



How Many Cows? School Nutrition Promotion Series



Timing: June

Corresponding Events: June Dairy Month

Core Activity: How Many Cows? Display Activity

Corresponding Healthy Eating Plays: From Farm to School: Farms Deliver

Corresponding Physical Activity Play: Family Fitness Challenge



Background Information

- X A cow consumes approximately 100 pounds of feed and 50 gallons of water and produces about 6-7 gallons of milk per day.¹
- O Milk is the leading food source of calcium, potassium, phosphorus, magnesium, vitamin A, vitamin D and riboflavin in Americans' diets.²
- X Three servings of dairy foods provide a powerful package of nine essential nutrients- including calcium, potassium, phosphorus, protein, vitamins A, D, B12, riboflavin and niacin (niacin equivalents)- that help keep bones strong and bodies healthy.³
- O According to the Dietary Guidelines, Americans 9 years and older should consume three daily servings of low-fat or fat-free milk and milk products as part of a healthy, balanced diet to promote bone health and help reduce the rise of certain diseases.³
- X Milk and milk products provide three of the four nutrients of concern- calcium, vitamin D and potassium- which the Dietary Guidelines identified as lacking in the American diet.³



Basic Concept

1. Dairy cows produce an average of 6.5 gallons of milk a day. One gallon of milk holds either 16 - 8oz. or 12.8 - 10 oz. containers of milk.
2. This promotion will create a visual display of how many cows it takes to supply your school with milk over a month.
3. Enlarge the **How Many Cows? Large Poster** at your local copy center and hang it in the café. Then print and hang as many **display cows** as you need (use equations below), update with new **display cows** each day or week during the month of the promotion:
 - #8 oz. cont./ 16/ 6.5 gallons = # of cows
 - #10 oz. cont./ 12.8/ 6.5 gallons= # of cows
4. Use **Mini-Posters, Announcements** and **Teacher Letter** to promote the event.
5. At the end of the month write the number of cows needed on the **How Many Cows? Large Poster** and let everyone know how many cows it took to supply your schools with milk for the month.

1. <http://www.kidscowsandmore.org/dairy/>

2. Dairy Research Institute*. 2010. Dairy Nutrient Contributions, NHANES (2003-2006). Data Source: Centers for Disease Control and Prevention, National Center for Health Statistics, National Health and Nutrition Examination Survey Data. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2003-2004; 2005-2006]. [<http://www.cdc.gov/nchs/nhanes.htm>]

3. U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2010. 7th Edition, Washington, DC: U.S Government Printing Office, January 2011. www.dietaryguidelines.gov





Expanding the Idea



Take this promotion one step further with the following ideas:

- **Milk Mustache Photo Booth Photo Shoot**- directions can be found on our website at School Nutrition Professionals > Education Connection > Build-A-Booth
Take group milk mustache photos featuring students using props from a party store- boas, inflatable guitars, pirate hat and eye patch, giant glasses, boxing gloves, inflatable baseball bats and hockey sticks, crowns and other cool accessories.
- **Offer Got Milk?® give aways** (order at www.spartanestores.com/gotmilk)
- **Communicate to the Community**
Use our World School Milk Day Menu Blurbs & PA Announcements to communicate during school and with parents.
Contact your New England Dairy & Food Council representative to generate some positive press for your event.
- **Fuel Up to Play 60 Playbook**
Cafeteria Culture play- celebrate this world wide event with international decorations highlighting nutritious food choices. Continue with a monthly international themed event for cultures represented in your student body.
Culture Dance Club play- add an international physical activity and teach dances from different cultures. Look for volunteers to teach the dances among parents, the community, local organizations and your students.



NEW ENGLAND DAIRY & FOOD COUNCIL*



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