



# THE DAIRY ALLIANCE

**Elevating Milk Experiences and Dairy-Powered  
Breakfasts that Nourish Every Bite**

## Presenters



Roseann Liberatore



Cindy Cooper





# Opening Activity: Milk & Breakfast Moments

- Write one word or phrase that comes to mind when you think of your school's milk experience or breakfast program.





# Learning Objectives

1. Understand the essential role of milk and dairy foods in school nutrition programs.
2. Identify strategies that elevate your school milk experiences and increase school meal participation
3. Apply Smart Swaps resources to create compliant, appealing, and dairy-powered breakfasts that nourish every bite.

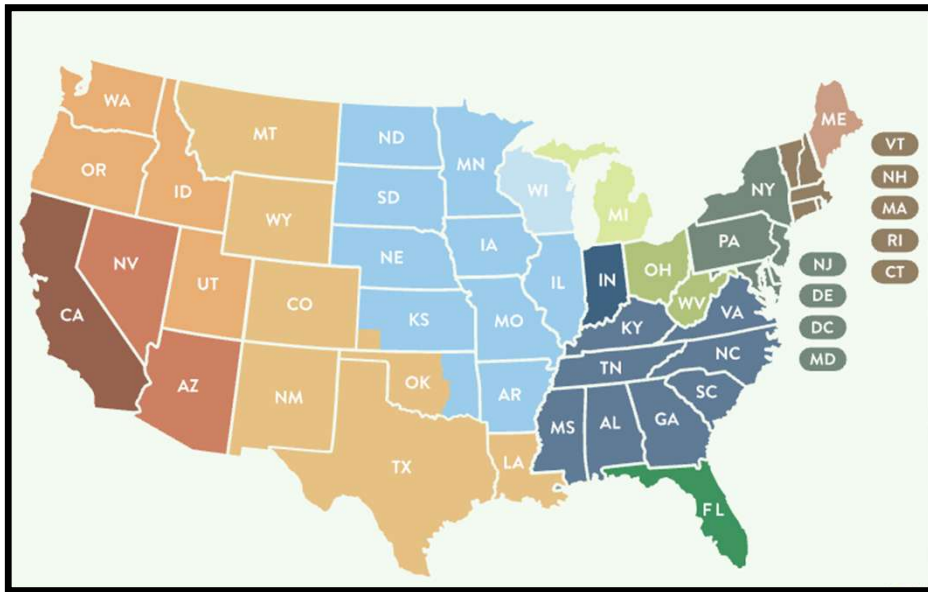
# Who we are...



## National Dairy Checkoff

- National Dairy Council
- The Dairy Alliance

<https://thedairyalliance.com/virtual-field-trip>



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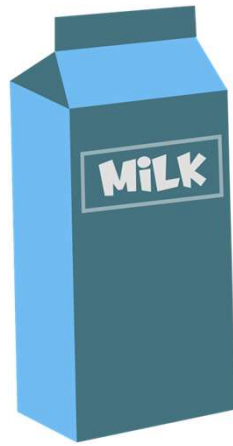
<https://thedairyalliance.com/virtual-field-trip>



# Why Trust Dairy?

Dairy delivered to you is:

- Safe
- Sustainable
- Nutritious



*We are looking out for you and your family's best interests!*

# Dairy delivered to you is Safe...



Since 2011, ZERO retail-ready milk products have tested positive for traces of antibiotics.

Testing is Effective



<sup>1</sup> Farmers Assuring Responsible Management. "Milk & Dairy Beef Drug Residue Prevention Reference Manual 2022-2023." Published 2022. Accessed 12.8.2022.

## Sustainability & Dairy:

Check out the resources below to learn more about supporting local farmers and a greener future!

Take a virtual tour of a local Virginia dairy farm.



Learn how J-Team Dairy utilizes modern sustainability practices to protect waterways, wildlife, and native species.



Learn more on our website and sign up for our sustainability newsletter:



# Dairy delivered to you is Sustainable...

## Farmer Focus

J-Team Dairy  
Orange, VA



A Gallon of Milk in 2017 required:

- 30% less water
- 21% less land
- 15% smaller carbon footprint

## Virginia Resource

Source 1 Capper JL, Cady RA. J Anim Sci. 2020 Jan 1

# Dairy delivered to you is Nutritious...



## 13 WAYS MILK Can help your body



One serving of milk contains many of the essential nutrients your body needs, including:

- 25%** **Calcium**  
Helps build and maintain strong bones and teeth.
- 16%** **Protein**  
Helps provide sustained energy. Helps build and maintain lean muscle. Helps maintain a healthy immune system.
- 15%** **Vitamin D**  
Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.
- 20%** **Phosphorus**  
Helps build and maintain strong bones and teeth, supports tissue growth.
- 15%** **Vitamin A**  
Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.
- 30%** **Riboflavin**  
Helps your body use carbohydrates, fats and protein for fuel.
- 50%** **Vitamin B12**  
Helps maintain healthy immune, blood and nervous system function. Supports normal energy metabolism. Necessary for brain development during pregnancy and infancy; linked to cognitive function in childhood.
- 20%** **Pantothenic acid**  
Helps your body use carbohydrates, fats and protein for fuel.
- 15%** **Niacin**  
Used in energy metabolism in the body.
- 10%** **Zinc**  
Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.
- 10%** **Selenium**  
Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.
- 60%** **Iodine**  
Necessary for proper bone and brain development during pregnancy and infancy; linked to cognitive function in childhood.
- 10%** **Potassium\***  
Helps maintain a healthy blood pressure and supports heart health. Helps regulate body fluid balance and maintain normal muscle function.

● = daily value | 20% or higher is a good source | 50% or higher is an excellent source

**REFERENCES**  
 \* USDA FoodData Central online at <https://fdc.nal.usda.gov/>. When values calculated from database entries across all fat levels of plain whole D-fermented fluid milk in 1-gallon, 1-quart, and 1-pint (760/325/480) size sources (3/1/15).  
 \* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



## 9 WAYS YOGURT Can help your body

One serving of yogurt contains many of the essential nutrients your body needs, including:

- 20%** **Calcium**  
Helps build and maintain strong bones and teeth.
- 21%** **Protein**  
Helps provide sustained energy. Helps build and maintain lean muscle. Helps maintain a healthy immune system.
- 15%** **Phosphorus**  
Helps build and maintain strong bones and teeth, supports tissue growth.
- 35%** **Vitamin B12**  
Helps maintain healthy immune, blood and nervous system function. Supports normal energy metabolism. Necessary for brain development during pregnancy and infancy; linked to cognitive function in childhood.
- 25%** **Riboflavin**  
Helps your body use carbohydrates, fats and protein for fuel.
- 15%** **Calcium**  
Helps build and maintain strong bones and teeth.
- 10%** **Niacin**  
Used in energy metabolism in the body.
- 15%** **Protein**  
Helps provide sustained energy. Helps build and maintain lean muscle. Helps maintain a healthy immune system.
- 10%** **Phosphorus**  
Helps build and maintain strong bones and teeth, supports tissue growth.
- 15%** **Vitamin B12**  
Helps maintain healthy immune, blood and nervous system function. Supports normal energy metabolism. Necessary for brain development during pregnancy and infancy; linked to cognitive function in childhood.
- 15%** **Iodine**  
Necessary for proper bone and brain development during pregnancy and infancy; linked to cognitive function in childhood.

● = daily value

**REFERENCES**  
 \* U.S. Department of Agriculture, Agriculture Research Service. 2014. USDA National Nutrient Database for Standard Reference. National Center for Human Nutrition Research. <http://www.ars.usda.gov/nutrition/>.  
 \* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.  
 © 2023 National Dairy Council | @NDC Dairy Council | www.USDA.gov



## 8 WAYS CHEESE Can help your body

One serving of cheese contains many of the essential nutrients your body needs, including:

- 15%** **Calcium**  
Helps build and maintain strong bones and teeth.
- 10%** **Niacin**  
Used in energy metabolism in the body.
- 15%** **Protein**  
Helps provide sustained energy. Helps build and maintain lean muscle. Helps maintain a healthy immune system.
- 10%** **Phosphorus**  
Helps build and maintain strong bones and teeth, supports tissue growth.
- 10%** **Vitamin B12**  
Helps maintain healthy immune, blood and nervous system function. Supports normal energy metabolism. Necessary for brain development during pregnancy and infancy; linked to cognitive function in childhood.
- 15%** **Iodine**  
Necessary for proper bone and brain development during pregnancy and infancy; linked to cognitive function in childhood.

● = daily value | 10% or higher is a good source | 20% or higher is an excellent source

**REFERENCES**  
 \* USDA FoodData Central online at <https://fdc.nal.usda.gov/>. When values calculated from database entries across all fat levels for common cheese varieties (cheddar, swiss ch, soft fresh, smearing, paneer, feta) and their respective NDC IDs in 1-gallon, 1-quart, and 1-pint (760/325/480) size sources (3/1/15).  
 \* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.





