to consume while in school?



SCHOOL MILK SURVEY

At least three-fourths of parents with children in public schools found each of the messages on including milk in school meals convincing.

How convincing, if at all, are the following statements when thinking about including milk in public school meals for children in your community?

● Very convincing
 ● Somewhat convincing
 ● Not too convincing
 ● Not at all convincing

**Total
Convincing**

Milk contributes to stronger and healthier bones, lower blood pressure, and reduced risk of cardiovascular disease. Milk is the leading source of calcium, vitamin D, and potassium for American children ages 2 to 18.



89%

School meal programs are critically important to students' milk intake. For low-income children ages 1-18, 77 percent of their daily milk intake comes from school meals, which are therefore essential to closing nutrient gaps.



86%

Offering milk in school meals plays an important role in the diet and nutrition of children because milk contains 13 essential vitamins and nutrients that children need for growth, development, healthy immune function, and overall wellness.



88%

Children who consume non-fat or low-fat flavored milk drink more milk overall and have higher intakes of vitamins D, A, calcium, potassium and other nutrients than children who don't drink non-fat or low-fat flavored milk.



81%

The chocolate milk offered in schools today contains 50% less added sugar than it did a decade ago and contains more vitamins and nutrients than fruit juice.



78%

When schools offer non-fat or low-fat flavored milks like chocolate milk, kids drink more milk and acquire more vitamins and nutrients throughout the day.



83%

When schools offer non-fat or low-fat flavored milks, more children finish their meals and throw less food away, thereby helping kids get the nutrients they need.



75%

Non-fat and low-fat flavored milk contribute only 4% of the total added sugars in a student's diet. The moderate levels of added sugars in these products increase the tastiness, thereby encouraging students to consume these nutrient-dense foods.



76%

Low-fat (1%) flavored milk provides the same essential nutrients as fat-free flavored milk and the difference in fat, saturated fat, and calories is modest. Both non-fat and low-fat milk supply three of the four nutrients of public health concern for under-consumption: calcium, vitamin D and potassium.



81%

Total Convincing = Very convincing + Somewhat convincing

SCHOOL MILK SURVEY

Parents of different genders and community types had differing opinions on how convincing they found certain messaging on providing milk in school meals.

How convincing, if at all, are the following statements when thinking about including milk in public school meals for children in your community?

