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## Wisconsin Dairy Council Fuels Up for a new school year

The 2010-2011 school year is back in full swing. For many families, it is a busy time of year, getting children off to school, to after school events and practices and to games. Whether students are involved in sports or other activities, great nutrition is essential.

The Wisconsin Dairy Council (WDC), the nutrition education department of the Wisconsin Milk Marketing Board (WMMB), is gearing up to promote the healthful benefits of milk and dairy products in the diets of active kids and teens. We all know that a healthy school meal, accompanied by a serving of fresh, cold milk helps students fuel up with important nutrients. To us, school lunch and school breakfast are not simply meals, but a chance for children to learn about proper nutrition.

Across the state, six Wisconsin Dairy Council regional program managers are working with school districts to reinforce milk messages and provide nutrition-related resources and materials to teachers and school nutrition professionals. Their goal is to have every student in Wisconsin drinking at least one serving of milk with every school meal.

For the third school year, the WDC staff teamed up with Dairy Management Inc. (DMI) and the National Football League (NFL) to remind students to exercise every day for at least 60 minutes and to eat a healthy variety of low-fat dairy products, fruits, vegetables and whole grains. More than 1,600 schools throughout Wisconsin will be receiving "Fuel Up to Play 60" promotional kits. This in-school program targeting grades 4-10, is designed to engage and empower youth to get 60 minutes of physical activity each day and "Fuel Up" with healthy foods. This promotion will provide youth with the tools and resources needed to take an active role in improving their personal health and school environment, and to help youth develop a lifetime of healthy habits. Go to [www.FuelUpToPlay60.com](http://www.FuelUpToPlay60.com) to learn about the program and see how Wisconsin schools can apply for funds to implement the program.

In addition to the "Fuel Up to Play 60" promotion, WDC is launching a campaign to educate parents, teachers and kids about the importance of keeping chocolate milk in schools at a time when many school systems are being asked to remove it from the menu.



*Byline: Laura Wilford, Director of the Wisconsin Dairy Council, is a registered dietitian. Wilford works with a staff of six regional program managers outreaching to schools and media outlets throughout Wisconsin.*

"Chocolate Milk Has Muscle" features information discovered in a recent study funded by the Milk Processor Education Program (MilkPEP). According to the study, when chocolate milk is removed from a the school meal line, essential nutrients go with it. Replacing the nutrients found in chocolate milk with other food and beverages commonly served in schools isn't practical. Not only does it cost more, it adds additional calories and fat, the study states.

Additionally, the study shows that when kids aren't offered chocolate milk during school meals, they don't necessarily replace it with white milk. As a result, kids drink less milk overall. If chocolate milk isn't available school milk consumption drops an average of 35%, meaning students lose the important calcium, vitamin D and other essential nutrients milk supplies to the everyday diet.

The chocolate milk website will address these questions, and provide honest, straightforward answers, so parents can be informed when voicing an opinion regarding their family's health. For more information about chocolate milk, visit [www.ChocolateMilkHasMuscle.com](http://www.ChocolateMilkHasMuscle.com)

Many additional dairy-related materials and programs are available to Wisconsin schools this year. If you know of schools in your area that would like to order materials or you want to learn more about the programs available through the Wisconsin Dairy Council, visit [www.WMMB.com/WDC/](http://www.WMMB.com/WDC/).

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