



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 32.4%.**