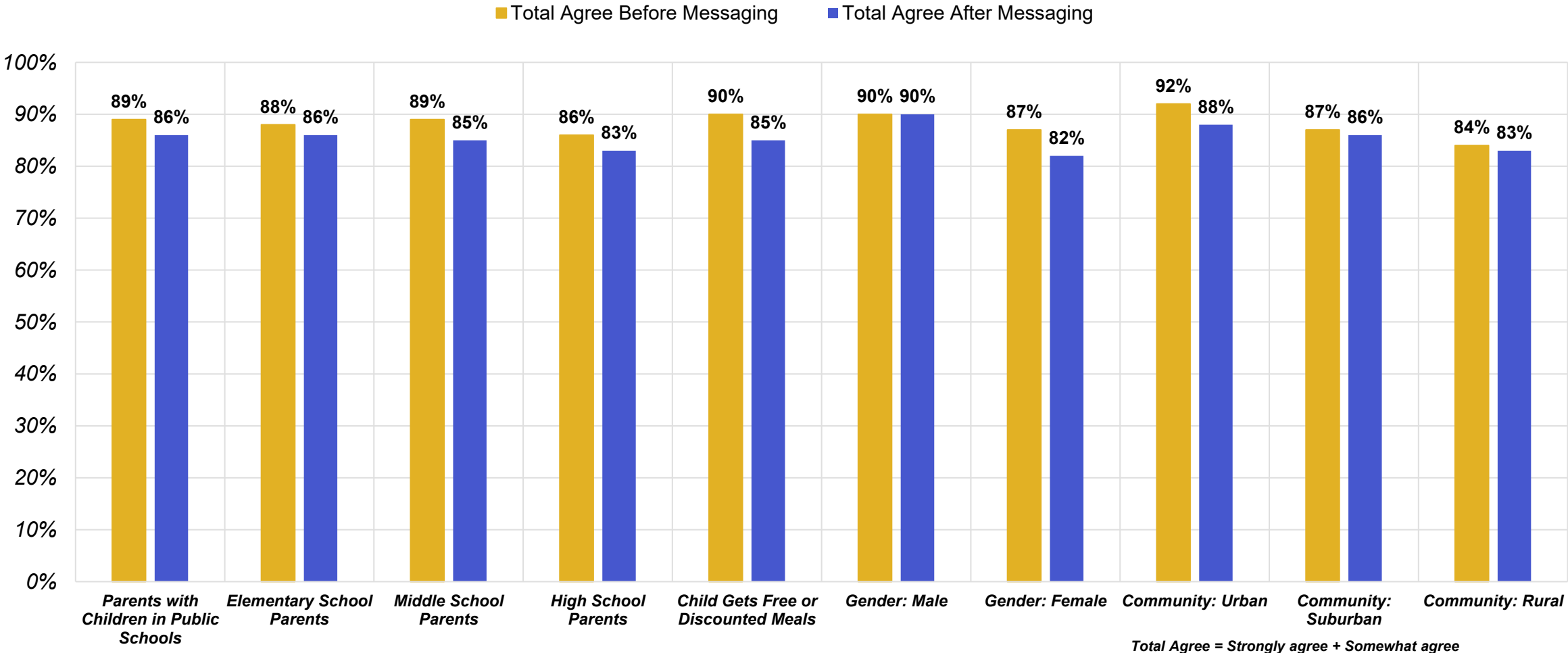
% Very Convincing	Parents with Children in Public Schools	Elementary School Parents	Middle School Parents	High School Parents	Child Gets Free or Discounted Meals	Gender: Male	Gender: Female	Community: Urban	Community: Suburban	Community: Rural
Milk contributes to stronger and healthier bones, lower blood pressure, and reduced risk of cardiovascular disease. Milk is the leading source of calcium, vitamin D, and potassium for American children ages 2 to 18.	52%	49%	45%	60%	48%	47%	56%	49%	50%	58%
School meal programs are critically important to students' milk intake. For low-income children ages 1-18, 77 percent of their daily milk intake comes from school meals, which are therefore essential to closing nutrient gaps.	46%	45%	36%	47%	40%	44%	48%	44%	45%	48%
Offering milk in school meals plays an important role in the diet and nutrition of children because milk contains 13 essential vitamins and nutrients that children need for growth, development, healthy immune function, and overall wellness.	44%	43%	38%	51%	41%	38%	50%	40%	49%	43%
When schools offer non-fat or low-fat flavored milks like chocolate milk, kids drink more milk and acquire more vitamins and nutrients throughout the day.	40%	38%	30%	44%	39%	42%	39%	49%	35%	36%
The chocolate milk offered in schools today contains 50% less added sugar than it did a decade ago and contains more vitamins and nutrients than fruit juice.	40%	42%	33%	42%	35%	42%	38%	45%	39%	34%
Children who consume non-fat or low-fat flavored milk drink more milk overall and have higher intakes of vitamins D, A, calcium, potassium and other nutrients than children who don't drink non-fat or low-fat flavored milk.	40%	38%	31%	45%	35%	44%	36%	45%	39%	33%
When schools offer non-fat or low-fat flavored milks, more children finish their meals and throw less food away, thereby helping kids get the nutrients they need.	37%	38%	30%	36%	35%	40%	35%	45%	35%	30%
Low-fat (1%) flavored milk provides the same essential nutrients as fat-free flavored milk and the difference in fat, saturated fat, and calories is modest. Both non-fat and low-fat milk supply three of the four nutrients of public health concern for under-consumption: calcium, vitamin D and potassium.	36%	37%	26%	35%	31%	36%	36%	40%	31%	36%
Non-fat and low-fat flavored milk contribute only 4% of the total added sugars in a student's diet. The moderate levels of added sugars in these products increase the tastiness, thereby encouraging students to consume these nutrient-dense foods.	36%	34%	32%	41%	32%	40%	33%	45%	31%	29%

*Heatmap reflects % very convincing for each statement, the darker the shading the higher the percentage.

SCHOOL MILK SURVEY

Parents with children in public schools across key demographic groups express similar levels of agreement after messaging.

Do you agree or disagree that non-fat or low-fat flavored milk (i.e., chocolate and strawberry) should remain an option for children in public school meals in your community?