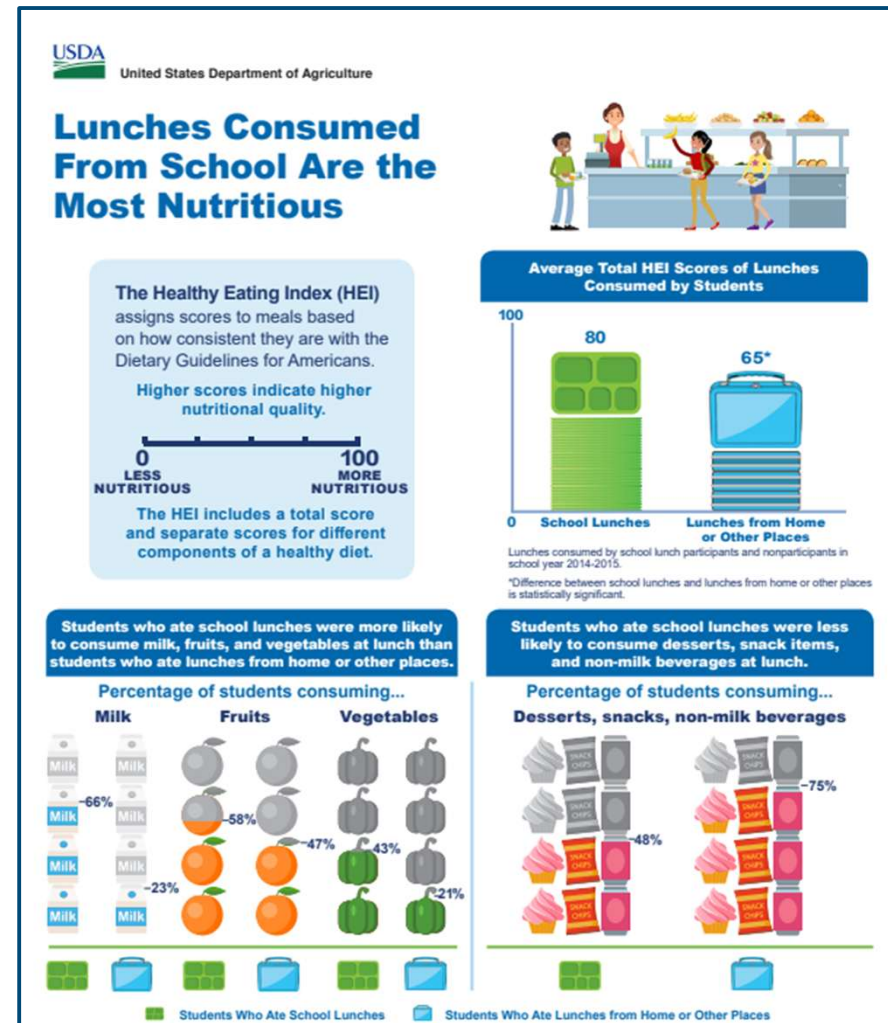
# Why School Meals Matter...

Over a century of delivering nutrition for child health and development.

# Value of School Meals

30 million children rely on the school meal program every school day (1)

Children who participate in school meals consume **more dairy milk, fruits and vegetables** than non-participants and they consume fewer desserts, snacks and non-milk beverages. (2)



1) USDA Food & Nutrition Services. [National School Lunch Program: Participation and Lunches Served](#) (Accessed April 2025)  
 2) USDA Food & Nutrition Services. [Lunches Consumed From School are the Most Nutritious](#). (July 2021)

