

# SCORE BIG WITH REWARDS

## GET REWARDS TO SHARE WITH YOUR STUDENTS!

Support school initiatives and motivate classrooms with fun gifts to help bring out school spirit, courtesy of the Elementary School Milk Program.

These free rewards help keep kids focused, active, and excited to learn and experience a healthy, active lifestyle.



## WELCOME

to the 2020–2021  
Elementary School Milk Program (ESMP)

## COVID-19 AND MILK SAFETY

We're taking every possible precaution to keep your classroom safe, so, in addition to enforcing no-contact delivery of milk with full protective equipment on our drivers, we're asking you to consider the following tips:

- Wear a mask and gloves when delivering milk to students or handling milk cartons on your own.
- Provide hand sanitizer when needed.
- Check milk containers for abrasions or any issues.
- Remind students to only touch their own milk.
- Connect with your distributor to see what your options are for secure delivery.

## TIPS

- Use prizes for student birthdays.
- Celebrate World School Milk Day on September 30 with rewards.
- Recognize classroom volunteers with gifts.

To learn about how DFO can support your classroom with dairy education materials go to [education.milk.org](https://education.milk.org) or contact [education@milk.org](mailto:education@milk.org)



## ENCLOSED YOU'LL FIND

- Rewards for your class
- Posters for your school
- Brochures for parents
- Decals for your milk plaque
- A fact sheet on lactose intolerance and milk allergies
- Leaflets on the Dairy Education Program

## EXTRA FEATURES

- Call the advice and support line: 1-888-730-MILK (6455)
- Find online resources at [ontarioschools.milk.org](https://ontarioschools.milk.org)

## WELCOME TO THE PROGRAM!

As the school year begins, we're working harder than ever to help your students enjoy the benefits of better nutrition with the power of milk and a balanced diet.

With all the new realities being faced across Ontario this year, we're taking a stand in favour of good health, and we're thankful for the support and leadership that educators like you provide to help make that possible.

We look forward to supporting you and your students in an unusual 2020–2021 school year by helping everyone put their best foot forward.

### Rachel Branco

Program Manager, ESMP  
Dairy Farmers of Ontario

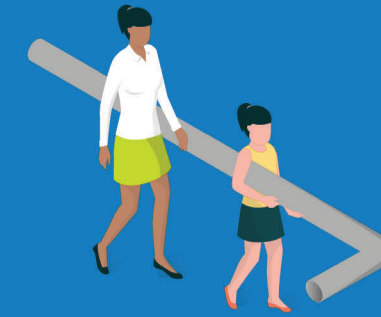


Elementary  
School  
Milk Program

# TIPS FOR SUCCESS



Elementary School Milk Program



1

Visit the **ESMP WEBSITE** at [ontarioschools.milk.org](http://ontarioschools.milk.org) for time-saving resources for running your program.

2

Due to **COVID-19**, most delivery drivers will not enter the building to ensure safety of the product and people. All milk cartons/bottles are contact-free, and delivery drivers wear protective equipment. Talk to your supplier to arrange the best possible delivery times.

3

Find a **CHAMPION** to join your team. Use the form letter on our website and reach out to parents to get an ally on your side, or find a senior student to share duties with.

4

**ENCOURAGE** parents to prepay for a month of milk. It's the hassle-free way to ensure kids are getting their nutrition and results in higher purchase numbers.

5

The **LOWER** the price of milk is, the higher the sales will be, and the more your students will benefit. We suggest setting a five cent overhead above the at-cost price or, even better, re-selling at the at-cost price.

6

Both white milk and chocolate milk are in the **HIGH SALES** category, and with 97% of schools offering both, sales are doubled.

7

Contact our **HELP DESK** at 1-888-730-MILK (6455) to find out if our distinguished dairy delivery service is available in your area.

8

Make milk available **FIVE DAYS** a week to give students daily access to quick and easy nutrition.

9

Give out all your brochures. There are enough for **EVERY PARENT** in your fall kit. Kindergarten registration is a great time to alert new families at school.

10

**BE CREATIVE!** Think of fun-filled and interesting ways to encourage children to participate and learn about the benefits of the ESMP at your school.

