

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. The results of the survey will be presented at the 1st International Conference on School Milk, South Africa, 27-28 October 1998 and subsequently published as an IDF Bulletin. For further information regarding the conference, please contact: Lelani Matthee - fax 0027-12-8044811; e.mail: mpo@cis.co.za. Please return the questionnaire by 10 September 1998 to:

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Name of your country _____

Name of your organization _____

Your name _____

Title _____

Address _____

Your national currency _____

Approximate exchange rate to
the US\$ _____

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 to receive a set quantity of milk per day? (tick one box)

Yes No Don't know

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

3.a) Are there any official national recommendations or guidelines for children's diets? (tick one box)

Yes No Don't know

3.b) If there are recommendations or guidelines do they apply specifically to school meals? (tick one box)

Yes No Don't know

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

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

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)

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)

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)

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)

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

	<i>In some locations</i>	<i>In most locations</i>	<i>In every location</i>	<i>Not distributed at all this way</i>	<i>Don't know</i>
In the classroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vending machines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canteen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk dispensers	<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"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<hr/>				

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

	<i>Never in school</i>	<i>In some schools</i>	<i>In most schools</i>	<i>In every school</i>	<i>Don't know</i>
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 canteen/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)	_____				

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

At a subsidized cost	<input type="checkbox"/>
At full cost	<input type="checkbox"/>
Given free	<input type="checkbox"/>
Don't know	<input type="checkbox"/>
Not available	<input type="checkbox"/>
Other (specify)	_____

6.b) If the milk 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>Other products</i>
EC	Yes/No	%	%	%	%	%
National Government	Yes/No	%	%	%	%	%
Local government/municipality	Yes/No	%	%	%	%	%
School	Yes/No	%	%	%	%	%
Dairy processors	Yes/No	%	%	%	%	%
Dairy farmers	Yes/No	%	%	%	%	%
Other (specify)						
.....	Yes/No	%	%	%	%	%

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

Subsidy will continue	<input type="checkbox"/>
Subsidy will reduce	<input type="checkbox"/>
Subsidy will stop	<input type="checkbox"/>
Subsidy will increase	<input type="checkbox"/>
Subsidy will be introduced	<input type="checkbox"/>
Other plans (specify)	_____

7.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

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

- Schools
- Communities/local governments
- Teachers
- Parents
- Dairies
- Distributors
- N.D.C.
- Others (specify) _____

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

- Cash
- Vouchers
- Invoice
- Other (specify) _____

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

- Weekly
- Monthly
- End of term
- Quarterly
- Other (specify) _____

10. Which are the most commonly used package types & pack sizes? (specify)

- Most commonly used packaging _____
- Next most commonly used packaging _____
- Most common size _____
- Next most common size _____

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

11.a) What is the current price of whole milk consumed in schools paid by pupils? (in your own currency)

Price _____ Pack size _____

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

Price _____

11.c) What is the current retail price for the same pack size? (in your own currency)

Price _____

11.d) What is the current wholesale price for the same pack size? (in your own currency)

Price _____

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

	<i>In some schools</i>	<i>In most schools</i>	<i>In all schools</i>	<i>Not available</i>	<i>Don't know</i>
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"/>
Other (specify) _____					

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

	<i>Automats/ vending machines</i>	<i>Canteen</i>	<i>Shops near schools</i>	<i>Brought from home</i>	<i>Don't know</i>	<i>Other</i>
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"/>	
Other (specify) _____						

12.c) What is the cost of the most popular alternative to milk?

Product _____ Price _____ Pack size _____

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

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

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

- Yes
- No
- Don't know

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

		Effectiveness scale 1-5:					1 = very effective	
							5 = not effective	
<i>Used</i>	/	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>		
Provision of refrigerators		<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
Milk bars		<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
Special payments		<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
Educational resources (e.g. info packs)		<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
Others (specify)								

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

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

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

Number of schools _____ Number of pupils _____

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

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

Number of schools _____ Number of pupils _____

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

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

- Calcium
- Vitamins
- Minerals
- Healthy diet
- Good taste
- Other (specify) _____

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

- Parents
- Teachers
- Children
- Nutritionists
- Education authorities
- Others (specify) _____

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

- Personal visit
- Direct mail
- Advertising
- Others (specify) _____

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

- Yes
- No
- Don't know

18.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)
- Internet sites
- Other (specify) _____

18.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

19.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 1998 (est.)

- 1997
- 1996
- 1995
- 1994

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

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

_____ %

20.b) Within all milk sold 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) _____ %

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

	<i>In some schools</i>	<i>In most schools</i>	<i>In all schools</i>	<i>Not available</i>	<i>Don't know</i>
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"/>
Other types of milk	<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)	_____				

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

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

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

Yes
No

23.b) If yes, what proportion is:

Whole milk powder	_____	%
Skimmed milk powder	_____	%
Other (specify)	_____	%
Total	100	%

23.c) If skimmed milk powder is used is:

Butter fat added	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
If yes, is this	Local production	<input type="checkbox"/>
	Imported	<input type="checkbox"/>

Vegetable fat added	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
If yes, is this	Local production	<input type="checkbox"/>
	Imported	<input type="checkbox"/>

23.d) On average, what percentage of imports of milk used in school programme come from:

European Union	_____	%
New Zealand	_____	%
Australia	_____	%
Eastern Europe	_____	%
Other (specify)	_____	%
Total	100	%

24. 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.

PLEASE RETURN QUESTIONNAIRE BY 10 SEPTEMBER 1998