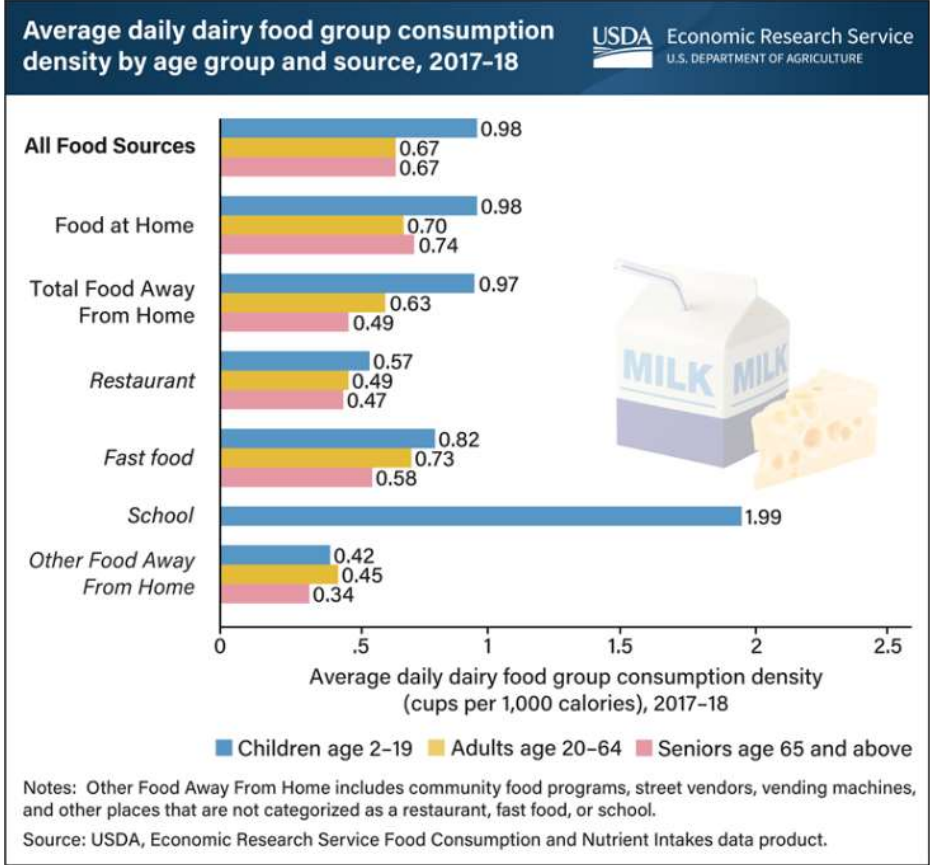
# Schools are the Richest Source of Dairy in Children’s Diets



**School meals provide:**

- 77% of total milk consumption and
- 70% of total dairy consumption for children

\*Cullen KW, Chen TA. [The contribution of the USDA school breakfast and lunch program meals to student daily dietary intake. Prev Med Rep. 2016;5:82-85.](#)





# Why Dairy Matters...

Milk and dairy foods are economical and deliver key nutrients for children's health.

## Cheese

8 essential nutrients

Protein  
Calcium  
Vitamin D  
Phosphorus

Niacin  
Riboflavin  
Selenium  
Iodine

## Milk

13 essential nutrients

Protein  
Calcium  
Vitamin D  
Zinc  
Niacin

Potassium  
Riboflavin  
Selenium  
Vitamin A

Vitamin B12  
Iodine  
Phosphorus  
Pantothenic

## Yogurt

9 essential nutrients

Protein  
Calcium  
Phosphorus  
Vitamin B12  
Riboflavin

Zinc  
Selenium  
Iodine  
Pantothenic Acid

# Milk & Dairy Foods Contribute Key Nutrients to School Meals



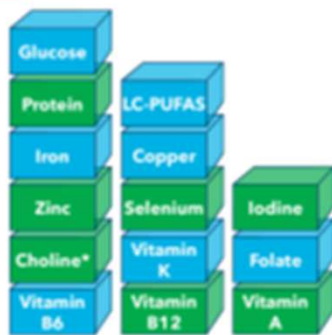
# Dairy

helps build strong  
**brains, bones,  
and bodies**  
throughout childhood.



Dairy foods offer 7 of the 14 nutrients important for early cognitive development.

 = nutrients provided by dairy



\*The amount of choline in dairy is not known.

## Bone Building Nutrients:



**6-12 months**  
Introduce yogurt  
and cheese



**1-2 years**  
Aim for 1½-2  
cups a day



**2-3 years**  
Aim for 2-2½  
cups  
a day



**4-8 years**  
Aim for  
2½ cups a day



**9+ years**  
Aim for  
3 cups a day



**Milk**  
• 1 cup/8 ounces



**Cheese**  
• 1½ ounces of hard cheese  
• ½ cup shredded cheese  
• 1 ounce American cheese



**Yogurt**  
• 1 cup/8 ounces  
(no added sugar)

\*Can be divided into several servings throughout the day.

# Whole and Reduced Fat Milk are Back on the Menu

## Whole and Reduced-Fat Milk are Back on the Menu



The Whole Milk for Healthy Kids Act of 2025, signed into law in January 2026, expands the types of milk schools may offer as part of the National School Lunch Program. Schools may now offer a broader range of fluid milk options, including whole and reduced-fat milk, while continuing to meet Federal nutrition standards.<sup>1</sup> These updates provide schools with greater flexibility to support nutrient intake, student choice and diverse preferences, while maintaining compliance with USDA meal pattern guidelines.

