The role of industry - critical success factors in establishing and maintaining a school milk scheme.

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The Role of industry is to

- Provide a stable structured & supportive platform for school milk development at
  - International level
  - National level
  - Regional level
The important role the dairy industry plays

• Industry must be THE leading player in influencing government policy

• It can not be left to government or policy maybe that of vegans or animal rights activists.

• The government policy towards school milk must be balanced, fair and supportive.
Who makes the policy?

Harvard School of Public Health, on the Consumption of Dairy Products (2005):

“The recommendation to drink three glasses of low-fat milk or eat three servings of other dairy products per day to prevent osteoporosis is another step in the wrong direction. Three glasses of low-fat milk add more than 300 calories a day. This is a real issue for the millions of Americans who are trying to control their weight. What’s more, millions of Americans are lactose intolerant, and even small amounts of milk or dairy products give them stomachaches, gas, or other problems. This recommendation ignores the lack of evidence for a link between consumption of dairy products and prevention of osteoporosis. It also ignores the possible increases in risk of ovarian cancer and prostate cancer associated with dairy products.”

FOR ANIMALS:

Click here for the truth about dairy products and strong bones.

MILK SUCKS ...
Industry provide a school milk targeted plan

- Know where the plan starts
  - Who is involved
    - Dairies, Schools, supporters, key players
  - What quantities are being delivered
    - Kilo tonnes per year to how many children

- Have a SMART target
  - E.G.
    - Increase average consumption per child per day
    - Increase number of schools taking part from 50% to 75%
The critical success factors

- A functioning national school milk committee
- Her Majesties Government support - verbal / financial
- National school milk day
The critical success factors

- Different supporter groups
  - Farmers - Roger & Jeremy
  - Farmer groups - RABDF & NFU
  - Parents - Milk for Schools
  - Milk packaging companies - Tetra Pak
  - Dairy Farming support industries - ABN
  - Dairy Development Council - MDC
  - Commercial school milk promoters - CMAS
Involve others

Government departments

- DEFRA
- Education
- Health
Communication is key

- Dairy magazines - Dairy innovation
- Dairy newsletters C RABDF
- Internet -
  - web sites - dairies, RPA, LEA,s
  - news groups - FAO, Milk for schools
Agree minimum standards

- International level
- Government level
- Regional level
- E.G
  - Milk available in all schools
  - Subsidy (however small) available as a door opener.
  - Free milk for disadvantaged children
  - Free milk for children under 5 years old
  - Free milk for all
Be proactive in seeking out what neighbouring countries are doing.

Be a reservoir for ideas

- Logistics
- Packaging
- Marketing
Key message

- Industry is important in mobilising school milk supporters

- WHO ARE YOUR SCHOOL MILK SUPPORTERS?