



## DAIRY FARMER-FUNDED GRANTS ARE MAKING A DIFFERENCE IN SCHOOLS



On behalf of Ohio and West Virginia's dairy farmers, ADA Mideast has provided \$2.75 million in Fuel Up to Play 60 grants to nearly 1,250 schools since the program began in 2009.

more children are choosing to eat breakfast at school - **breakfast participation numbers have climbed to more than 86% for Ohio and West Virginia schools** receiving a Fuel Up to Play 60 grant!

These grants help schools add new dairy-friendly items to their menus and purchase equipment, such as mobile serving carts, smoothie stations and breakfast bars, to drive dairy consumption in schools.

**Why promote school breakfast?** It's simple! Every breakfast served at school includes one to three servings of dairy. This alone provides an opportunity for additional sales of 1.5 billion single-serve units of fluid milk nationally.

In fact, Ohio and West Virginia schools that received dairy farmer-funded grants for the 2017-18 school year reported increases in yogurt sales, above the national average! **Yogurt sales in these schools increased by 28.2%.**

