



MILK IN SCHOOLS



The International Dairy Federation (IDF) and the Food and Agriculture Organization of the United Nations (FAO) are collaborating in holding an international survey of the distribution and availability of milk in schools. This survey is designed to gather as much information as possible about how milk and dairy products are being promoted in schools in your country.

This survey also aims to update information collected by FAO in 1998:

<http://www.fao.org/economic/est/est-commodities/dairy/school-milk/en/>

The results of the survey will be made available on the IDF and FAO internet sites and the data collected will form the basis for a paper to be presented at the IDF Annual Summit in Japan in October 2013. The data will also be freely available to all who wish to access it and provide a valuable resource for those wishing to develop and promote the consumption of milk in schools.

Please return the questionnaire at the latest by **8 April 2013** to:

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SCHOOL MILK SURVEY

YOUR DETAILS

Name of your Country

Name of your organization

Your Name

Title

Email address

Address

Your national currency

Approximate exchange rate to the US\$

In the following survey, school milk programs are defined as: any type of milk (whole, semi-skimmed or low-fat) from cow, buffalo, sheep, goat or camel (non exhaustive list) made available at schools.

Please identify which type of milk (cow, buffalo, sheep, goat or camel, etc.) is used in your school milk program. This will form the basis of your answers to the questions of this survey.

1. Are school milk sales considered to be a special market in your country?

(tick one box)

 Yes No Don't know

2.a) Are there any official national recommendations or guidelines for children's diets?

 Yes No Don't know

2.b) If there are recommendations or guidelines do they apply specifically to school meals?
(tick one box)
 Yes No Don't know

2.c) If there are recommendations or guidelines, please give details:

3.a) Are there any official national recommendations or guidelines for children to receive a set quantity of milk per day? (tick one box)

Yes No Don't know

3.b) If there are recommendations or guidelines, please give details:

4.) Which public or government entity is responsible for school milk (if any)?

- Ministry of Agriculture or Livestock
- Ministry of Education
- Ministry of Health
- Municipality
- Regional government

Other (specify)

5.) What are the main objectives for government subsidy or intervention?
(if more than one, use numbers, "1" is the most important objective)

- Promotion of local production of milk
- Improving child health and nutrition
- Improving scholastic performance
- Attracting children to school (increased enrolment and attendance)
- No government subsidy or intervention

Other (specify)

6.) How is milk procured? (more than one option is possible)

- Through an open tender procedure
- By direct negotiation with suppliers

- Central procurement (by government or national body)
- Central procurement (by region or city)
- Local procurement by each school

7. a) How many children benefit from school milk?

Number of children:

Number of children as share (%) of total school children in same age group:

7.b) Do children in your country have access to milk at school?
(tick as many boxes as appropriate)

- All nursery/kindergarten (under 5 years old)
- All primary schools (5-11 years old)
- All secondary schools (12-17 years old)
- All universities/colleges (over 17 years old)

- Most nursery/kindergarten (under 5 years old)
- Most primary schools (5-11 years old)
- Most secondary schools (12-17 years old)
- Most universities/colleges (over 17 years old)

- Some nursery/kindergarten (under 5 years old)
- Some primary schools (5-11 years old)
- Some secondary schools (12-17 years old)
- Some universities/colleges (over 17 years old)

- No nursery/kindergarten (under 5 years old)
- No primary schools (5-11 years old)
- No secondary schools (12-17 years old)
- No universities/colleges (over 17 years old)

8. How often is milk served in schools?

Days per year

Days per week

Other

9.a) Which of these distribution methods are the main methods of milk availability?
(tick as many boxes as appropriate)

	In every location	In most locations	In some locations	Not distributed at all this way	Don't know
In the classroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vending machines (outside school restaurants and classroom)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In school restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brought from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9.b) Which group or groups of people normally administer/organize the milk within the school premises?

	In every schools	In most schools	In some schools	Never in schools	Don't know
Concierge/janitor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pupils	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elderly/pensioned people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff in restaurant /shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk man	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10.a) Is milk available in schools to children (tick one box)

- Given free
- At a subsidized cost
- At full cost
- Don't know
- Not available

Other (specify)

10.b) If the milk or dairy products provided is subsidized, please indicate who is providing the subsidy and write in the level of subsidy provided for each product type (delete and complete as many boxes as appropriate)

	<i>Providing subsidy</i>	<i>Whole milk</i>	<i>Semi-skimmed milk</i>	<i>Flavoured milk</i>	<i>Yoghurt</i>	<i>Cheese</i>	<i>Other products (specify)</i> <input type="text"/>
European Commission	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
National Government	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
Local government/municipality	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
School	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
Dairy processors	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
Dairy farmers	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
Other (specify) <input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %

10.c) Indicate plans/intentions on the future subsidy policy on school milk (tick one box)

- Subsidy will increase
- Subsidy will continue
- Subsidy will reduce
- Subsidy will stop
- Subsidy will be introduced

Other plans (specify)

11.a) Which age groups receive subsidized or free milk?
(tick as many boxes as appropriate)

Subsidized

- Pre 5
- 5-7
- 8-10
- 11-13
- 14-16
- 17 & over

Free

- Pre 5
- 5-7
- 8-10
- 11-13
- 14-16
- 17 & over

11.b) Which are the main organizers of school milk programmes in your country?

