



SAME ESSENTIAL
NUTRIENTS
LESS SUGAR
HEALTHY KIDS



Promotional Toolkit: Healthy School Milk Commitment

Overview

America's dairy companies are committed to supporting families and students in their efforts to maintain a healthy diet and lifestyle. Nearly 30 million children and adolescents participate in federal school meal programs, including breakfast and lunch. The Healthy School Milk Commitment is a pledge by dairy companies to deliver milk's 13 essential nutrients to America's students while reducing calories and added sugars in flavored milk. Beginning with the 2025-2026 school year, 37 school milk processors representing more than 90% of the school milk volume in the United States commit to provide healthy, nutritious school milk options with no more than 10 grams of added sugar per 8 fluid ounce serving.

Information about the Healthy School Milk Commitment can be found at www.healthyschoolmilk.org.

Below is information about the Commitment, about flavored milk in school meals, and promotional material to help you promote the Commitment.

Thank you for your support!

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- [Sample Social Media Posts and Email Blurbs](#)
- [Promotional Graphics for Download](#)
- [The Healthy School Milk Commitment](#)

Additional Materials:

- [2-Page Handout for the Healthy School Milk Commitment](#)
- [Back-to-School Fact Sheet on School Milk](#)
- [Polling of Parents with Children in Public Schools \(IDFA-Morning Consult\)](#)
- [Commitment Announcement Video](#)

Talking Points: School Milk Nutritional Benefits

Key Talking Points

- Children are not receiving enough essential nutrients for growth, development, healthy immune function, and overall wellness. Healthy milk and dairy options in school meals—including lactose-free and reduced-lactose options—are the most important opportunity of the day for children to get the critical nutrients they need.
- Milk served in schools contains 13 essential nutrients, including high-quality protein, calcium, phosphorous, vitamin D, and potassium
- Milk is an excellent source of 3 of the 4 nutrients of concern, as identified by the Dietary Guidelines for Americans
- Milk is the number one source of protein, vitamin D, calcium, and potassium in the diets of children ages 2-18
- Milk supports better bone health and lower risk for type 2 diabetes and cardiovascular disease
- Parents and nutrition professionals have agreed that milk and dairy products must remain key building blocks in school meals

Flavored Milk Key Talking Points

- Flavored milk contains the same amount of 13 essential nutrients as unflavored milk
- 90% of parents with children in public schools expressed agreement that non-fat or low-fat flavored milk should remain an option in public school meals in their community ([poll](#))
- Flavored milk options, such as chocolate, vanilla and strawberry milk, are the most consumed beverages within the school meals program, leading to higher program participation, less plate waste, and greater consumption of essential nutrients children need to grow and thrive in school and life.
- Children who drink flavored milk consume more milk and have significantly higher intakes of vitamin D, calcium, potassium, and other nutrients
- Flavored milk products offered today contain an average of just 8.2 grams of added sugar per serving
- Flavored milk contributes just 4% of added sugars in the diets of children 2-18 years, while unflavored milk contains no added sugars

Sample Social Media Posts and Email Language

Facebook / LinkedIn / Email

America's dairy farmers and milk processors are committed to providing healthy, nutritious milk for children in grades K through 12.

We call it the Healthy School Milk Commitment. And it means we commit to providing non-fat and low-fat flavored milk with no more than 10 grams of added sugar per 8-ounce serving to schools across the country by 2025. That's right. We're delivering school milk with the same 13 essential nutrients and less added sugar than ever before.

Learn more about the Commitment: www.healthyschoolmilk.org

Twitter

Same essential nutrients. Less sugar. Healthy kids. We're proud to support the Healthy School Milk Commitment. Learn more: www.healthyschoolmilk.org

Downloadable Graphics for Social Media

The first option below is a generic post. The second option allows you to add your logo.

(click either to download its respective high-res version)



A blue rectangular graphic with a white wavy border on the left side. On the left, a young boy is drinking from a white milk carton. In the center is a red circular seal with a scalloped edge, containing the text "IDFA" at the top, "Healthy School MILK" in the middle, and "Commitment" at the bottom. To the right of the seal, the text "SAME ESSENTIAL NUTRIENTS", "LESS SUGAR", and "HEALTHY KIDS" is arranged vertically with wavy lines between them. At the bottom, the text "We're Proud to Join the Healthy School Milk Commitment" is displayed in white, with the website "www.healthyschoolmilk.org" in a white box below it.



