

Strive for 35°

Make sure milk in your school is served cold!



Dear School Nutrition Professional,

Thank you for participating in The Dairy Alliance Strive for 35° program. This popular, effective program has been helping schools encourage kids to drink milk for many years. The idea is simple: keep milk cold (ideally at 35°F) and kids will be much more likely to drink it. In order to help you achieve this goal, we've included some helpful tools. In this kit you will find:

- Cooler Cling
- Digital Thermometer
- Cold Milk Fact Sheet
- Serve Really Cold Milk Poster
- Milk Temperature Survey (complete and return for your chance to receive prizes!)

PROCEDURES FOR SURVEY PARTICIPATION:

1. Using the digital thermometer, simply monitor milk and milk cooler temperatures a few times during your daily lunch periods.
2. Use the survey form to record your findings.
3. If your milk temperatures are above 40°F: review the possible problems, make the necessary corrections, and retest your milk and milk coolers during your next daily lunch periods.
4. Submit your data by mailing or faxing your survey form to:

The Dairy Alliance
5340 West Fayetteville Road
Atlanta, GA 30349
Fax: 770.996.6925

The digital thermometer is yours to keep and may be used in your ongoing efforts to maintain optimum temperatures in your milk coolers. Thank you for participating!

Sincerely,
The Dairy Alliance



**THE DAIRY
ALLIANCE**

Visit our website for additional educational resources at

thedairyalliance.com

Strive for 35°

Make sure milk in your school is served cold!



Cold Milk Fact Sheet

KIDS LOVE COLD MILK!

Milk tastes best when it is served cold, between 35°F and 40°F. When it comes to nutrition, all beverages are not created equal. So, help ensure that kids choose milk by serving it the way it tastes best.

KIDS NEED MORE CALCIUM

Among children ages 6-11, 71% of girls and 62% of boys don't meet calcium requirements. And, milk is one of the richest sources of calcium. Each 8-ounce serving of milk has 300 mg of calcium, getting kids on their way to meeting their recommended three servings a day.

MILK IS A NUTRIENT-RICH POWERHOUSE

Milk contains nine essential nutrients, making it one of the most nutrient-rich beverages children can enjoy.

COLD MILK STAYS FRESH LONGER

Temperatures above 40°F reduce the shelf life of milk. The shelf life of milk is shortened by a full 50% for every five degree increase in temperature over 40°F. Strive for 35°F since milk stays fresh the longest at this temperature.

HERE ARE WAYS YOU CAN HELP ENSURE THAT YOUR MLK STAYS COLD:

- Monitor the temperature of your milk daily
- Close drop-front cooler doors between serving periods
- Replace worn gaskets around coolers
- Monitor milk cooler thermostat daily
- Place milk toward the back of the cooler and away from the door
- Check milk temperature at the time of delivery
- Place milk into a cooler immediately after delivery
- Do not set milk outside cooler during meal service
- Consider forced air coolers or glass door merchandisers when replacing cold wall/drop front coolers
- Do not overload the milk cooler to allow proper air circulation around milk
- Clean milk cooler vents on a regular basis



**THE DAIRY
ALLIANCE**

Visit our website for additional educational resources at

thedairyalliance.com

Serve Really Cold Milk!



YES

MILK RECEIVING

Milk should be delivered between 31°-40°F and immediately placed into refrigerated storage.

If milk is out of temperature, document and talk to the processor to correct.

YES

MILK STORAGE

Milk should be stored in a walk-in or milk box cooler at around 35°F.

If milk is out of temperature, adjust thermostat over several days so milk stays about 35°F but does not freeze.

If milk is still out of temperature, maintenance cooler:

1. Check gaskets and latches for tight fit
2. Clean coils and vents
3. Check for ice build-up

If milk is still out of temperature, call a service technician.

YES

MILK SERVICE

Milk should be served between 33°-40°F from beginning to end of service.

If milk is out of temperature, serve milk from insulated containers such as portable milk barrels, cooler bags or from a milk box cooler.

If milk is still out of temperature in milk box cooler:

1. Keep milk box doors closed until immediately before serving and close between serving periods.
2. Keep milk crates at furthest point from the cooler door and do not overpack to allow for air flow.
4. Consider purchasing cooler curtains for drop front coolers.

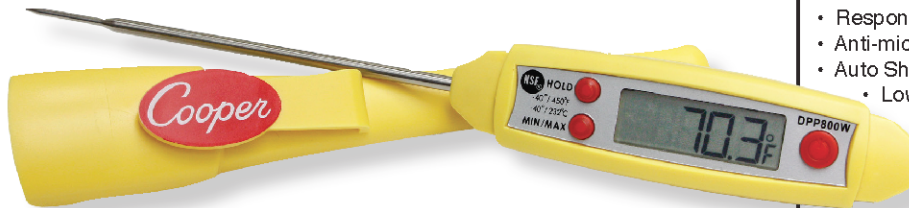
If milk is still out of temperature, call a service technician.

MAX

Digital Pocket Test Thermometer

DPP800W

MAX, the DPP800W Digital Pocket Test Thermometer, has an extra large, easy-to-read LCD and is designed to run through dish washing machines to check final rinse cycle temperatures. The sensor, located at the end of the reduced tip, provides the most accurate reading available in a digital pocket test and has a quick response time of less than 6 seconds.



