

Milk ♥ Lait

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# REGISTER TODAY!

## HIGH SCHOOL MILK PROGRAM 2020-2021



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### A nutritious choice for students in Grades 5-12

If your school is a k-12, middle, junior, or senior high school and has 50 students or more in any of these grades you may be eligible to participate.

To participate in the School Milk Program, schools must be either serving milk presently or have made plans to begin serving milk (milk must be available in the school at least 3 days a week). For more information contact the School Milk Program.



### Milk - nutritionally outstanding for today's active youth and teens

Your students deserve the best nutrition possible and milk is one of the quickest ways to provide that goodness. With 15 essential nutrients, milk gives students the nutritional edge they need to stay attentive, energetic and perform their best – physically and mentally.

### No other drink compares to milk!



NUTRIENT	WHITE 2% MILK	CHOCOLATE 1% MILK	100% JUICE	FRUIT DRINK	SPORTS DRINK	POP	WATER
Calcium [% DV]	24	24	2	1	-	1	-
Vitamin D [% DV]	17	18	-	-	-	-	-
Vitamin A [% DV]	27	28	4	1	-	-	-
Vitamin C [% DV]	1	-	291	253	2	-	-
Protein [g]	9	9	2	-	-	-	-
Fat [g]	5	3	-	-	-	-	-
Added sugar [g]	-	13	-	30	14	28	-
Total sugar [g] (naturally occurring + added)	13	26	22	30	14	28	-

All beverages are based on a 250 mL serving from the Canadian Nutrient File. Percent daily value (%DV) is based on Dietary Reference Intakes for children ages 9-13.

### Don't let your students miss out on milk

Having cold milk available at your school helps students make a nutritious choice and supports school nutrition policy. A recent survey of Manitoba high school students showed juice and pop are still popular beverage choices during school hours. Lunch is an ideal opportunity to make a more nutritious beverage choice like milk. Growing students who consume milk at lunch are more likely to meet their daily dietary requirements for calcium.

### Reward your students for drinking milk

The High School Milk Program is an incentive based program offered by Dairy Farmers of Manitoba. The program encourages students to drink milk every day by making it fun and rewarding.

### Here's how the program works

All students can participate. Each time students drink milk at school during designated "Milk Blitz Weeks" they'll be given Reveal and Win cards. Students scratch the cards for a chance to win instant milk rewards. Dairy Farmers of Manitoba provides the milk rewards to your school at no cost.



# WIN

## Cool Prizes!

Notebooks, touques, sunglasses,  
re-usable straws, free milk and more!

### \* PLEASE NOTE FREE MILK REIMBURSEMENT:

We ask all schools to accept \$0.75 per free milk as reimbursement for honouring the winning cards. One cheque will be issued to cover all free milk cards in your school milk kit. The maximum number of free milk cards in your school Milk Kit will be 100. Should you have any questions please contact the Manitoba School Milk Program.

For more information contact  
the School Milk Program at:  
**schoolmilk@milk.mb.ca**

OR

**488-MILK (6455)/1-800-567-1671**  
(outside Winnipeg)

## Schools registered for the 2019-2020 School Milk Program have been auto-renewed for 2020-2021.

### New to the program? Here's how to register your school...

Appoint a Milk Coordinator (staff or volunteer)

Register your school **on-line** at [www.milk.mb.ca/schoolmilk](http://www.milk.mb.ca/schoolmilk)

Need help registering? Contact us at [schoolmilk@milk.mb.ca](mailto:schoolmilk@milk.mb.ca)

Organize milk delivery – we can help.

Watch for your Milk Kit to arrive at your school in the fall. It contains program information and prizes.

The High School Milk Program start date is to be determined.

The School Milk Program  
is courtesy of

Dairy Farmers  
of Manitoba



and has been endorsed by the following  
Manitoba associations



**PHE MB**  
Physical and Health Educators of Manitoba  
**EPS MB**  
Educateurs d'éducation physique et de santé du Manitoba



Manitoba  
Association of  
Home Economists

Manitoba's dairies supporting  
the School Milk Program



**Lucerne**  
SINCE 1904



Dietitians of Canada members in Manitoba support access to  
food choices for optimum nutrition.