

## VOLUME IMPACT FROM REINTRODUCTION OF 1% FLAVORED MILK IN SCHOOLS

*Spring 2019*

# Objective

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The objective of this analysis was to quantify the impact on milk usage in schools from the reintroduction of 1% flavors.

The analysis targeted 11 districts in Texas and Oklahoma that switched from fat free to 1% fat for flavor milk offered in K-12 public schools.

- 8 districts switched in January 2018
- 3 districts switched in August 2018

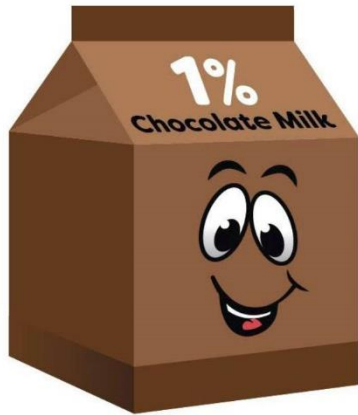
Milk volume in total and per student, was measured for the initial semester offering 1%, and compared to the same semester from the prior academic year.



# Summary: Return of 1% Flavors Drove +8% in Flavors and +4 pt. swing in Total Milk (in Yr. 1)

Reintroduction of 1% flavors to schools drove flavored milk up +8% over prior year (Fall '18 vs. Fall '17).

Overall milk sales grew +2% vs. year ago (compared to -2% trend in recent years) for a 4 point improvement across all milk.



**I'm Back!**

The student reaction translates to an incremental 3-4 servings of milk per student across the school year.

The strongest response was in a 6,400 student district where milk grew +15 servings per student. This district experienced +4% growth in white milk and +15% in flavors for an overall +13%.

Two large districts introduced 1%, while initially continuing to offer fat free.

- Within 30 days students had converted completely to 1%, causing the school to drop Fat Free.

# 1% Flavors Drove +8% in Flavors; +4 pts. in Total Milk

Group A reintroduced 1% in January 2018. They also increased breakfast service, using only white milk. This resulted in dramatic white milk increases unrelated to reintroduction of 1% flavors. Therefore we excluded this group from the recap below.

Groups B-D each saw Flavored growth ranging from +7% to +15%. Group D experienced growth across both flavored and white. Taken together these three districts realized +8% in flavors.

The total milk trend had been -2%, so a 4 point improvement.

Group	--- MILK SERVINGS PER STUDENT ---			% VS YA ----- (1% vs. Fat Free) -----		
	Avg/Wk	Annual	Change	TOTAL	White	Flavors
<b>A</b> (7 Districts)	4.40	158	+0	+0.2%	+60%	+0.5%
<b>B</b>	4.94	178	+5	+3%	-6%	+8%
<b>C</b>	6.54	235	NC	NC	-20%	+7%
<b>D</b>	4.00	144	+14.5	+13%	+4%	+15%
<b>TOTAL B+C+D</b>	<b>4.87</b>	<b>175</b>	<b>+3.2</b>	<b>+2%</b>	<b>-11%</b>	<b>+8%</b>

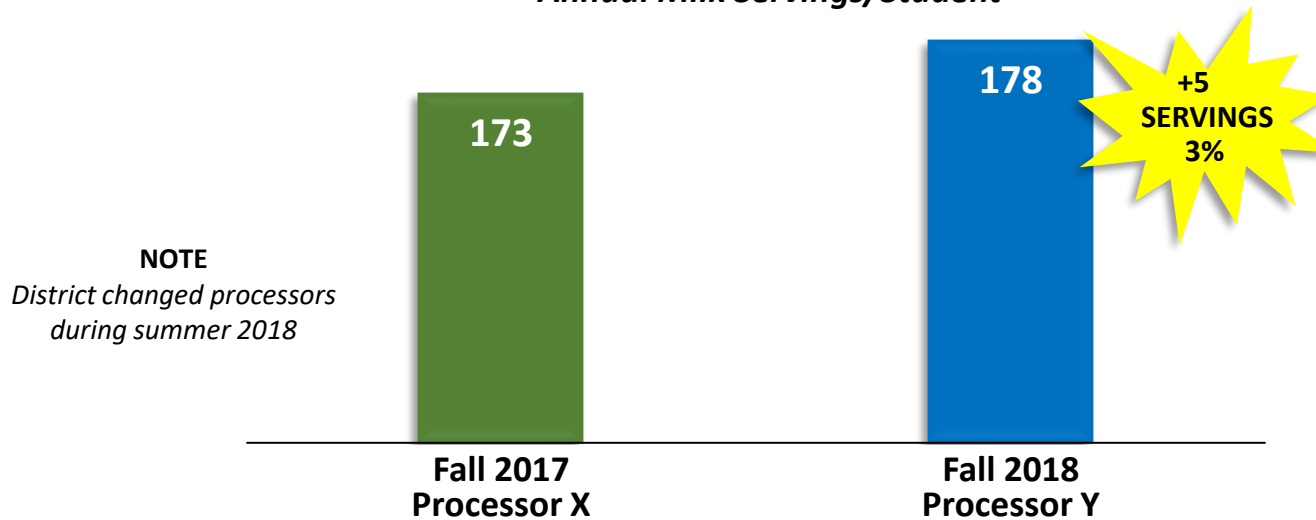
# District B

73 SCHOOLS – 69,786 STUDENTS – 88.3% F/R RATE – REINTRODUCED 1% FLAVORS IN AUGUST 2018

	FALL 2018 vs 2017 % YA		TREND DIFFERENCE
	White	Chocolate	
Elementary	-4.6%	-1.8%	+2.7 pts
Secondary	-7.2%	+6.5%	+13.7
<b>TOTAL</b>	<b>-5.8%</b>	<b>+2.4%</b>	<b>+8.2 pts</b>