Reduced tip for delicate products and quick response time (<6 second)

Specifications

- Temperature Range: -40° to 450°F (-40° to 232°C)
 - Accuracy: $\pm 1^\circ\text{F}$ ($\pm 0.5^\circ\text{C}$) from 32° to 212°F (0° to 100°C)
 - Resolution: 0.1°
 - LCD Display: 1.5" x 0.50" (38 mm x 13 mm)
 - Waterproof: IPX7 Rating Dishwasher-Safe
 - Modes: HOLD, MIN / MAX
 - Stem Length: 4" (102 mm), Stainless Steel Stem
 - Response Time: Reduced Tip for < 6 Second
 - Anti-microbial Protective Sheath & Pocket Clip
 - Auto Shut-off: After 10 Minutes of Non-use (Can be Disabled)
 - Low Battery Indicator
 - 1.5 V #LR44 Battery Included
 - CE Certified, NSF Listed, WEEE Marked and RoHS Compliant
 - With Anti-microbial Additive
 - Guaranteed Accurate for Life!
 - Lifetime Warranty
- LIFETIME WARRANTY INCLUDES CALIBRATION
- ACCURACY: Any AFL designated instrument which proves to measure temperatures out of the specified accuracy range or be defective in material or workmanship will be replaced, without charge, upon receipt of the unit prepaid.



Packaging

- Individual Boxed Package Weight: 2.5 lbs. (73 grams)
- Package Dimensions (L x W x H): 4.75" x 1.25" x 11.50" (121 mm x 32 mm x 292 mm)
- Package Cube: 0.04
- Units per box (6) / Units per master carton (36)



Measuring Success Since 1885

Cooper-Atkins Corporation • 800-835-5011 • 860-347-2256 • www.cooper-atkins.com

Strive for 35°

Ensure milk in your school is served cold!



Milk Temperature Survey

DATE: _____ PARTICIPANT NAME: _____
SCHOOL DISTRICT: _____
SCHOOL NAME: _____
SCHOOL ADDRESS: _____
SCHOOL NUTRITION DIRECTOR: _____
MILK SUPPLIER: _____

WHAT KIND OF MILK OR MILK ALTERNATIVES DO YOU SERVE? *(please mark all that apply)*

- | | | |
|---------------------------------------|-----------------------------------|-----------------------------|
| <input type="checkbox"/> WHITE | <input type="checkbox"/> Fat-Free | <input type="checkbox"/> 1% |
| <input type="checkbox"/> VANILLA | <input type="checkbox"/> Fat-Free | <input type="checkbox"/> 1% |
| <input type="checkbox"/> CHOCOLATE | <input type="checkbox"/> Fat-Free | <input type="checkbox"/> 1% |
| <input type="checkbox"/> STRAWBERRY | <input type="checkbox"/> Fat-Free | <input type="checkbox"/> 1% |
| <input type="checkbox"/> OTHER: _____ | | |

TEST THE AMBIENT TEMPERATURE* OF THE MILK COOLER AND THE TEMPERATURE OF THE MILK YOU SERVE FROM IT FOR ONE DAY DURING EACH LUNCH SERVING PERIOD AND RECORD THE TEMPERATURE INFORMATION. *(please take milk from a variety of different locations in the cooler)*

COOLER AMBIENT TEMPERATURE
BEGINNING OF LUNCH PERIOD #1
BEGINNING OF LUNCH PERIOD #2**
BEGINNING OF LUNCH PERIOD #3**
END OF **FINAL** LUNCH PERIOD

**IF APPLICABLE

COOLER #1	COOLER #2	COOLER #3

*AMBIENT TEMPERATURE is the air temperature inside the cooler unit itself, surrounding the milk. This can be checked on the outside built in cooler thermostat, or (more accurately) by placing the digital thermometer inside the **closed** cooler for 60 seconds. **NOTE:** This is also a good indicator for the accuracy of the unit's built in thermostat.



THE DAIRY
ALLIANCE

Visit our website for additional educational resources at

thedairyalliance.com

Strive for 35°

Ensure milk in your school is served cold!



Results & Corrective Measures

WERE ANY OF YOUR TEMPERATURES MORE THAN 40°F? *(if yes, please mark possible reasons)*

☐ YES

☐ NO

☐ Milk Cooler Overpacked

☐ Milk Cooler in Need of Maintenance

☐ Milk Cooler Doors Left Open During Entire Service Period and/or Between Periods

☐ Other: _____

WHAT CORRECTIVE MEASURES DID YOU IMPLEMENT? *(please mark all that apply)*

☐ Did Not Overpack Cooler (Allowed Air Circulation Around Milk)

☐ Replaced Worn Gaskets

☐ Performed Cooler Maintenance

☐ Placed Milk Towards Back of Cooler (Away From Door)

☐ Closed Milk Cooler Doors During and/or Between Periods

AFTER CORRECTIVE MEASURES ARE TAKEN, PLEASE PERFORM THE TEMPERATURE SURVEY AGAIN

DATE: _____ **PARTICIPANT NAME:** _____

COOLER AMBIENT TEMPERATURE
BEGINNING OF LUNCH PERIOD #1
BEGINNING OF LUNCH PERIOD #2**
BEGINNING OF LUNCH PERIOD #3**
END OF **FINAL** LUNCH PERIOD

**IF APPLICABLE

COOLER #1	COOLER #2	COOLER #3
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

SUBMIT YOUR DATA BY MAILING OR FAXING YOUR SURVEY FORM TO:

The Dairy Alliance
5340 West Fayetteville Road
Atlanta, GA 30349
Fax: 770.996.6925



**THE DAIRY
ALLIANCE**

Visit our website for additional educational resources at

thedairyalliance.com