School milk programmes: A joint FAO/IDF global review

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School Milk
AD 1946

Relief supply from overseas saved post-war food crisis

owned by The Dairy Farmers Association Of Japan

With thanks to J Milk
With introduction of school lunches, consumption of milk drinking habit has started finding its position

owned by The Cattle Museum / owned by JAPAN SPORT CONCIL

With thanks to J Milk
School Milk
Global Review: A bit of history

- Michael Griffin – School Milk Unit of the Food and Agriculture Organisation
- International Milk Promotion Group (IMP) of the IDF
Global Review: Development

- Joint action team
- SCNH and SCM plus FAO
- Reviewed older survey
- Developed new survey
Global Review: The key questions

- Special Markets
  - Subsidy
  - Price
  - Payment

- Availability, location, consumption
  - If milk and other dairy products are available
  - Type of products available
  - Where milk and dairy products are available within schools
  - How often milk/dairy products are served
Global Review: The key questions

- **Nutrition and Promotion**
  - Is nutrition information given about milk and dairy foods in schools?
  - Is there integration of information about the nutrition and dairy foods within school programmes?
  - If there is nutrition promotion, what is its focus in terms of nutrients for dairy?
  - Is there promotion of milk in schools?
  - What kind of promotion?
Global Review: The key questions

- **Administration**
  - How school milk programmes are administered e.g. Government led, local authority led, schools led, dairy industry led or other
  - Who takes the lead on school milk within the school environment

- **Packaging and waste**
  - Typical packaging
  - Pack size
  - Serving size
  - Wastage
Global Review: The key questions

- Dairy industry activity in schools
  - What activities does the dairy industry undertake in schools

- Competitor Activity
  - Availability of competitor products
  - Promotion of competitor products
  - Price
  - Activities within schools undertaken by competitor industries
Global Review: Dissemination

Questionnaire distributed through:

- IDF network
- FAO network
- Also distributed through the Tetra Laval network
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School Milk: Results

1. So much data so little time.....!!!!!! – not all of the results will be presented today
2. Mining of data still taking place
3. Comparative analysis will take place in the coming months
4. Top line ONLY
School Milk: Special Markets

Is milk a special market in your country?

How is milk procured in your country?

- Local procur school
- Central proc region
- Central procur govern
- Direct negotiation supplier
- Open tender procedure

[Bar chart and pie chart showing the distribution of procurement methods]
School Milk: Subsidy

Which age groups receive free or subsidised milk in your country?

- Free
- Subsidised

17 and over
14-16
11-13
8-10
5-7
Under five
School Milk: Availability

Which dairy foods are available in schools?
School Milk: Consumption

What level of consumption does milk have compared to other drinks in schools?
School Milk: Serving size

Serving size for milk

- 250ml
- 237 ml
- 236ml
- 200ml
- 189ml
- 180ml
- 150ml
- 125ml
- 50 ml
School Milk: Nutrition and promotion

Is milk promoted in school?

Yes  
No  
Don't Know

What is the nutritional basis on which milk is promoted?

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

Other factors:
- Healthy eating
- Good for health
- Body building
- Helps with learning
- Good for teeth
- Helps with digestion
- Helps with bone growth
- Helps with muscle growth
- Other

Helps with growth
Fuel for energy
Balanced diet
Healthy diet
Minerals
Vitamins
Protein
Calcium

Other
School Milk: Administration

Who has primary responsibility for school milk in your country

- Other
- Regional Gov't
- Municipality
- Ministry of Health
- Ministry of Education
- Ministry of Ag Livestock
School Milk: Packaging

Most common forms of packaging

- Plastic Pouch
- Plastic Cup
- Plastic
- Loose
- glass
- Dispenser
- Cups
- Carton
- Can
- Aseptic

Series 2  Series 1
School Milk: Dairy industry activity in school

Types of activity dairy organisations are involved in within schools

- Educational resources: 30%
- Internet sites: 25%
- Incentives/promotions: 20%
- Provision of refrigerators: 15%
- Sponsorship: 10%
- Special payments: 5%
- Dispensers: 0%
- Milk bars: 0%
- Other: 0%
School Milk: Competitor status

Do competitor industries promote in schools?

What type of activity do competitors to dairy foods engage in?

- Other
- Internet sites
- Educational resources
- Sponsorship
- Special payments
- Incentives/Products
- Dispensers
- Provision of refrigerators

FIL IDF
International Dairy Federation
Next Steps: More information

1. More data mining and analysis underway
2. Publication of a special IDF Bulletin
3. IDF website – special section
4. Peer reviewed papers
5. Factsheets
Acknowledgements

1. Michael Griffin – FAO
2. Laurence Rycken – IDF Secretariat
3. AT – SCNH and SCM
4. Vivien Godfrey – Standing Committee on Marketing/IMP
5. Doug Adams – Prime Consulting Group USA
6. With thanks to the organisations who provided photos and video including The Dairy Council, J Milk and Kino
School Milk: Celebrating
Thank you for your attention