

Lactose Free Milk at School

Increases ADP & Students Choosing Milk with their Meal

The Pilot

During the 2023-24 school year pilot, Cincinnati Public Schools (CPS) implemented two changes to their milk service:

- Served shelf stable white and chocolate lactose free milk, alongside gable top white and chocolate milk, at breakfast and lunch as part of the USDA School Meal Program.
- Eliminated a dietary restriction note to select lactose free milk.

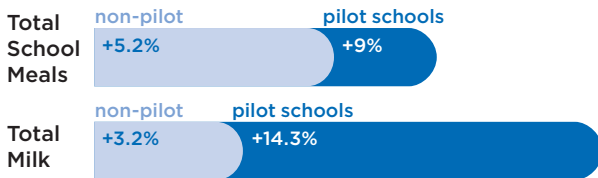
CPS is a large school district with nearly 35,000 students in 65 school buildings. 71% of their students are African American or Hispanic/Latino. The Q4 2023 pilot included six elementary schools and four high schools and was expanded in Q1 2024 to include all CPS high schools through June 2024. **Based on pilot results, CPS is now offering lactose free milk at all schools.**

Learnings

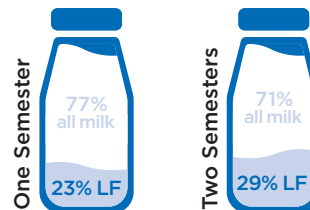
When students have the option to choose shelf-stable chocolate lactose free milk, meal participation and milk selection increased overall.

More students ate school meals (+4%) and took milk (+11%) with their meal when lactose free milk was offered compared to the previous year.

Full Year Pilot School Results



High School Adoption of Lactose Free Milk Rose Through the Year



1 in 4 milks chosen by high school students were chocolate lactose free.

The volume of lactose free milk consumed by high school students was almost double of the elementary students.

28% of students who drink milk at home reported drinking some lactose free milk.

20% of these students reported drinking only lactose free milk; the other 8% drank both.

Adding open-access to chocolate lactose free shelf stable milk energizes student meal participation and milk selection, brings equity to the milk offering and is self-funded through meal participation growth.

Partners



Data analysis provided by Prime Consulting®

Offer chocolate lactose free milk to everyone as part of school meals!

For more information, contact: American Dairy Association Mideast at 614-890-1800 or info@Drink-Milk.com

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