

The Idaho Dairy Industry: Where Good Comes From



Our Vision

To protect the long-term economic
interests of the Idaho Dairy
Industry



A black and white photograph of a cow in a field. The cow is the central focus, standing in a grassy field. In the background, there are trees and a bright sky. The overall tone is natural and serene.

**INSPIRE TRUST in dairy farming and
dairy products and BUILD DEMAND
for dairy products around the world**

The Nutrition of Dairy

MILK	YOGURT	CHEESE
Calcium	Calcium	Calcium
Niacin* <small>*Niacin Equivalents</small>	Phosphorous	Phosphorous
Phosphorous	Potassium	Protein
Potassium	Protein	
Protein	Riboflavin	
Vitamin A		
Vitamin B-12		
Vitamin D		
Riboflavin		

Priority: Youth Wellness



Channel: The Schools

Choose **MyPlate.gov**

MyPlate at School

Fruits **Protein** **Grains** **Vegetables**

Dairy

Milk

USDA

The products shown here are not intended to be used as a substitute for any other product. The products shown here are not intended to be used as a substitute for any other product. The products shown here are not intended to be used as a substitute for any other product.

UNITED DAIRYMEN of IDAHO

Channel: The Schools



Provided by Idaho's Dairy Farm Families

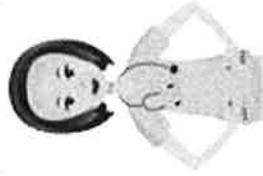
Standardized Testing

String Cheese

DAIRY
DOES
GOOD

Idaho's dairy farmers provide string cheese for Idaho schools during standardized testing. Enrollment in the Dairy Does Good program opens soon!

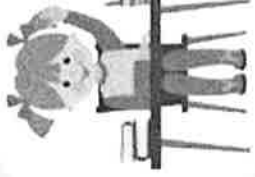
Nutrition Education



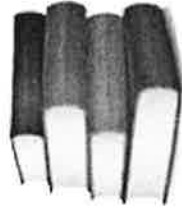
Adults / Health
Professionals



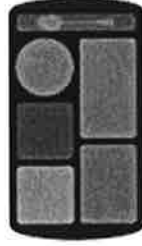
Childcare / Preschool /
Kindergarten



Elementary



Curriculum



School Foodservice



Middle-Senior High



USDA Announcement

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USDA, NFL, Fuel Up to Play 60 Partner to Award \$35 Million to Help Schools Serve Healthier Meals, Strengthen Childhood Nutrition

Release No. 0034.16

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Grants Will Improve Food Service Equipment, Upgrade Infrastructure Critical to Building Healthy Schools and Communities

SANTA CLARA, Calif., Feb. 5, 2016 – Amid pre-Super Bowl 50 celebrations today, Agriculture Secretary Tom Vilsack, NFL Commissioner, Roger Goodell, and Paul Rovey, dairy farmer and leader of the National Dairy Council (NDC), announced the availability of \$35 million in grants to help schools upgrade their kitchen equipment and infrastructure in order to offer students better access to nutritious foods.

Three in five students – more than 30 million children – rely on the U.S. Department of Agriculture's (USDA) National School Lunch program and School Breakfast program for one to two meals per day, however according to a 2014 survey, 88% of schools reported lacking at least one piece of equipment they needed in order to serve healthier foods. These grants will give millions of additional national access to more nutritious meals by providing schools with more whole grains, fruits, vegetables, lean protein and low-fat dairy, and less sodium nutrition standards, and serve healthy meals with more whole grains, fruits, vegetables, lean protein and low-fat dairy, and less sodium and fat.

In 2008, USDA, NFL, NDC, and GENYOUTH partnered via Fuel Up to Play 60, an in-school nutrition and physical activity program to help



QUESTIONS?