The 2025–2030 Dietary Guidelines for Americans (the Guidelines) recommend 3 daily servings of dairy as a core component of a healthy dietary pattern. Dairy foods like milk, cheese and yogurt provide a health-promoting bundle of nutrients including high-quality protein, essential vitamins and minerals, and healthy fats. The Guidelines include nutrient-dense dairy foods across a range of fat levels as options to choose from within balanced eating patterns.<sup>2</sup>



### WHAT CHANGED AND WHY IT MATTERS

Schools participating in the National School Lunch Program may offer students a wider range of milk options at lunch, including:

- Whole (3.25%) milk
- Reduced-fat (2%) milk
- Low-fat (1%) milk
- Fat-free milk
- Lactose-free dairy milk
- Non-dairy beverages that are nutritionally equivalent to dairy milk

Schools are required to offer at least two different milk options daily, with flexibility to include flavored or unflavored and organic or nonorganic milk options.

Saturated fat from fluid milk is excluded from the weekly saturated fat limit for school meals.<sup>3</sup> This provides schools flexibility to offer whole and reduced-fat milk while remaining within federal nutrition standards. Of note, the other nutrition and calorie limits remain unchanged, and there's a difference of roughly 45 calories between whole and 1% milk.

#### Why this matters:

- Students may be more likely to choose and drink milk they prefer
- Greater choice may help increase overall nutrient intake
- Schools can better accommodate diverse student preferences and nutritional needs

### MILK MATTERS FOR GROWING KIDS

5 Facts About Dairy Milk and How It Helps Children Meet Their Nutrition Needs

1

#### Milk Delivers a Powerful Package of 13 Essential Nutrients

All dairy milk, whether whole, 2%, low-fat or fat-free, provides 13 essential nutrients, including high-quality protein, calcium, potassium, phosphorus, iodine, zinc, selenium and vitamins A, D, B12, riboflavin, niacin and pantothenic acid. Together, these nutrients help support children's growth, development and learning.<sup>1,2</sup>

2

#### Milk Provides High-Quality Protein to Fuel Strong Bodies and Active Days

Each cup of dairy milk provides 8 grams of high-quality protein, which can help support muscle development, bone health, satiety and sustained energy. Milk also contributes fluids and electrolytes, helping support hydration for active children throughout the school day.

3

#### The Dairy Matrix Helps Explain the Uniqueness of Dairy Foods Across Fat Levels

Whole milk is often characterized by its saturated fat content (i.e., 5 g per serving). However, saturated fat in dairy foods is complex and includes a diverse array of over 400 unique fatty acids – including short-, medium-, branched- and odd-chain fatty acids – that have been linked with health benefits for satiety, gut health and body composition.<sup>3,4</sup> Dairy fat plays an important role in childhood growth by helping support energy needs, brain development and absorption of fat-soluble vitamins.<sup>5</sup>

4

#### Whole and Reduced-Fat Milk and Healthy Weight in Children

A growing body of research indicates that whole and reduced-fat milk are not associated with increased risk of overweight or obesity in children. Several studies have found neutral or even beneficial associations with body composition and cardiometabolic health.<sup>6,7,8,9</sup>

5

#### Offering Milk Kids Enjoy May Improve Nutrient Intake

Taste and familiarity play an important role in children's food choices. Consumer research shows that whole and reduced-fat milk are the most commonly purchased milk types in U.S. households, indicating that many children already consume them at home.<sup>10</sup> Data also show that whole milk represents a larger share of milk purchases among Black, Asian and acculturated Hispanic households, with this preference especially pronounced in households with children.<sup>11</sup>

When schools offer milk options students recognize and enjoy, they are more likely to drink their milk, helping them to meet their daily nutrition needs to support their growth and overall health.

For more information, contact Rosamund Liberatore, RDN, LDN  
757.803.7057 or [rliberatore@thedairyalliance.com](mailto:rliberatore@thedairyalliance.com)

