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## **Guide to Nutrition NOW Funding Opportunity**

### **Overview and Purpose**

Funding is competitive and will be awarded based on strength of plan and potential impact. Schools with low enrollment, low free/reduced enrollment, and/or high budgets if approved may not receive full funding request. Only proposals that promote dairy sales in school meals will be considered. Incomplete applications will not be considered for funding. Your Dairy MAX School Wellness Consultant is available to help assess potential impact on dairy sales.

If approved, you must provide baseline data before funding is distributed. Schools that receive funding must submit pictures and complete all follow up reporting for their new program.

Students today are often overfed but at the same time under-nourished. The US Dietary Guidelines recommends that children increase consumption of nutrient dense fruits, vegetables, high-fiber whole grains and low-fat and non-fat milk and milk products.

The Dairy MAX Nutrition NOW program offers resources to assist school nutrition departments in increasing student access and acceptance of nutrient rich dairy foods during school meals and at other time periods during the school day. Nutrition NOW funding is generously provided by the dairy farm families in Colorado, southwest Kansas, Louisiana, Montana, New Mexico, Western Oklahoma, Texas and Wyoming.

### **Funding Guidelines**

1. School districts that participate in the National School Lunch Program, School Breakfast Program, Summer Food Service Program, Seamless Summer Option or CACFP After School Meals can apply for funding to increase student dairy food consumption. These opportunities can be, but are not limited to the following:
  - Breakfast in the Classroom
  - Grab & Go Breakfast
  - Curbside Delivery
  - Bulk Milk
  - Supper Program
  - After-school snack program – including milk, cheese and/or yogurt in snack offerings
  - Smoothies – yogurt or milk smoothies with fruit
  - Yogurt Parfaits
  - Coffee Bars
2. The school nutrition director will provide a detailed proposal of the strategy including goals and objectives, implementation timeline, targeted schools, student reach, estimated growth in dairy consumption and measurement methods using the Nutrition NOW Funding Program Application.



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3. The school nutrition director will provide an itemized implementation budget. Funds cannot be used for food or labor. Due to the current circumstances surrounding COVID-19, a temporary flexibility will allow up to 25% of funds to be used for personal protective equipment and/or disposable packaging.
4. Dairy expansion strategy must be implemented in the 2021/2022 school year.
5. Targeted schools are encouraged to be enrolled and engaged in the Fuel Up to Play 60 program.
6. School business official, superintendent, or principals of targeted schools must approve of funding request.
7. School nutrition director will provide quantitative and qualitative data on meal participation and dairy product utilization with feedback and digital record of the implementation (photos and/or video).
8. Approval to fund and the funded amount will be at the discretion of Dairy MAX. Amount of funds given to a school will be dependent on the proposal's potential growth and sustainability in dairy product consumption.
9. District will provide proof of implementation mid-year and will repay any funds that are not used by May 31, 2022.
10. District will grant Dairy MAX permission to share implementation success with other schools.

### **Application Process**

1. District completes Nutrition NOW Funding Program Application and submits through the provided application link, along with required velocity reports from milk, cheese and yogurt vendors.
2. Dairy MAX representatives will review funding request to determine if the proposed strategy will be funded and the amount of funds to be awarded.

### **Tracking Results**

1. If funded, the school nutrition director will provide a mid-year update on the program and proof of implementation to their Dairy MAX representative. The school nutrition director will also complete the final impact report one year after initial implementation. Impact report will include dairy sales data for milk, cheese and yogurt.
2. District will provide post program implementation velocity reports from milk, cheese and yogurt vendors as applicable.
3. School nutrition director will provide additional commentary as needed based on incremental changes achieved from implementation.

**Questions?** Contact Your Dairy MAX School Wellness Consultant or [find them here](#).