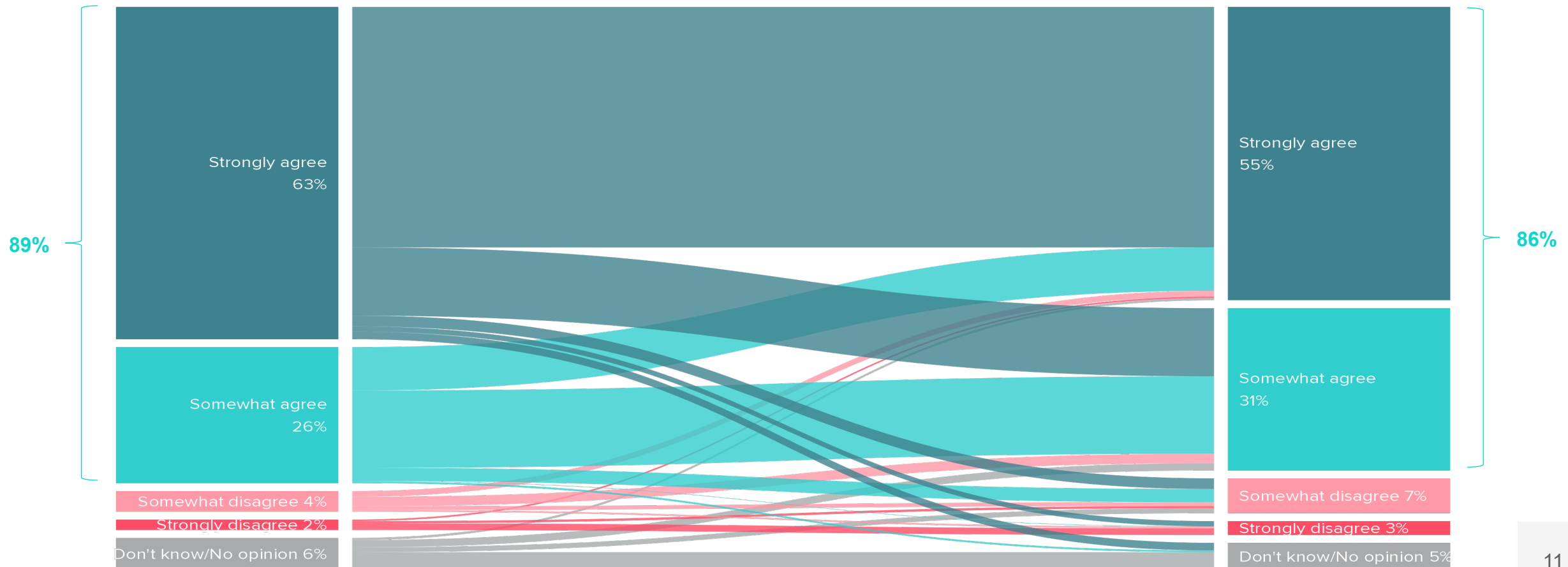
SCHOOL MILK SURVEY

Change in responses from messaging for keeping non-fat or low-fat flavored milk in school meals among parents with children in public schools.

Do you agree or disagree that non-fat or low-fat flavored milk (i.e., chocolate and strawberry) should remain an option for children in public school meals in your community?

Agreement Before Messaging

Agreement After Messaging



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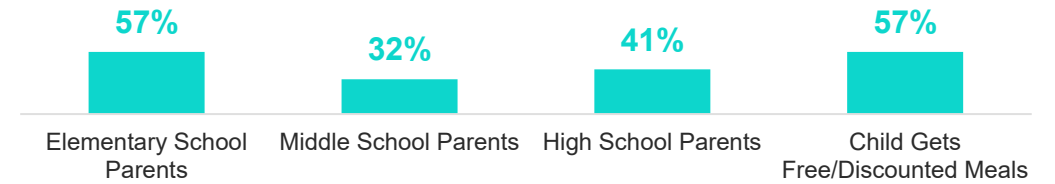
Respondent profile of parents with children in public schools.