References:  
1. USDA. "Final Update to Healthy Meal Act of 2025." Implementation Requirements for the National School Lunch Program. January 14, 2026.  
2. U.S. Department of Health and Human Services and U.S. Department of Agriculture. "2025 Dietary Guidelines for Americans." 2025. <https://www.dietaryguidelines.gov>.  
3. Smith, L., Liska, T., & Kopp, P. A. (2025). An Overview of the Association between Dairy Intake and Adult Outcomes: A Narrative Review. *International Journal of Environmental Research and Public Health*, 22(1), 1-14. <https://doi.org/10.3390/ijerph22010014>.  
4. Barnard, T., Gombart, L., Taylor, A., & Smith, R. (2025). There is an association between dairy intake and metabolic outcomes: A narrative review. *Journal of Human Nutrition and Dietetics*, 38(2), 101-110. <https://doi.org/10.1111/jhn.12847>.  
5. Dingemans, A. M., & de Groot, L. J. P. (2025). A critical review of the role of milk and other dairy products in the development of obesity in children and adolescents. *Nutrition Reviews*, 83(1), 1-14. <https://doi.org/10.1093/nr/nrae007>.  
6. Smith, L., Liska, T., & Kopp, P. A. (2025). Dairy intake and cardiometabolic health: A narrative review. *Journal of Human Nutrition and Dietetics*, 38(2), 101-110. <https://doi.org/10.1111/jhn.12847>.  
7. Smith, L., Liska, T., & Kopp, P. A. (2025). Dairy intake and cardiometabolic health: A narrative review. *Journal of Human Nutrition and Dietetics*, 38(2), 101-110. <https://doi.org/10.1111/jhn.12847>.  
8. Smith, L., Liska, T., & Kopp, P. A. (2025). Dairy intake and cardiometabolic health: A narrative review. *Journal of Human Nutrition and Dietetics*, 38(2), 101-110. <https://doi.org/10.1111/jhn.12847>.  
9. Smith, L., Liska, T., & Kopp, P. A. (2025). Dairy intake and cardiometabolic health: A narrative review. *Journal of Human Nutrition and Dietetics*, 38(2), 101-110. <https://doi.org/10.1111/jhn.12847>.  
10. Smith, L., Liska, T., & Kopp, P. A. (2025). Dairy intake and cardiometabolic health: A narrative review. *Journal of Human Nutrition and Dietetics*, 38(2), 101-110. <https://doi.org/10.1111/jhn.12847>.  
11. Smith, L., Liska, T., & Kopp, P. A. (2025). Dairy intake and cardiometabolic health: A narrative review. *Journal of Human Nutrition and Dietetics*, 38(2), 101-110. <https://doi.org/10.1111/jhn.12847>.

“More than 80 studies funded by dairy farmers, along with hundreds more conducted by independent researchers, helped build a robust body of evidence showing that nutrient-rich dairy foods support health and wellness across the lifespan, regardless of fat level.”

~ Katie Brown, President National Dairy Council



# Bone Mass During Childhood and Adolescence

Childhood and adolescence is the most important time to set a solid foundation for future bone health.



The most **rapid period of bone growth** occurs between birth to two years old and around puberty.

**Calcium, vitamin D, magnesium, phosphorus and zinc** are essential for bone maintenance and density.

Dairy foods have been associated with **improved bone health** and **reduced fracture risk**.

Price CT, Langford JR, Liporace FA. Essential Nutrients for Bone Health and a Review of their Availability in the Average North American Diet. *Open Orthop J.* 2012;6:143-149.

Rizzoli R. Dairy products and bone health. *Aging Clin Exp Res.* 2022;34(1):9-24.

Kouvelioti R, Josse AR, Klentrou P. Effects of Dairy Consumption on Body Composition and Bone Properties in Youth: A Systematic Review. *Curr Dev Nutr.* 2017;1(8):e001214.

<https://www.istockphoto.com/photo/diverse-teenage-friends-eat-lunch-in-school-cafeteria-gm641510086-116208789?clarity=false>

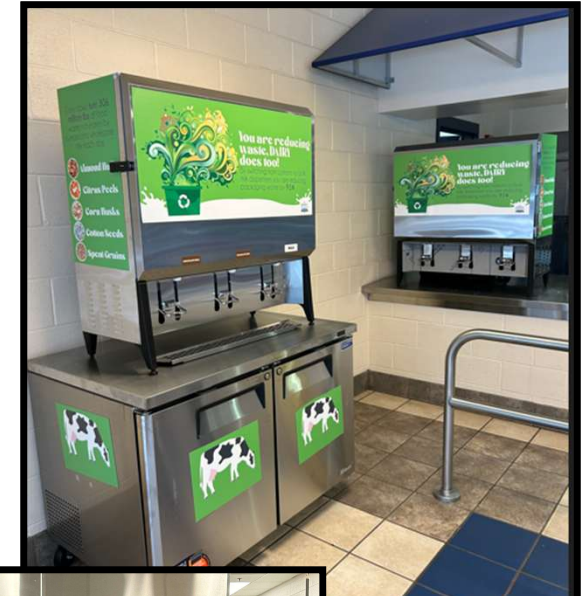


# Elevating the Milk Experience

*with* Milk Dispensers

# 2026 Milk Dispenser Equipment Funding

- The Virginia State Dairymen's Association (VSDA)
- VSDA received a **grant** from the Van der Lely Foundation to support Virginia school nutrition programs
- The Farm Credit of the Virginias donated an additional **grant funding** to support milk dispenser equipment for schools in southwest Virginia.