A blue rectangular graphic with a white wavy border on the right side. On the right, a young girl is smiling while eating. In the center is a red circular seal with a scalloped edge, containing the text "IDFA" at the top, "Healthy School MILK" in the middle, and "Commitment" at the bottom. At the bottom, the text "We're Proud to Join the Healthy School Milk Commitment" is displayed in white, with the website "www.healthyschoolmilk.org" in a white box below it.



America's dairy companies are committed to supporting families and students in their efforts to maintain a healthy diet and lifestyle. Nearly 30 million children and adolescents participate in federal school meal programs, including breakfast and lunch. Dairy and milk play a central role in school meals by providing 13 essential nutrients students need for healthy growth and development. Milk is the top source of calcium, potassium, phosphorus, and vitamin D in kids ages 2-18, and flavored milk is just as nutritious as white milk. As parents, policymakers, and nutrition professionals support making more milk options available with less added sugar per serving, the International Dairy Foods Association (IDFA), on behalf of America's school milk processors, is leading a voluntary effort to reduce added sugars in school milk by the 2025-2026 school year.

Same 13 Essential Nutrients. Less Sugar. Healthy Kids.

Beginning with the 2025-2026 school year, school milk processors commit to providing school milk options with no more than 10 grams of added sugar per 8 fluid ounce serving. In fact, flavored milk products offered today contain an average of just 8.2 grams of added sugar per serving. This effort, known as the Healthy School Milk Commitment, aims to deliver milk's 13 essential nutrients to America's students while reducing calories and added sugars in flavored milk. The Healthy School Milk Commitment combines our industry's passion for product innovation with a long-standing promise to provide healthy, nutritious dairy options to schoolkids everywhere. This includes developing new and reformulated milks with less added sugar and working with school meals professionals and nutrition professionals to educate school staff and students about the benefits of healthy milk options in the diets of children and adolescents.

Among milk options available in schools, low-fat flavored milk is the most-consumed beverage option for students regardless of grade. The Healthy School Milk Commitment ensures students will continue to have access to healthy dairy options consistent with the federal Dietary Guidelines for Americans.

The most recent Dietary Guidelines for Americans report is clear: children are not receiving enough essential nutrients for growth, development, healthy immune function, and overall wellness. Healthy milk and dairy options in school meals—including lactose-free and reduced-lactose options—are the most important opportunity of the day for children to get the critical nutrients they need. For years, parents and nutrition professionals have agreed that milk and dairy products must remain key building blocks in school meals. The Healthy School Milk Commitment affirms that promise and assures parents and students that healthy milk options will remain on school meal menus for decades to come.

Companies Signed-On to the Healthy School Milk Commitment

1. Anderson Erickson Dairy
2. Bartlett Dairy
3. Borden Dairy
4. Cloverland Farms Dairy
5. Crystal Creamery
6. Dairy Farmers of America, Inc.
7. Danone/Horizon
8. Diversified Foods Inc.
9. Darigold, Inc. (also supplies Alaska)
10. Driftwood Dairy
11. Galliker Dairy Company
12. Gossner Foods, Inc.
13. HP Hood LLC
14. Harrisburg Dairies, Inc.
15. Hollandia Dairy, Inc.
16. Hy-Point Dairy Farms
17. Kleinpeter Farms Dairy, Inc.
18. M & B Products, Inc.
19. Marburger Farm Dairy, Inc.
20. Maola Local Dairies
21. Meadow Gold Dairies of Hawaii (supplies Hawaii, partner of DFA)
22. Plains Dairy, LLC
23. Plainview Milk Products Cooperative
24. Pocono Mountain Dairies
25. Prairie Farms Dairy, Inc.
26. Rockview Farms
27. Schneider's Dairy
28. Shamrock Foods Company
29. Shehadey Family Foods, LLC
30. SmithFoods, Inc.
31. Suiza Dairy
32. Sun Valley Dairy
33. Toft Dairy, Inc.
34. Turner Dairy
35. United Dairy, Inc.
36. Upstate Niagara Cooperative, Inc.
37. Wawa, Inc.

Altogether, these fluid milk processors represent more than 90% of the flavored milk product volume provided to schools on an annual basis. Many companies on the list have several regional brands under their corporate flagship, such as Dairy Farmers of America, Prairie Farms Dairy, Producers Dairy, HP Hood, and others.