- Schools
- Communities/local governments
- Teachers
- Parents
- Dairies
- Distributors
- National Dairy Council

Others (specify)

11.c) Is the program integrated into lessons or other activities? (please give details)

12. How is the milk supplier usually paid? (tick one box)

- Cash
- Vouchers
- Invoice

Other (specify)

13. How frequently does the milk supplier usually receive payments (tick one box)

- Weekly
- Monthly
- End of term
- Quarterly

Other (specify)

14. Which are the most commonly used package type, pack sizes and serving size? (specify)

Most commonly used packaging

(e.g. tetrapack, plastic, glass)

Next most commonly used packaging

(e.g. tetrapack, plastic, glass)

Most common pack size

Next most common pack size

Most common serving size

(please specify the unit)

Please use the same pack size in the following questions to allow for comparison

15.a) What is the current price of milk consumed in schools paid by pupils, and specify if it is Whole, Semi-skimmed or Skimmed Milk? (in your own currency)

Price

Pack size

Type

15.b) What is the current price of milk consumed in schools paid by organizing body, i.e. school/government, etc? (in your own currency) (and please specify the type)

Price

Type

15.c) What is the current retail price for the same pack size? (in your own currency) (and please specify the type)

Price

Type

16. Are there statistics for wastage in terms of product or packaging or both?
If yes, please provide any information available.

17.a) Which other drinks are available in schools? (tick as many as appropriate)

	In all schools	In most schools	In some schools	Not available	Don't know
Carbonated drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coffee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>					

17.b) How are these products available in schools? (tick as many boxes as appropriate)

	Automats/ vending machines	School restaurants	Shops near schools	Brought from home	Don't know	Other
Carbonated drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coffee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>						

17.c) What is the most popular alternative to milk and what does it cost to the pupil?

Product Price Pack size

18. Are there any other non-beverage foods available at schools which compete with milk? (specify)

19. What level of consumption does milk have in schools? (tick one box only)

- A lot more than other drinks
- A little more than other drinks
- About the same as other drinks
- A little less than other drinks
- A lot less than other drinks
- Don't know

20.a) Is milk promoted in schools? (tick one box only)

- Yes
- No
- Don't know

20.b) Which type of activity does the milk industry level body in your country carry out? (tick as many boxes as appropriate)

Effectiveness scale 1-5: 1 = very effective
5 = not effective

	Used	/	1	2	3	4	5
Provision of refrigerators	<input type="checkbox"/>	/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dispensers	<input type="checkbox"/>	/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk bars	<input type="checkbox"/>	/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Incentives/promotions	<input type="checkbox"/>	/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special payments	<input type="checkbox"/>	/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship	<input type="checkbox"/>	/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational resources (e.g. info packs, lessons)	<input type="checkbox"/>	/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet sites	<input type="checkbox"/>	/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others (specify)	<input type="checkbox"/>	/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20.c) Are there plans to: (tick one box only)

- Increase activity in the future
- Maintain activity at current level
- Decrease activity
- Don't know

21.a) How many primary schools (pupils aged between 5 and 11 years) are there in your country (approximately)

Number of schools Number of pupils

21.b) How many schools have milk promoted in them?

21.c) And is this mandatory or voluntary?

22.a) How many secondary schools (pupils aged between 12 and 17 years) are there in your country (approximately)

Number of schools Number of pupils

22.b) How many schools have milk promoted in them?

22.c) And is this mandatory or voluntary?

23.a) What type of claims do you make in your promotion of school milk?
(tick as many boxes as appropriate)

- Calcium
- Protein
- Vitamins
- Minerals
- Healthy diet
- Balanced Diet
- Fuel for energy
- Helps with growth
- Good taste

Other (specify)

23.b) Who are the targets of your promotional activity?
(tick as many boxes as appropriate)

- Parents
- Teachers
- Children
- Nutritionists
- Education authorities

Others (specify)

23.c) Which channels of communication do you use in your promotional activity?

- Personal visit
- Direct mail
- Advertising

Communication with school dining room managers

Communication with school nutritionist

Others (specify)

24.a) Do the suppliers of competitive products currently promote their products to schools? (tick one box only)

Yes

No

Don't know

24.b) Which type of activity do they carry out? (tick as many boxes as appropriate)

Provision of refrigerators

Dispensers

Incentives/products

Special payments

Sponsorship

Educational resources
(e.g info pack, lessons)

Internet sites

Other (specify)

24.c) Do you expect them to: (tick one box only)

Increase activity in the future

Maintain activity at correct level

Decrease activity

Don't know

25.a) Please identify the volume of milk distributed through schools in your country (approximately) over the last 5 school years

Total volume per annum school year in litres:

2013 (est.)

2012

2011

2010

2009

25.b) Current per capita milk consumption per school week in litres

26.a) What proportion of your country's total milk sales are provided via schools?
(express as a percentage)

%

26.b) Within all milk provided via schools, what proportion is standard or whole milk (approximately 3.5% butter fat) and what proportion is low fat, semi-skimmed or skimmed (2% or less butter fat)?

Standard (3.5% BF) %

Low fat (2% BF or less) %

26.c) Which dairy products are available in schools?

	In all schools	In most schools	In some schools	Not available	Don't know
Plain whole milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plain semi-skimmed milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plain skimmed milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Butter milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chocolate milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other flavoured milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flavour additives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lactose reduced milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lactose-free milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic Milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other types of milk (specify)					
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yoghurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheese - fresh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheese - processed/hard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other products (specify)					
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26.d) How are these products consumed (as food, beverage or ingredients)?

26.e) How is refrigeration of milk supported in your country?

27.a) What do you consider the main reason why children would not drink milk at school?

27.b) What do you consider to be the single most serious problem related to the promotion of school milk in your country?

28. If you have had success in promoting milk in schools, describe briefly the nature of this success

29. Is a significant (more than 5%) amount of the milk used in the school program imported?

Yes

No

30. Has the impact of milk consumption in schools on subsequent adult consumption been monitored? If yes, please provide any information available.

31. If you have any published material relating to milk and dairy products in schools in your country (information packs, articles, statistics), please attach copies to the questionnaire.