

# DMI And Marva Maid Join In Nationwide School Milk Pilot

Excerpted from article by Amber DuMont

Maryland and Virginia Milk Producers Cooperative

Competition in the beverage industry is fierce. With industry giants like Coca-Cola and Pepsi fighting to quench the consumer's thirst, it's hard for a wholesome and nutritious drink like milk to compete. Milk has finally found the limelight through the innovative Got Milk?™ marketing campaign. Keeping this positive promotion running strong and boosting demand for milk has Dairy Management Inc. (DMI) searching for new methods making milk a more appealing beverage.

Research shows that in the past few years school milk consumption has been declining. Yet, more than 90 percent of all kids (ages 6 to 12) drank at least one serving of milk as a beverage during an average two-week period. Kid "milk drinkers" consume 30.5 gallons of milk annually per capita, which represents 20 percent of total milk beverage consumption.

School milk has been packaged in gabled cardboard containers for years. Meanwhile the rest of the beverage industry has transitioned from glass, to aluminum and plastic numerous times and in numerous shapes and sizes to suit consumer demand and life-style changes. It is finally time for school milk to catch up.




Teaming up with DMI for a nationwide school milk pilot test program, Maryland and Virginia's Marva Maid processing plant was instrumental in introducing unique milk packaging and stocking the first milk vending machines in schools throughout Chesapeake, Va., during the 2001-2002 school year.

Marva Maid joined eight other processors in the study conducted by the National Dairy Council, the American School Food Service Association, and coordinated by DMI. The study focused on measuring the impact of an upgraded milk product on milk consumption and attitudes toward milk in schools. Milk product upgrades included improved packaging, increased flavor variety, improved storage, refrigeration and presentation.

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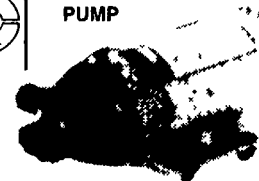
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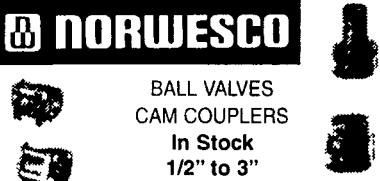
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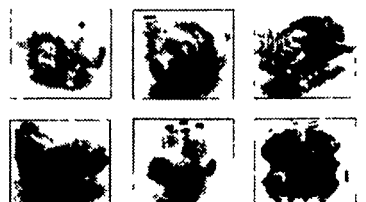
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