



MAKING A POSITIVE DIFFERENCE FOR SCHOOLS, STUDENTS AND DAIRY



Protecting and Promoting Dairy's Place in School Nutrition

Fuel Up to Play 60 helps to:

- ▶ **Support milk and dairy** as vital foods included in school breakfast and lunch (milk is the only commodity mandated to be included in school meals).
- ▶ **Build and strengthen** local and national relationships that are key to the dairy community.
- ▶ **Inform and engage** school nutrition directors and other key decision-makers and stakeholders about the value of dairy in the national school lunch and breakfast programs.

Reaching and Engaging Current and Future Consumers through Fuel Up to Play 60

73 thousand enrolled schools*

Actively engaging Generation Z, the largest population segment in the U.S.**

38 million students reached through the program nationwide*

Building trust in the dairy community by informing and educating youth in schools about where their food comes from and the nutritious value of dairy**

Engaging Key Partners and Funders

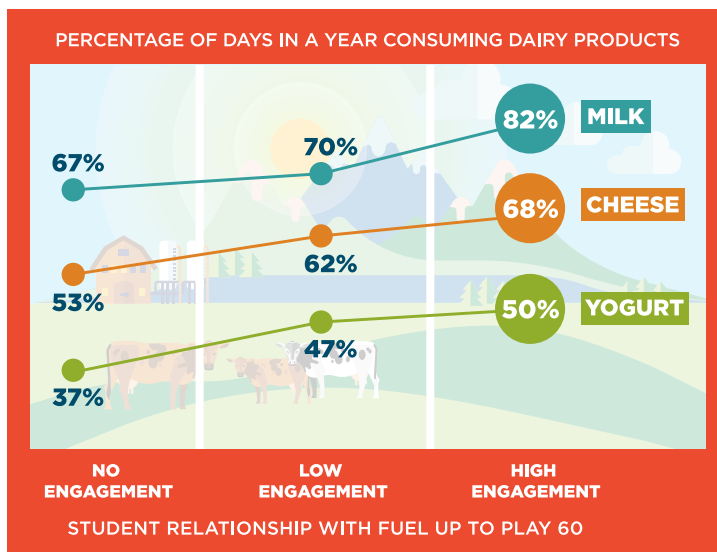
Fuel Up to Play 60 is the nation's leading in-school health and wellness program!



Created by the **National Dairy Council** on behalf of **America's Dairy Farmers** in partnership with the **NFL** and in collaboration with **USDA**. Supported by the NFL and public/private funders that have given over **\$65 million in funding and in-kind resources** to supplement dairy farmer contributions to the program.

Fuel Up to Play 60 Students Consume Dairy More Frequently

Students with high engagement in Fuel Up to Play 60 consume dairy products more frequently than students with little to no involvement in the program.



Source: 2018 Teen Attitudes toward Dairy and Dairy Farming Survey; student self-reported data



Improving the Bottom Line

Since its launch, Fuel Up to Play 60 has helped to stimulate one billion incremental pounds of milk (plus more yogurt and cheese) served through school breakfast.



Fuel Up to Play 60 encourages students to eat healthy, be active, and make positive, healthy changes in their schools and communities.

FuelUpToPlay60.com



CELEBRATING **10** YEARS

Fuel Up to Play 60 is a national health and wellness program built through a partnership between the NFL and America's Dairy Farmers. In 2019, the program turned 10 years old and since its inception has grown to encompass 73,000 schools across the country. In the past 10 years, the Fuel Up to Play 60 program has provided over \$32,000,000 in grants nationally for students to make healthy changes in their schools. The American Dairy Association Mideast has worked with the Cleveland Browns and Cincinnati Bengals over the past 10 years to deliver the Fuel Up to Play 60 to Ohio and West Virginia schools.

Over the last **10** years in Ohio & West Virginia...

SCHOOLS



3,142

Schools have participated

STUDENTS



1.6M+

Students have been impacted by FUTP60

GRANTS



\$2.93M

Total grants awarded to local schools

EVENTS



335+

Events held with NFL team players, mascots or cheerleaders



CREATING SUSTAINABLE CHANGE IN SCHOOLS

Grants help schools add new dairy-friendly items to their menus and purchase equipment, such as mobile serving carts, smoothie stations and breakfast bars



Schools that received FUTP60 grants in 2017-18 reported increased yogurt sales by 32.4%.