



**SAME ESSENTIAL
NUTRIENTS**
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**LESS SUGAR**  
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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, school milk processors commit to providing school milk options with no more than 10 grams of added sugar per 8 fluid ounce serving. When the Commitment was announced in April 2023, flavored milk products offered in schools contained an average of 8.2 grams of added sugar per serving. By July 2025, the average had fallen to 7.2 grams of added sugar per 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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- [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 \(IDFA-Morning Consult\)](#)

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
- The Healthy School Milk Commitment was launched in April 2023 by 37 school milk processors representing approximately 95% of the school milk volume in the United States. The Commitment calls on dairy companies to provide healthy, nutritious school milk options with no more than 10 grams of added sugar per 8 fluid ounce serving by the 2025-2026 school year.
- Since the Commitment was launched in 2023, dairy companies have reformulated 24 individual products to reduce the level of added sugars in their products.

Flavored Milk Key Talking Points

- Since the Commitment was launched in 2023, dairy companies have reformulated 24 individual products to reduce the level of added sugars in their products.
- Even more important, added sugar levels in flavored milk products sold at schools have plummeted by 57% since 2006 thanks to the voluntary, proactive efforts of America's school milk processors.
- Over that time, school milk processors have removed 1.87 billion pounds of added sugar from school milk.
- Calories associated with flavored milk have also declined during that same period, from 166 to 123 calories per 8-ounce serving.
- Since then, school milk processors have also committed to remove all certified artificial colors in dairy products sold to schools—including milk products—by 2026, further demonstrating the dairy industry's commitment to child nutrition.
- The industry's efforts are outpacing the U.S. government's threshold by a wide margin. IDFA announced the Healthy School Milk Commitment in 2023, creating the first voluntary, proactive industry commitment related to foods sold at school. One year later, the USDA updated its school meal standards to reflect the 10 grams or less pledge in the IDFA Commitment.
- But school milk processors have beaten their own pledge and bested the government. As the 2025-2026 school year begins, the average flavored milk product is packed with milk's 13 essential nutrients and contains just 7.2 grams of added sugar per serving.
- Flavored milk provides students with one of the most complete nutrient packages while contributing less than 4% of added sugars in the diets of children 2-18 years.
- In fact, the total sugar in flavored milk sold in schools is far below total sugar in 100% fruit juice sold in schools such as apple and orange juice, with more nutrients, too.

- Since 2023, added sugar in flavored school milk products such as chocolate milk has declined from 8.2 grams per serving to 7.2 grams per serving, on average.
- The Commitment was expanded in late 2023 to include USDA's Summer Food Service Program, a program that provides healthy meals and snacks to up to 3.2 million low-income children and teens during the summer months when schools are out of session.
- In the past year alone, school milk processors have removed 981 million grams of added sugar, equal to 2.2 million pounds.
- More than two-thirds of milk consumed by children in school today is flavored, such as chocolate and strawberry milk. Therefore, the reductions in sugar and calories achieved by IDFA's Healthy School Milk Commitment are critical to improving child nutrition.
- School milk offers 13 essential nutrients, including high-quality protein, calcium, phosphorous, vitamin D, and potassium, and it is the number one source of protein, vitamin D, calcium, and potassium for children ages 2-18.
- Nutrition science is clear that consumption of cow's milk provides children with better bone health, a lower risk for type 2 diabetes, and a lower risk for cardiovascular disease.
- Children who drink flavored milk consume more milk and therefore have significantly higher intakes of vitamin D, calcium, potassium, and other nutrients.
- The Healthy School Milk Commitment ensures all children, especially our most vulnerable, have access to nutritious milk options throughout the year with less added sugar and fewer calories.
- USDA's school meal programs including lunch and breakfast serve 30 million children every day.
- None of this is possible without our incredible American dairy farmers. Dairy farms are essential to providing our children with wholesome, nourishing dairy foods, including real milk.
- IDFA thanks the three-dozen milk processors who have led this effort since 2023. Product reformulation is expensive, requiring research and development, product testing, new packaging and labeling, and education of school staff including administrators and school nutrition professionals. This effort is both extensive and significant.

Sample Social Media Posts and Email Language

Facebook / LinkedIn / Email

Through the Healthy School Milk Commitment, we set out to reduce added sugar in school milk. And we succeeded! Today, flavored milk served in schools across the country contains an average of 7.2 grams of added sugar per 8-ounce serving—with more nutrients and far less total sugar than most 100% juices.

We did it! Today, flavored milk served in schools across the country contains an average of 7.2 grams of added sugar per 8-ounce serving—with more nutrients and far less total sugar than most 100% juices.

That's right! Same 13 essential nutrients. Less sugar. Healthy kids. Learn more about the Commitment: www.healthyschoolmilk.org

Twitter

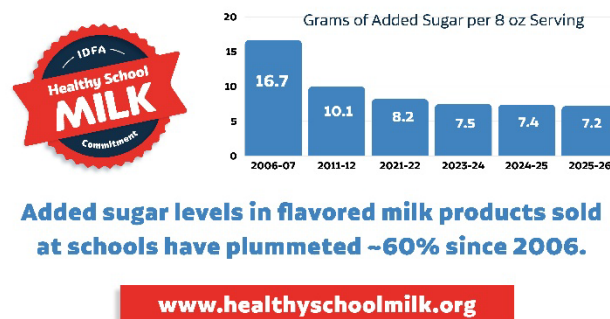
We did it! Today, flavored milk served in schools across the country contains an average of 7.2 grams of added sugar per 8-ounce serving—with more nutrients and far less total sugar than most 100% juices.

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)



166 calories → **123** calories

There are 43 fewer calories in an 8-ounce serving of flavored milk than it had in 2006.

www.healthyschoolmilk.org





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. When the Commitment was announced in April 2023, flavored milk products offered in schools contained an average of 8.2 grams of added sugar per serving. By July 2025, the average had fallen to 7.2 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 milk with less added sugar, fewer calories, as well as many lactose-free options, 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.

The IDFA Healthy School Milk Commitment joins a string of proactive, voluntary efforts by U.S. dairy, including the [IDFA Healthy Dairy in Schools Commitment](#) announced in April 2025—which pledged to remove certified artificial colors in milk, cheese, and yogurt products sold to schools by July 2026—and the [IDFA Ice Cream Commitment](#) announced in July 2025—which pledges to eliminate the use of certified artificial colors in ice cream products made with real milk and sold at food retail by Dec. 31, 2027. The dairy industry is also working with schools and nutrition professionals to educate school staff and students about the benefits of healthy dairy options in diets to promote positive health outcomes.

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. Diversified Foods Inc.
8. Darigold, Inc.
9. Driftwood Dairy
10. Galliker Dairy Company
11. Gossner Foods, Inc.
12. HP Hood LLC
13. Harrisburg Dairies, Inc.
14. Hollandia Dairy, Inc.
15. Horizon Organic Dairy
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
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. Suiza Dairy
31. Sun Valley Dairy
32. Toft Dairy, Inc.
33. Turner Dairy
34. United Dairy, Inc.
35. Upstate Niagara Cooperative, Inc.
36. Wawa, Inc.

Altogether, these fluid milk processors represent more than 95% 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.