Annual Milk Servings/Student

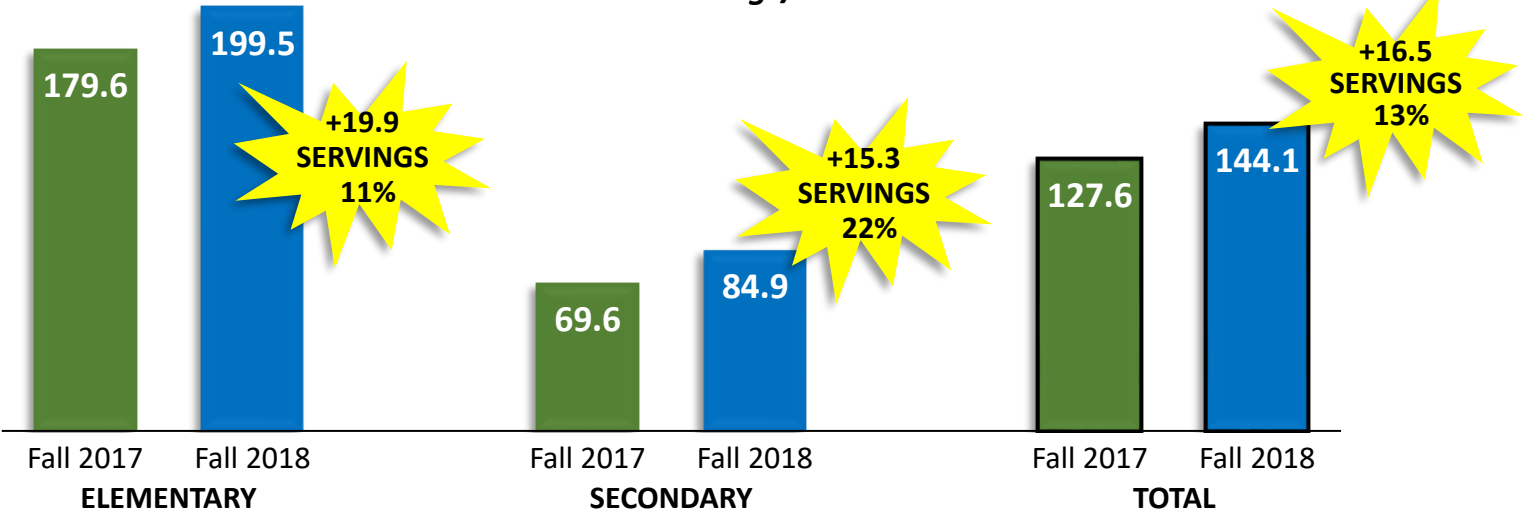


**NOTE**  
District changed processors during summer 2018

# District D

11 SCHOOLS – 6,400 STUDENTS – 68.4% F/R RATE – REINTRODUCED 1% FLAVORS IN AUGUST 2018

Annual Milk Servings/Student



Flavor Growth was All Incremental

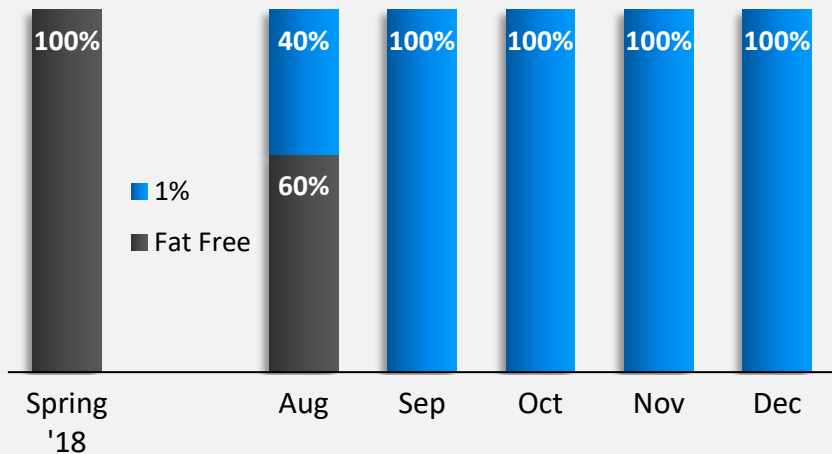
	FALL 2017	FALL 2018	CHANGE
White	25.7	26.9	+1.2
Flavors	101.9	117.2	15.3
<b>TOTAL</b>	<b>127.6</b>	<b>144.1</b>	<b>16.5</b>



# Speed of Adoption by Students

- Two districts that reintroduced 1% Chocolate initially kept Fat Free Chocolate.
- Students had the ability to choose which product: Fat Free or 1%.
- Within 30 days, students had switched and the school stopped ordering Fat Free.

### District "C"



### District "D"

