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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Basic Foodstuffs Service (ESCB)
Commodities and Trade Division
FAO
Via delle Terme di Caracalla
00100 Rome, Italy
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Fax: 0039-06-57054495
e.mail: Michael.Griffin@fao.org.

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)
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)

<table>
<thead>
<tr>
<th>Distribution Method</th>
<th>In some locations</th>
<th>In most locations</th>
<th>In every location</th>
<th>Not distributed at all this way</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the classroom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vending machines</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canteen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk dispensers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brought from home</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not available</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Never in school</th>
<th>In some schools</th>
<th>In most schools</th>
<th>In every school</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concierge/janitor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6.a) Is milk available in schools to children (tick one box)

At a subsidized cost □
At full cost □
Given free □
Don’t know □
Not available □
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)

<table>
<thead>
<tr>
<th>Providing subsidy</th>
<th>Whole milk</th>
<th>Semi-skimmed milk</th>
<th>Flavoured milk</th>
<th>Yoghurt</th>
<th>Other products</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC</td>
<td>Yes/No</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>National Government</td>
<td>Yes/No</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Local government/ municipality</td>
<td>Yes/No</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>School</td>
<td>Yes/No</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Dairy processors</td>
<td>Yes/No</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Dairy farmers</td>
<td>Yes/No</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>Yes/No</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>..................</td>
<td>Yes/No</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
</tbody>
</table>

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

Subsidy will continue □
Subsidy will reduce □
Subsidy will stop □
Subsidy will increase □
Subsidy will be introduced □
Other plans (specify) __________________________________________________________
7.a) Which age groups receive subsidized or free milk? (tick as many boxes as appropriate)

<table>
<thead>
<tr>
<th>Subsidized</th>
<th>Free</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre 5</td>
<td>Pre 5</td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
</tr>
<tr>
<td>8-10</td>
<td>8-10</td>
</tr>
<tr>
<td>11-13</td>
<td>11-13</td>
</tr>
<tr>
<td>14-16</td>
<td>14-16</td>
</tr>
<tr>
<td>17 &amp; over</td>
<td>17 &amp; over</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>In some schools</th>
<th>In most schools</th>
<th>In all schools</th>
<th>Not available</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbonated drinks</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Fruit juice</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Tea</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Coffee</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Automats/vending machines</th>
<th>Canteen</th>
<th>Shops near schools</th>
<th>Brought from home</th>
<th>Don’t know</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbonated drinks</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Fruit juice</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Tea</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Coffee</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Pack size</th>
</tr>
</thead>
<tbody>
<tr>
<td>________</td>
<td>_______</td>
<td>__________</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Used</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provision of refrigerators</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dispensers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk bars</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incentives/promotions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special payments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational resources (e.g. info packs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet sites</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others (specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.) □
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)?

<table>
<thead>
<tr>
<th>Standard (3.5% BF)</th>
<th>Low fat (2% BF or less)</th>
</tr>
</thead>
<tbody>
<tr>
<td>__________________</td>
<td>__________________</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>In some schools</th>
<th>In most schools</th>
<th>In all schools</th>
<th>Not available</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain whole milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plain semi-skimmed milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plain skinned milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Butter milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chocolate milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other flavoured milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flavour additives</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lactose reduced milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other types of milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yoghurt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheese - fresh</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheese - processed/hard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other products (specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 □
  - No □
  - If yes, is this
    - Local production □
    - Imported □

- Vegetable fat added
  - Yes □
  - No □
  - If yes, is this
    - Local production □
    - Imported □

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