■ Parents with Children in Public Schools

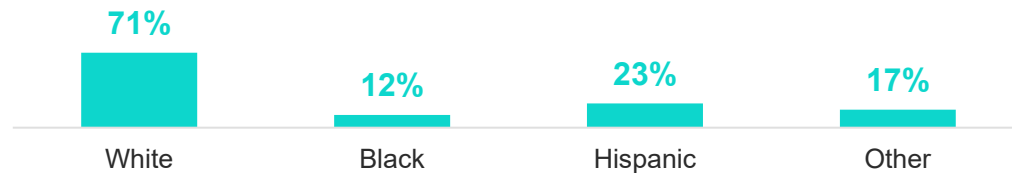
GENDER



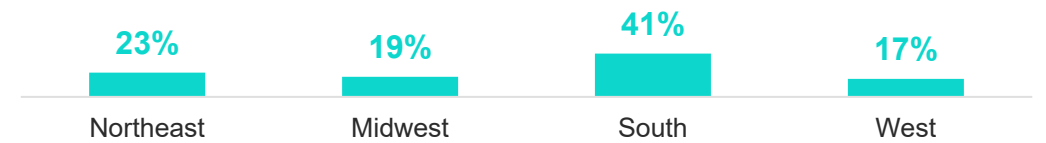
CUSTOM DEMOS



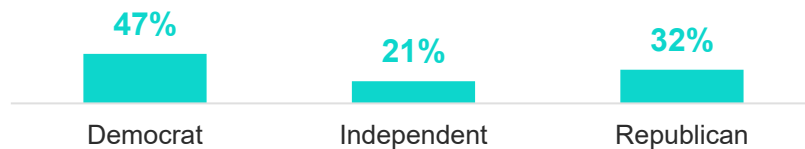
ETHNICITY



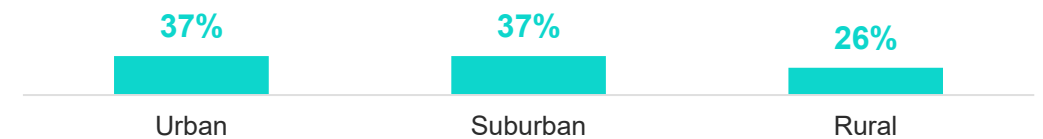
REGION



PARTY ID



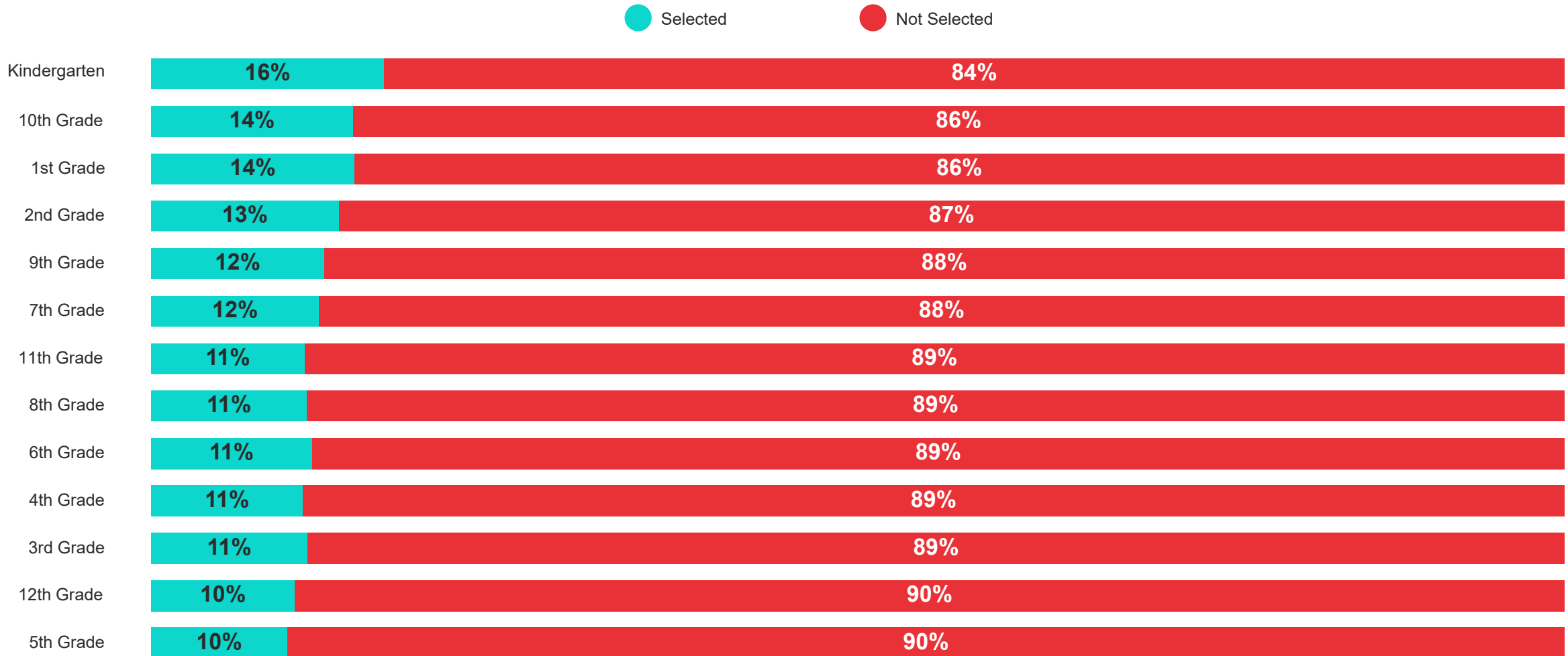
COMMUNITY TYPE



Percentages calculated as N size out of total respondents (N = 441).

