Making a Positive Difference for Schools, Students and Dairy

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**

*Since Fuel Up to Play 60 launched in 2009.
**At 28% of the U.S. population, Gen Z (youth born in the mid-1990s to mid-2000s) are current and future dairy consumers and decision-makers.

### 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*

### 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.

### PERCENTAGE OF DAYS IN A YEAR CONSUMING DAIRY PRODUCTS

- **Milk:** 82%
- **Cheese:** 68%
- **Yogurt:** 50%
- **No Engagement:** 67%
- **Low Engagement:** 70%
- **High Engagement:** 62%

*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.

### Engaging Key Partners and Funders

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

**NDC + NFL x USDA = FuelUpToPlay60**

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.

FuelUpToPlay60.com

Updated September 2018
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.

<table>
<thead>
<tr>
<th>SCHOOLS</th>
<th>STUDENTS</th>
<th>GRANTS</th>
<th>EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,142</td>
<td>1.6M+</td>
<td>$2.93M</td>
<td>335+</td>
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</tbody>
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- Schools have participated
- Students have been impacted by FUTP60
- Total grants awarded to local schools
- 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%.