# Milk Dispenser Advantages



- Increases novelty and variety
- Decreases waste
- **Delivers colder milk at a constant temperature**
  - Flavor Preserved
  - Student Satisfaction
- Increases meal participation

# The Dairy Alliance Support:

- Simple Grant Application
- Milk Dispenser Award
- Staff Training
- Milk Promotion & School-Wide Celebrations

**OUTCOME: INCREASE SCHOOL MEAL PARTICIPATION**



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**OUTCOME: INCREASE SCHOOL MEAL PARTICIPATION**

## Celebrate Virginia Dairy Farmers and MILK during Farm to School Month



On **Wednesday, October 15<sup>th</sup>** RPS School Nutrition Services will be hosting the following special guests to celebrate Linwood Holton's Milk Dispenser Program funded through a grant provided by The Dairy Alliance.

- Joe Guthrie, VDACS Commissioner
- Matt Lohr, VA Secretary of Agriculture
- Eric Paulson, Executive Director for the Virginia State Dairymen's Association
- Roseann Liberatore, Senior Manager, Health and Wellness from The Dairy Alliance

### To Celebrate...

- Share fun morning announcements using the [Virginia Dairy Farm Facts](#) and [13 Ways Milk Can Help Your Body](#) on days leading up to the event.
- Host a **Door Decorating Contest with a Milk Theme**, and special guests will judge and award a 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place prize to classrooms.
- Host a **dress like a Holstein Cow day** – students and staff dress in black and white
- Read *Tales of the Dairy Godmother* book to a classroom.

### Teacher Resource Links

- [CLASSROOM READY RESOURCES](#)
- [VIRTUAL DAIRY FARM VIDEOS](#)

### Coloring Sheets:

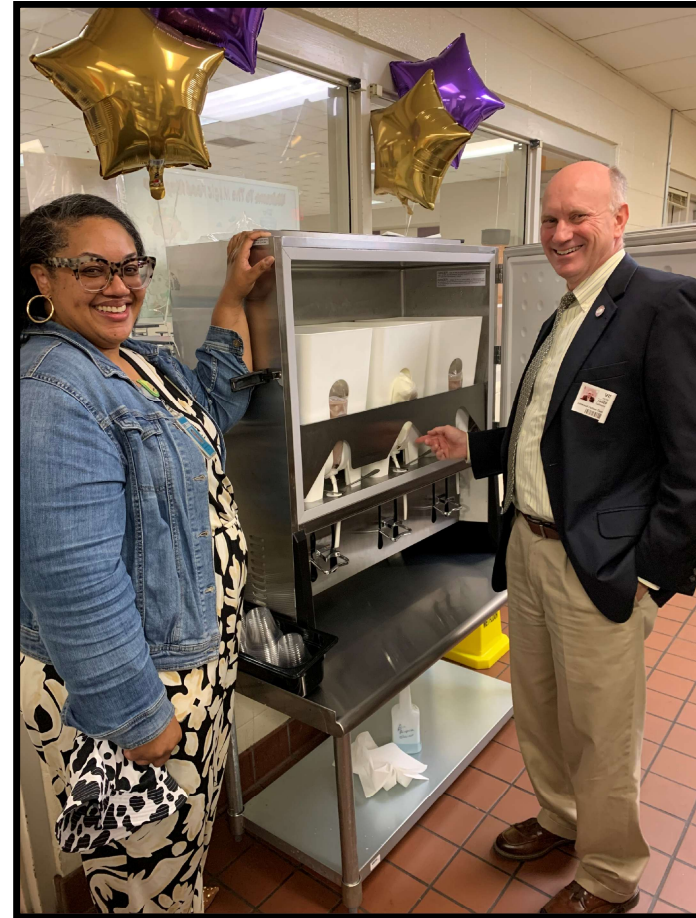
- [Moo Science](#)
- [Super Dairy Jobs](#)
- [Superheroes of Ag](#)
  
- [Find Your Career in AG](#)



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***Thank you Ms. Kenney!***

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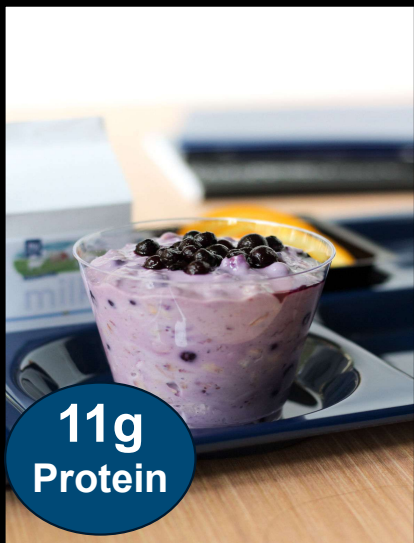
**OUTCOME: INCREASE SCHOOL MEAL PARTICIPATION**

***THE MILKY WAY!***

# Through the looking glass...



See what **SMART SWAPS** can do.