The most common grades of children in public schools whose parents were sampled are *Kindergarten* (16%), *10th grade* (14%), and *1st grade* (14%).

What grade(s) are your children currently attending in public school this year? Select all that apply.

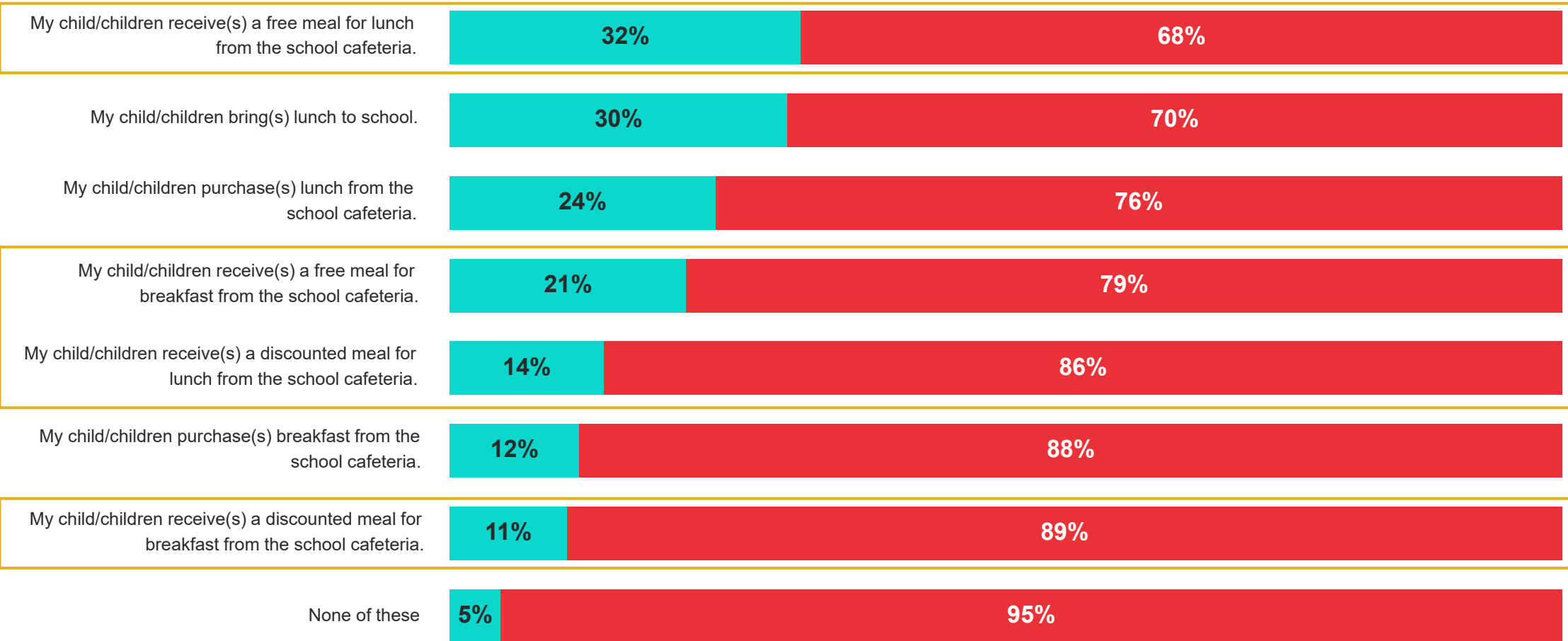


APPENDIX

One-third of parents with children in public schools have a child or children that gets a *free meal for lunch* (32%) and one-fifth have a child that gets a *free meal for breakfast* (17%).

Which of the following describe(s) how your child/children eat(s) meals at school? Please select all that apply.

Selected Not Selected



*Fifty-seven percent of parents with children in public schools (57%) report their child(ren) receives free or discounted meals at school.

*Calculation represents respondents that selected any free or discounted meal option, respondents were able to select multiple options.



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