

# DMI And Marva Maid Join In Nationwide School Milk Pilot

(Continued from Page 44)

Boston and California, the study replaced the standard cardboard gabled milk cartons with single-serve plastic milk bottles in school cafeterias. Researchers placed different sizes of plastic packaging in test schools. Marva Maid tested an eight-ounce plastic bottle.

Marva Maid provided a variety of milks to test schools including one percent, whole, chocolate and strawberry. The small eight-ounce containers Marva Maid tested are convenient to open and reseal, plus the clear plastic construction lets the consumer know at a glance what fund refreshing flavor is packaged inside. While final results of the study will not be available until early October, "early results are very positive," said Janet Grubbs, program coordinator for Southeast United Dairy Industry Association (SUDIA).

Marva Maid has agreed to continue working with DMI during the 2002-2003 school year, on a second study. This extended study will focus on improving milk's image in schools and on the retail level.

This expanded study is constructed to determine if there is a link between school milk demand and retail demand. Starting off the school year this September, Marva Maid will provide milk in plastic 10-ounce containers for participating schools. By early next year

that same product will be offered on the retail level. The study will examine if students recognize the same product on the retail level, and if so increase demand.



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