# Breakfast Solutions

*That Nourish Every Bite*

Practical Solutions for Meeting New School Meal Requirements



# Breakfast Regulations



## Added Sugars

**SY 25-26:** Product-based limits (yogurt, flavored milk, cereal)

**SY 27-28:** Weekly dietary limits (less than 10% of kcal across the week)



## Sodium

**SY27-28:** 15% reduction for lunch and 10% reduction for breakfast from current sodium levels



Smart Swaps is a nationwide dairy-supported recipe and training program that helps schools meet new USDA nutrition standards while serving delicious, student-friendly meals featuring dairy.

- Recipe Hub
- Menus
- Tools and Training

Reference: [USDA FNS – Updates to School Nutrition Standards](#)

# All Recipes are Student Approved



12 hearts  
*"I'd give this a 12 out of 10!"*

# The Dairy Alliance Support:

- Central admin & managers select 5 Smart Swaps Recipes
- Plan a District or Regional Training
- Rollout with a School Meal Promotion

## Dairy Academy featuring Smart Swaps Highlight



**OUTCOME: INCREASE SCHOOL MEAL PARTICIPATION**

## More Coming... Q2

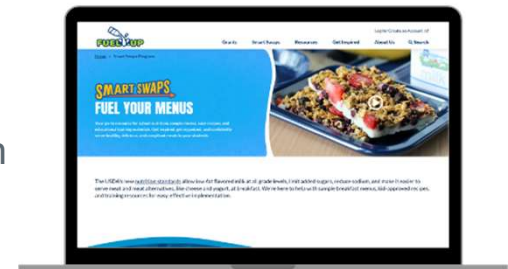
- Developing sample lunch menus that incorporate higher-fat milk options (whole & 2%).
  - Heat & Serve (K-8) – less preparation
  - Heat & Serve (9-12)
  - Speed Scratch (k-8) –
    - more cooking, utilization of new lunch recipes
  - Speed Scratch (9-12)
- Globally Inspired Lunch Recipes





# TURNKEY SOLUTIONS FOR SCHOOLS

Recipe Toolkits to help school nutrition professionals meet the new meal pattern standards with easy-to-use resources that support nutritious, appealing breakfast choices students will enjoy.



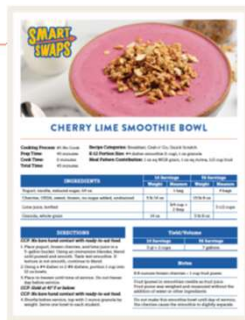
Visit [smart-swaps.com](http://smart-swaps.com) to learn more.

## KEY FEATURES

25 Kid-approved recipes



Nutrient analysis & crediting components included



Step-by-step photo recipe guides



3 Sample menus that meet the new added sugar limit



Training resources including video tutorials



# Website Resources



Challenge Activity



**SMART SWAPS**

### CHERRY LIME SMOOTHIE BOWL





Recipe Project Name/Written By:	To Taste
Recipe Category:	Breakfast, Grab n' Go, Quick & Scratch
Cooking Process:	#1 No-Cook
Prep Time:	45 minutes
Cook Time:	0 minutes
Total Time:	45 minutes
R-12 Portion Size:	#4 disher smoothie (3 cups), 1 oz granola
Meal Pattern Contribution:	1 oz eq WCB grain, 1 oz eq milk, 1/2 cup fruit

INGREDIENTS	14 Servings		56 Servings	
	Weight	Measure	Weight	Measure
<b>DIRECTIONS</b>				

**SMART SWAPS**

### CHERRY LIME SMOOTHIE BOWL

**STEP-BY-STEP**

	Place yogurt, frozen cherries, and lime juice in a 5-gallon bucket.
	Use an immersion blender to blend until smooth.
	Using a #4 disher or 2 - #8 dishers, portion 1 cup into 10 oz bowls. Place in freezer until time of service.
	Top with 1 ounce granola by weight.



**Heart Work in Every Bite to Feed Virginia's Future Generation!**



# Thank you!

Roseann Liberatore

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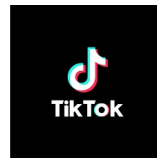
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WITH  
ROSEANN



## • Follow us:

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@realdairyrealdelicious



**SMART SWAPS**

